



# BACHELOR OF ARTS (HONOURS)

- ▲ Retail Marketing
- ▲ Sport Business Management
- ▲ Sports Studies and Marketing
- ▲ Sustainable Events Management



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# WELCOME MESSAGES



Gain a Global  
Edge at **SIM GE**  
for the global  
workplace in the  
future economy

Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top ranking international universities from the UK, the US and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is a leading private educational institution in Singapore, reputed for high standards and a vibrant student experience. Founded in 1964 by the Singapore Economic Development Board as part of the SIM Group, it has over 50 years of strong track record in developing quality manpower.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today's fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need, to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our fraternity of over 133,000 graduates and alumni and 20,000 students, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

**Dr Lee Kwok Cheong**  
*Chief Executive Officer*  
SIM Global Education



## Teaching is delivered by experts in their field

At the University of Stirling we take pride in offering you an education based on innovation and excellence – an inspiring academic experience that is second to none.

Stirling's degrees are attuned to the needs of employers and will equip you with knowledge and expertise in your chosen field. Research excellence informs our cross-disciplinary approach to teaching, which means you will benefit from being taught by world-leading academics.

We are ranked in the world's top 100 Universities under 50 years old and have a 5-star QS World University Ranking (2016). By studying with us, you will gain a qualification from a renowned institution where our teaching, employability, international activities and inclusiveness are all rated 5 star.

The University of Stirling courses are offered in collaboration with SIM Global Education, one of the leading providers of higher education in Singapore. Our two organisations have worked closely with industry partners to create a unique portfolio of courses that are specifically designed to meet the global needs of the dynamic and expanding market sectors

of Retail, Sport Management, Marketing & Events.

These courses are offered in Singapore by the University of Stirling's Management School, with teaching input from the Institute for Retail Studies (a noted Centre of Excellence for teaching and research); and the Faculty of Health Sciences and Sport. The University of Stirling is Scotland's University for Sporting Excellence producing many international athletes including a number of medal winners who recently competed at the Rio Olympics, 2016.

As our courses are offered in both Singapore and at our main University Campus in Stirling you have the option of spending a semester studying in Scotland. This will allow you to expand your international network of contacts and gain a valuable, rich cultural experience.

Thank you for considering studying with us. I wish you all the best with your studies and look forward to welcoming you in the future.

**Professor Gerry McCormac**  
*Principal and Vice-Chancellor*  
University of Stirling

# SIM GROUP



## **SIM Global Education** **A leading private education institution**

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore's industrialisation, the SIM Group also offers its services through two other educational brands: SIM University (UniSIM) and SIM Professional Development (SIM PD).

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top ranking and reputable universities from the United Kingdom, the United States and Australia. SIM GE's approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With more than 133,000 alumni and 20,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE  
GLOBAL  
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40  
COUNTRIES

133,000  
ALUMNI

Over 10  
international  
universities,  
1 global  
campus



Scan  
for Virtual  
Campus Tour



## Why Study at SIM GE?

### ▲ AWARD-WINNING INSTITUTION

Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People's Choice Awards.

### ▲ THROUGH-TRAIN PATHWAY

Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

### ▲ GLOBAL PERSPECTIVES & INSIGHTS

Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

### ▲ STUDENT-CENTRIC CAMPUS

Wi-Fi enabled campus with comprehensive facilities for students' academic and recreation needs.

### ▲ VIBRANT STUDENT LIFE

Participate in over 70 student clubs with year-round activities in arts, culture and sports.

### ▲ DEDICATED STUDENT SUPPORT

Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

### ▲ BOND-FREE SCHOLARSHIP & BURSARY

Scholarships are available to students who excel in academics, sports or arts.

### ▲ NETWORK FOR SUCCESS

A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

### ▲ ALUMNI ENGAGEMENT

Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through initiatives such as Structured Alumni Mentorship.

# STUDENT LIFE

## Project 1095

Ability » Adaptability » Employability

**24**  
hours in 1 day...

**365**  
days in 1 year...

**1095**  
days in 3 years...

**Seize the now.**  
Make the most of your time  
in SIM GE.

### CAREER DEVELOPMENT

Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters, Mentorship Programme offered by Career Connect.

### GLOBAL LEARNING

Gain international exposure through overseas academic exchange programmes, study trips, internships and workshops.

### STUDENT DEVELOPMENT

Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

### STUDENT CARE

Boost your well-being in healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.



*Grooming achievers outside the classroom*



*Global exposure and learning opportunities*



*Career fair offering internships and jobs*



# STUDENT LEARNING CENTRE



**The Student Learning Centre (SLC)** is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

## **PEER-ASSISTED LEARNING (PAL)**

A student-to-student support network that provides academic assistance for selected modules.

## **WORKSHOP SERIES**

Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

## **PROFESSIONAL SKILLS**

Develop professional skills that are highly valued by employers through well-structured training programmes.

## **CONSULTATION SERVICES**

Work with our advisors to improve your skills in written and oral presentation.



*Peer-Assisted Learning (PAL) in session*



*Digital Literacy Workshop*



*Student Learning Centre*

# UNIVERSITY OF STIRLING



Founded by Royal Charter in 1967, the University of Stirling was the first genuinely new university in Scotland for over 400 years.

The results of the University's performance in the 2014 Research Excellence Framework (REF) positioned Stirling as one of the top research-led universities in the UK with almost three quarters of research activity rated either world-leading or internationally excellent. Stirling is ranked 6th in Scotland and 45th in the UK, with our Management School ranked in the UK top 25 for Business and Management.

In learning and teaching, the University is committed to delivering high quality programmes that produce intellectually able graduates who are highly sought after by employers. We are ambitious for our students, and our flexible learning opportunities enable them to explore and discover new subjects and interests.

According to an external review, the quality of teaching and the academic standards of awards at Stirling were amongst the best in Scotland.

The University of Stirling regularly performs well in the various newspaper surveys of higher education. Here are some of the accolades:

- 7th in the UK for graduate employability, with 96% of our graduates in employment or further study within six months of graduating (*Telegraph/HESA, 2015*)
- A 5-star ranking for teaching, employability, internationalisation, facilities and inclusiveness in the QS World University Rankings 2016
- Ranked 2nd in Scotland and 4th in the UK in The Times Higher Education 150 Under 50 Table 2016, which ranks the world's top 150 universities under 50 years old
- Ranked as one of the top 150 most international universities in the world (*Times Higher Education World University Rankings 2016*)
- Home to the Institute for Retail Studies, an acknowledged centre of excellence for retailing
- Stirling is Scotland's University for Sporting Excellence, and ranked 23rd in the UK for Sports Science (*The Complete University Guide 2017*)



## HIGHLIGHTS

- ▲ With over 12,800 students, 1,500 staff and 56,000 alumni, the University gives research and teaching a global outlook.
- ▲ In teaching and learning, Stirling works with their student community to deliver high quality programmes that produce intellectually able graduates who are highly sought after by employers.
- ▲ The Institute for Retail Studies (IRS) at the University of Stirling was established in 1983 to act as a focus for the academic and applied study of the retail industry.
- ▲ Stirling Management School's exceptional performance has resulted in a coveted place among the UK's top 25 institutions for Business and Management, out of 101 Business Schools. (*REF 2014*)
- ▲ Scotland's University for Sporting Excellence, a designation by the Scottish Government in recognition of their contribution to Scottish sport.
- ▲ Home to a suite of sports facilities, across 310-acres, all open to students.



# OVERVIEW



## Retail Marketing

### The Future Road-Map of Retail

Mention 'retail' and the images it conjures up span a breath-taking gamut from fashion and apparel, to electronics, to food and beverages, to fast-moving consumer goods. Whether we realise it or not, retail penetrates the everyday lives of consumers as an encompassing and exciting experience.

The significant contribution of the retail industry cannot be understated in Singapore. Services account for the biggest sector of our economy, with wholesale and retail trade being a key segment of services. Its contribution to our total GDP stands at a whopping 18 percent<sup>1</sup>. This certainly signals promising job opportunities and prospects. In addition, Singapore is also the world's second most preferred destination for new brands according to the 2016 report 'How Global is the Business of Retail?' by CBRE. Certainly the future of retail is bright.

### Changing Landscape, Evolving Skills

The retail industry is seeing rapid changes and evolution as it increasingly shifts away from the traditional brick and mortar stores towards a growing trend of e-commerce channels and online

retail. In the 3 June 2016 article by Singapore Business Review, it is reported that according to the PwC's Total Retail survey over 6 in 10 in Singapore shop online at least once a month, indicating a growing trend of online shopping amongst Singaporeans.

As such, it is vital that as an aspiring or current retail professional, your present skills sets and knowledge must evolve to meet the changing landscapes and emerging needs of a retail industry with new dynamics shifts towards e-commerce and manpower-lean technologies.

### Navigating the Future with Us

Specifically designed to meet the needs of a dynamic and expanding market sector, the Bachelor of Arts (Honours) in Retail Marketing programme offered in Singapore at SIM GE by the University of Stirling is a result of close collaboration and consultation with retail industry partners.

As an acknowledged Centre of Excellence with close links to the Singapore Retailers Association and Singapore Institute of Retail Studies, the University of Stirling's Institute for Retail Studies (IRS) is the choice institution to help you

acquire the key capabilities vital to navigate the future road-map of retail.

With technologies savviness, technical and soft skills, and armed with a global outlook, you will have the competencies to perform higher value-adding roles such as re-design workflows to support implementation of new retail technologies, manage brand portfolios and assets across multiple sales channels, understand the international consumers' preference, and expand business through omni-channel retailing.

Likewise, retail businesses can strengthen their business capabilities and meet the needs of their progressive business models when staff are equipped with the right skillsets.

With an increasingly competitive retail landscape, being future-ready will help both businesses and professionals like you to become future-ready in order to capitalise on emerging opportunities.

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<sup>1</sup><http://www.cbre.com/research-and-reports/how-global-is-the-business-of-retail>



### **Sport Business Management Sports Studies and Marketing**

The sports industry is one of the sectors experiencing economic growth in both Singapore and globally. The sparkling billion dollar Singapore Sports Hub further cements Singapore's influence in the sporting arena. Globally, revenue of sports events should continue to grow in the next cycle with projected revenue of \$90.9 billion by 2017, an increase of \$15 billion between 2013 and 2017.\*

With expected growth both locally and globally, there is a demand for talented professionals who understand the sports sector and can use their marketing skills to best effect.

*\* Online article 'What is the future of the sports business in Singapore?'. Singapore Business Review, 20 March 2015.*

### **Sustainable Events Management**

Sustainability is a recent focus for the 'events' arena. Stirling's Management School's new mission statement outlines its aims to be a leader in sustainable management teaching. The School aims to have sustainability issues and the sustainable management of a company's resources at the heart of all its business degrees over the next

five years. The University aims to be a leader in sustainable management teaching. When people stage concerts, sports events, they can create harm to the environment. The programme will have aspects on how to manage environment and social impact.

Events range in scope, scale and complexity, from mega-events to a corporate meeting. They could cover a diverse range of activities from sport and culture to product launches and fundraising. A successful events manager must have abilities in a very wide range of subject areas. The Sustainable Events Management degree course crosses the boundaries between marketing, human resources, finance, planning and other business skills to develop multi-disciplined, creative team leaders able to organise the largest event down to the smallest detail. The experiential focus on events as a management form represents a creative and dynamic approach relevant to organisations that strive to satisfy society's leisure needs while producing a graduate well-versed in management, with explicit skills and knowledge in business, management and marketing and the ability to apply in practice.

## **Why study Stirling's degree at SIM GE?**

- ▲ Same curricula and standards as the degree programme offered in the UK.
- ▲ Teaching is delivered by experts in their field. This is enhanced by cutting-edge knowledge from researchers and through integration with field professionals.
- ▲ Lectures are delivered by University faculty and supported by local tutors.
- ▲ Modular two-year programme focusing on the multi-disciplinary areas of retail marketing, sport business management, sports studies and marketing, events management and project management.
- ▲ Option to spend one semester at the University of Stirling home campus in the UK.
- ▲ Flexible curriculum allows working professionals and affiliates to hone existing expertise to embrace lifelong learning.

# BA (HONS) IN RETAIL MARKETING

## Objectives

The Bachelor of Arts (Honours) in Retail Marketing programme is developed and awarded by the University of Stirling, Scotland. The programme is supported by Institute for Retail Studies (IRS) and its extensive retail networks to ensure relevance, practicality and current curriculum. Offered at SIM GE, this two-year programme is for qualified applicants working or intending to work in the retail industry.

The programme aims to enable you:

- to understand the fundamental importance of retailing as a customer-focused activity and as an important service sector within the environment and society at large
- to be able to apply core retail marketing principles in the delivery of customer values
- to understand the nature of specific retailing activities and how they are integrated within a distribution channel and the wider exchange process
- to be equipped with the appropriate skills to gain and excel in decision-making positions in business and other organisations

## Duration and Intake

Programme Duration	Intake
2 Years Full-time & Part-time	August

## Modules

- Branding and Communications (20 credits)
- Buying and Visual Merchandising (20 credits)
- Digital and Experiential Marketing (20 credits)
- Multi-Channel Retail Marketing (20 credits)
- Professional Development and Practice (20 credits)
- Retail Operations (20 credits)
- Strategic Management (20 credits)
- Understanding Consumers (20 credits)
- Understanding Supply Chains (20 credits)
- Dissertation (60 credits)

## Exchange Semester at Stirling

You'll have an option to spend one semester of study (3rd semester) at the University of Stirling home campus in the UK. You are expected to complete modules equivalent of 60 credits in the UK.

This is an invaluable opportunity for students to experience and become immersed in Scottish culture, and to add value to their educational learning experience through a first-hand appreciation of the different domestic and international activities undertaken by retailers and marketers.

The exchange at Stirling enhances your global outlook and mindset that will prepare you to work more efficiently in a globalised economy.

## Mode of Delivery

Blended learning comprising:

- Activities
- Lectures
- Tutorials
- Workshops

Each lesson is typically 6 hours for lectures; 3 hours for tutorials.

## Assessment

- Individual or group assignments
- Dissertation
- Written Exams
- Continuous assessments such as:
  - Presentations
  - Tutorial exercises

**Candidature Period:** 2 to 4 years  
There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

**Minimum Class Size:** 50  
In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

## Career Prospects

You will acquire a comprehensive range of analytical, problem-solving and professional skills, which are increasingly valued not just in the retail industry itself but also in other areas of commerce, education, government and non-profit making organisations. Thus, a degree in Retail Marketing can become the key to pursuing a specialised retail career or a more general management career.

"The programme has given me an insightful view of the retail industry, as well as knowing the who's who within the industry. I am so glad that this programme has benefitted me in many ways. With greater knowledge, comes greater understanding, which enhances one's ability to perform and excel in a job, regardless of which major or field one is in." (2016)

### Eugene Koh

Graduate, BA (Hons) in Retail Marketing  
Assistant Manager in a Fashion company

Previous graduates have become successful Buyers, Brand Managers, Operations Managers, Visual Merchandisers and Store Designers.

#### Admission Criteria

- SIM Diploma in Management Studies/International Business; or
- Business/Marketing related Diplomas from local polytechnics; or
- Non-Marketing and Non-Business Diploma from local polytechnics with successful completion of a 3-month SIM Preparatory Course in Retail Marketing
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent

All other qualifications will be evaluated on a case-by-case basis and all admission will be based on merit and is subject to the approval of the University.

Applicants who obtained their qualifications from countries where English is not the standard medium of instruction or the first language, will be required to provide evidence of proficiency in English language.

Please visit SIM GE website for the full details of admission criteria including English proficiency.

#### Programme Fees

Total Fee	S\$38,520
Per 20-credit Module Fee	S\$3,210
Per 40-credit Module Fee	S\$6,420

*Fees are inclusive of prevailing GST. Fees for the modules will be payable before the commencement of each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

#### SkillsFuture Study Award

This programme is a supported course under the SkillsFuture Study Award for Retail Sector. Applicable to Singapore citizens only.

Please refer to SIM GE website for more information.

#### Preparatory Course in Retail Marketing

Applicants with non-Marketing and/or non-Business related diploma may be admitted into the Bachelor's programme, subject to the approval of the Programme Director of the University. They may be required to complete and pass a 3-month SIM Preparatory Course, for entry into the Bachelor's programme.

This course is developed and awarded by SIM, Singapore.

#### Duration and Intake

Programme Duration	Intake
3 months Full-time & Part-time	June

#### Modules

- Retail Studies
- Introduction to Marketing

#### Mode of Delivery

Blended learning comprising:

- Activities
- Lectures
- Tutorials

Each lesson is typically 2 to 3 hours for lectures.

#### Assessment

- Individual or group assignments
- Written Exams
- Continuous assessment such as:
  - Tutorial exercises

#### Minimum Class Size: 25

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

#### Admission Criteria

The university may require students to complete one or two modules.

Requirements for candidates with	Modules to take
Non-Marketing Diploma (Have taken and passed a core marketing module)	• Retail Studies
Non-Marketing, Non-Business Diploma	• Introduction to Marketing • Retail Studies

#### Certification

A certificate of completion will be awarded to students upon successful completion of the Preparatory Course.

#### Programme Fees

Preparatory Course: S\$642 per module

*Fees are inclusive of prevailing GST. Fees for Preparatory Course are payable prior to course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

# BA (HONS) IN SPORT BUSINESS MANAGEMENT

## Objectives

The Bachelor of Arts (Honours) in Sport Business Management has been designed to meet the sporting industry's requirement for technically competent, customer oriented, commercially minded practitioners who have the flexibility and capability to apply their skills and knowledge in a variety of customer oriented environments both domestic and the international market place. This will involve integrating sports science, management, professional and transferable skills. On graduation, students will be able to apply sound analytical techniques, underpinning scientific principles and management skills to the challenges faced by the sports related industries.

## Duration and Intake

Programme Duration	Intake
2 Years Full-time & Part-time	August

## Modules

- Managing the Consumer Experience (20 credits)
- Sports Policy (20 credits)
- Financial Business Modelling (20 credits)
- Developing Sustainable Events (20 credits)
- Managing the Business of Sport (20 credits)
- Project Management (20 credits)
- Sport Governance (20 credits)
- Sport Marketing (20 credits)
- Professional Development & Practice (20 credits)
- Work-based Project (60 credits)

## Exchange Semester at Stirling

You'll have an option to spend one semester of study (3rd semester) at the University of Stirling home campus in the UK, to take advantage of the excellent sporting teaching and research facilities and resources at the University. You are expected to complete modules equivalent of 60 credits in the UK.

## Mode of Delivery

Blended learning comprising:

- Activities
- Lab work
- Lectures
- Online learning
- Tutorials
- Workshops

Each lesson is typically 6 hours for lectures; 3 hours for tutorials.

## Assessment

- Individual and/or group assignments
- Written Exams
- Dissertation
- Continuous assessments such as:
  - Presentations
  - Tutorial exercises

## Candidature Period: 2 to 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

## Minimum Class Size: 50

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

## Career Prospects

Opportunities across a range of sport business organisations, including project management of sporting events or management of a retail sport business.

## Admission Criteria

- Diploma in Sports & Wellness Management from Nanyang Polytechnic; or
- Diploma in Sports Coaching from Republic Polytechnic; or
- Diploma in Sports & Exercise Sciences from Republic Polytechnic; or
- Diploma in Sports & Leisure Management from Republic Polytechnic; or
- Diploma in Health Management & Promotion (with Marketing Elective); or
- Non-Sports Studies and Non-Business Diploma from local polytechnics with successful completion of a 3-month SIM Preparatory Course in Sports Studies and Marketing
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent

All other qualifications will be evaluated on a case-by-case basis and all admission will be based on merit and is subject to the approval of the University.

Applicants who obtained their qualifications from countries where English is not the standard medium of instruction or the first language, will be required to provide evidence of proficiency in English Language.



Please visit SIM GE website for the full details of admission criteria including English proficiency.

### Programme Fees

Total Fee	S\$38,520
Per 20-credit Module Fee	S\$3,210
Per 40-credit Module Fee	S\$6,420

*Fees are inclusive of prevailing GST. Fees for the modules will be payable before the commencement of each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

### Preparatory Course in Sports Studies and Marketing

Applicants with non-Sports Studies and/or non-Business related diploma may be admitted into the Bachelor's programme, subject to the approval of the Programme Director of the University. They may be required to complete and pass a 3-month SIM Preparatory Course, for entry into the Bachelor's programme.

This course is developed and awarded by SIM, Singapore.

### Duration and Intake

Programme Duration	Intake
3 Months Full-time & Part-time	June

### Modules

- Sports Studies
- Introduction to Marketing

### Mode of Delivery

Blended learning comprising:

- Activities
- Lectures
- Tutorials

Each lesson is typically 2 to 3 hours for lectures.

### Assessment

- Individual or group assignments
- Written Exams
- Continuous assessment such as:
  - Tutorial exercises

### Minimum Class Size: 25

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

### Admission Criteria

The university may require students to complete one or two modules.

Requirements for candidates with	Module(s) to take
Local Polytechnic Diploma from non-Sports Studies and non-Business (and have not taken module in Marketing)	<ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• Sports Studies</li> </ul>
Local Polytechnic Business Diploma (and have taken module in Marketing)	<ul style="list-style-type: none"> <li>• Sports Studies</li> </ul>

### Certification

A certificate of completion will be awarded upon successful completion of the Preparatory Course.

### Programme Fees

Preparatory Course: S\$642 per module

*Fees are inclusive of prevailing GST. Fees for preparatory course are payable prior to course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*



# BA (HONS) IN SPORTS STUDIES AND MARKETING

## Objectives

The Bachelor of Arts (Honours) in Sports Studies and Marketing programme is designed for individuals who want to build a successful career in sports management.

The programme aims to:

- provide you with knowledge and critical understanding of sports policy, planning, management and delivery of sporting opportunities to the community.
- enable you to develop an understanding of the unique features of marketing in a sports environment.
- allow you to apply core sports marketing principles in the delivery of customer values.
- equip you with the appropriate skills to gain and excel in decision-making positions in business and other organisations.
- provide you with a critical understanding of contemporary issues in sport and marketing.
- provide you with a specific awareness of the extent to which sport contributes to and is constitutive of historical, social, political, economic and cultural forces.

## Duration and Intake

Programme Duration	Intake
2 Years Full-time & Part-time	August

## Modules

Year 1 - Compulsory Core Modules

- Digital and Experiential Marketing (20 credits)
- Managing the Business of Sport (20 credits)
- Sports Policy (20 credits)
- Sports Work Experience (20 credits)
- Understanding Consumers (20 credits)
- Understanding Supply Chains (20 credits)

Year 2 - You can choose one of the following pathways:

### Pathway 1

- Sport Marketing (20 credits)
- Sport Governance (20 credits)
- Professional Development and Practice (20 credits)
- Dissertation (60 credits)

### Pathway 2

- Sport Marketing (20 credits)
- Sport Governance (20 credits)
- Research Methods in Sports Studies (20 credits)
- Research Project in Sports Studies (60 credits)

## Exchange Semester at Stirling

You'll have an option to spend one semester of study (3rd semester) at the University of Stirling home campus in the UK, to take advantage of the excellent sporting teaching and research facilities and resources at the University. You are expected to complete modules equivalent of 60 credits in the UK.

## Mode of Delivery

Blended learning comprising:

- Activities
- Lab work
- Lectures
- Online learning
- Tutorials
- Workshops

Each lesson is typically 6 hours for lectures; 3 hours for tutorials.

## Assessment

- Individual and/or group assignments
- Written Exams
- Dissertation
- Continuous assessments such as:
  - Presentations
  - Tutorial exercises

## Candidature Period: 2 to 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

## Minimum Class Size: 50

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

## Career Prospects

Management positions in marketing, sales, planning, sports events management and sport administration.

Organisations that offer these positions include professional sport clubs, sport governing bodies, health and leisure clubs, sport public agencies, sport community recreation departments, sport event's organisers and athletic service organisations.

"What I like about my course is the wide range of modules offered. We have sports modules as well as marketing and business modules. This will definitely broaden my job scope in the future." (2016)

**Jeremy Soh Keng An**

Student, BA (Hons) in Sports Studies and Marketing

**Admission Criteria**

- Diploma in Sports & Wellness Management from Nanyang Polytechnic; or
- Diploma in Sports Coaching from Republic Polytechnic; or
- Diploma in Sports and Exercise Sciences from Republic Polytechnic; or
- Diploma in Sports and Leisure Management from Republic Polytechnic; or
- Non-Sports Studies and Non-Business Diploma from local polytechnics with successful completion of a 3-month SIM Preparatory Course in Sports Studies and Marketing
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent

All other qualifications will be evaluated on a case-by-case basis and all admission will be based on merit and is subject to the approval of the University.

Applicants who obtained their qualifications from countries where English is not the standard medium of instruction or the first language, will be required to provide evidence of proficiency in English Language.

Please visit SIM GE website for the full details of admission criteria including English proficiency.

**Programme Fees**

Total Fee	S\$38,520
Per 20-credit Module Fee	S\$3,210
Per 40-credit Module Fee	S\$6,420

*Fees are inclusive of prevailing GST. Fees for the modules will be payable before the commencement of each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

**Preparatory Course in Sports Studies and Marketing**

Applicants with non-Marketing and/or non-Sports studies related diploma may be admitted into the Bachelor's programme, subject to the approval of the Programme Director of the University. They may be required to complete and pass a 3-month SIM Preparatory Course, for entry into the Bachelor's programme.

This course is developed and awarded by SIM, Singapore.

**Duration and Intake**

Programme Duration	Intake
3 months Full-time & Part-time	June

**Modules**

- Sports Studies
- Introduction to Marketing

**Mode of Delivery**

Blended learning comprising:

- Activities
- Lectures
- Tutorials

Each lesson is typically 2 to 3 hours for lectures.

**Assessment**

- Individual or group assignments
- Written Exams
- Continuous assessment such as:
  - Tutorial exercises

**Minimum Class Size: 25**

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

**Admission Criteria**

The university may require students to complete one or two modules.

Requirements for candidates with	Module(s) to take
Local Polytechnic Diploma from non-Sports Studies and non-Business (and have not taken module in Marketing)	<ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• Sports Studies</li> </ul>
SIM or local Polytechnic Business Diploma (and have taken module in Marketing)	<ul style="list-style-type: none"> <li>• Sports Studies</li> </ul>

**Certification**

A certificate of completion will be awarded upon successful completion of the Preparatory Course.

**Programme Fees**

Preparatory Course: S\$642 per module

*Fees are inclusive of prevailing GST. Fees for preparatory course are payable prior to course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*



SIM Global Education is a Sports Excellence (*spex*) Education Scheme partner of the Singapore Sports Institute (SSI) and the National Youth Sports Institute (NYSI).

The *spex* Education Scheme is a customised scheme that develops a more holistic and robust system of support for student-athletes to cope effectively with the dual demands of sport and education.

**About Singapore Sports Institute**

The Singapore Sports Institute (SSI) transforms athletes' aspiration into reality with integrated high performance management, science, medicine and athlete life support for athletes and coaches. We are committed to getting the best for our sportsmen and women of Singapore and to promoting sports as a platform for nation building, to provide athletes at all levels with "opportunities of a life time".

"We get to learn about the differences in the marketing tactics between sports and other industries. This gives us the upper hand when it comes to sports-related jobs." (2016)

**Shermaine Tung**

Student, BA (Hons) in Sports Studies and Marketing



# BA (HONS) IN SUSTAINABLE EVENTS MANAGEMENT

## Objectives

The Bachelor of Arts (Honours) in Sustainable Events Management programme aims to meet the leisure industry's requirement for technically competent, customer oriented, commercially minded practitioners who have the flexibility and capability to apply their skills and knowledge in a variety of customer oriented environments both for the domestic and the international market place. This will involve integrating leisure, tourism, hospitality, management, and professional transferable skills. On graduation, students will be able to apply sound analytical techniques, underpinning scientific principles and management skills to the challenges faced by the leisure and related industries.

## Duration and Intake

Programme Duration	Intake
2 Years Full-time & Part-time	August

## Modules

- Financial Business Modelling (20 credits)
- Managing Consumer Experience (20 credits)
- Understanding Consumers (20 credits)
- Developing Sustainable Events (20 credits)
- Project Management (20 credits)
- Digital & Experiential Marketing (20 credits)
- Facility, Conference & Venue Management (20 credits)

- Effective Communication & External Relations for Managers (20 credits)
- Professional Development & Practice (20 credits)
- Work-based Project (60 credits)

## Exchange Semester at Stirling

You'll have an option to spend one semester of study (3rd semester) at the University of Stirling home campus in the UK, to take advantage of the excellent teaching, research facilities and resources at the University. You are expected to complete modules equivalent of 60 credits in the UK.

## Mode of Delivery

Blended learning comprising:

- Activities
- Lab work
- Lectures
- Online learning
- Tutorials
- Workshops

Each lesson is typically 6 hours for lectures; 3 hours for tutorials.

## Assessment

- Individual and/or group assignments
- Written Exams
- Dissertation
- Continuous assessments such as:
  - Presentations
  - Tutorial exercises

## Candidature Period: 2 to 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

## Minimum Class Size: 50

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

## Career Prospects

Graduates of this degree will be able to apply sound analytical techniques, underpinning scientific principles and management skills to the challenges faced by the events management related industries. There are many opportunities across a range of events management business organisations, including project management of particularly large events, i.e. music festival or management of a conference and event venue.

## Admission Criteria

- Diploma in Hospitality & Tourism Management from Nanyang Polytechnic; or
- Diploma in Tourism & Resort Management from Ngee Ann Polytechnic; or
- Diploma in Integrated Events Management from Republic Polytechnic; or
- Diploma in Hotel & Leisure Facilities Management from Singapore Polytechnic; or
- Diploma in Tourism & Resort Management from Singapore Polytechnic; or
- Diploma in Integrated Events & Project Management from Singapore Polytechnic; or
- Diploma in Hospitality Management from Temasek Polytechnic; or

- Diploma in Leisure & Events Management from Temasek Polytechnic; or
- Non-Events Management and Non-Business Diploma from local polytechnics with successful completion of a 3-month SIM Preparatory Course in Events Management
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent

All other qualifications will be evaluated on a case-by-case basis and all admission will be based on merit and is subject to the approval of the University.

Applicants who obtained their qualifications from countries where English is not the standard medium of instruction or the first language, will be required to provide evidence of proficiency in English Language.

Please visit SIM GE website for the full details of admission criteria including English proficiency.

#### Programme Fees

Total Fee	S\$38,520
Per 20-credit Module Fee	S\$3,210
Per 40-credit Module Fee	S\$6,420

*Fees are inclusive of prevailing GST. Fees for the modules will be payable before the commencement of each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

#### Preparatory Course in Events Management

Applicants with non-Events Management and/or non-Business related diploma may be admitted into the Bachelor's programme, subject to the approval of the Programme Director of the University. They may be required to complete and pass a 3-month SIM Preparatory Course, for entry into the Bachelor's programme. This course is developed and awarded by SIM, Singapore.

#### Duration and Intake

Programme Duration	Intake
3 Months Full-time & Part-time	June

#### Modules

- Introduction to Marketing
- Introduction to Events Management

#### Mode of Delivery

Blended learning comprising:

- Activities
- Lectures
- Tutorials

Each lesson is typically 2 to 3 hours for lectures.

#### Assessment

- Individual or group assignments
- Written Exams
- Continuous assessment such as:
  - Tutorial exercises

#### Minimum Class Size: 25

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

#### Admission Criteria

The university may require students to complete one or two modules.

Requirements for candidates with	Module(s) to take
Local Polytechnic Diploma from non-Events Management and non-Business (and have not taken module in Marketing)	<ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• Introduction to Events Management</li> </ul>
Local Polytechnic Business Diploma (and have taken module in Marketing)	<ul style="list-style-type: none"> <li>• Introduction to Events Management</li> </ul>

#### Certification

A certificate of completion will be awarded upon successful completion of the Preparatory Course.

#### Programme Fees

Preparatory Course: S\$642 per module

*Fees are inclusive of prevailing GST. Fees for preparatory course are payable prior to course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.*

# APPLICATION AND ADMISSION

## How to Apply

Visit [www.simge.edu.sg/ge/how-to-apply](http://www.simge.edu.sg/ge/how-to-apply) for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student's Pass (STP) application form. Your Student's Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

## Application Fees

An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

Application Fees	Local applicants	International applicants
	S\$96.30	S\$321.00*

*\*This does not include all fees related to Student's Pass application.*

## Private Education Act

Under the Private Education Act, legislated in December 2009, a Council for Private Education was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

## PEI-Student Contract

CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website ([www.cpe.gov.sg](http://www.cpe.gov.sg)).

## Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL's refund policy will apply.

## Fee Protection Scheme

SIM PL adopts a compulsory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students' fees will be insured by the insurer pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at [www.cpe.gov.sg](http://www.cpe.gov.sg).

## Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: [www.simge.edu.sg/ge/medicalinsurance](http://www.simge.edu.sg/ge/medicalinsurance).

## Refund and Transfer/Withdrawal Policies

For refund and transfer/withdrawal policies, please refer to [www.simge.edu.sg/ge/refund](http://www.simge.edu.sg/ge/refund).

## Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

[www.simge.edu.sg](http://www.simge.edu.sg)

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**Photo Credits**

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This brochure contains key information, accurate as at time of print on 28 February 2017. For the most updated and complete corporate and programme information, refer to our website at [www.simge.edu.sg](http://www.simge.edu.sg). SIM and University of Stirling reserve the right to change the information, including fees, herein at any time.



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**Members of The SIM Group**



Cert No.: EDU-2-2004  
Validity: 20/05/2014 – 19/05/2018

Singapore Institute of Management Pte Ltd  
CPE Registration Number: 199607747H  
Period of Registration: 20 May 2014 – 19 May 2018