



UNIVERSITY of
STIRLING



BACHELOR OF ARTS (HONOURS)

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

www.simge.edu.sg

The programmes are developed and awarded by University of Stirling, UK
The University of Stirling is a charity registered in Scotland, number SC 011159



A Member of the SIM Group



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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, Europe 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 the global education arm of the Singapore Institute of Management (SIM Group) which was an initiative started in 1964 by the Economic Development Board to support Singapore's industrialisation. As one of the largest and leading private educational institutions in Singapore, we take pride in our reputation for quality academic standards and a vibrant student experience.

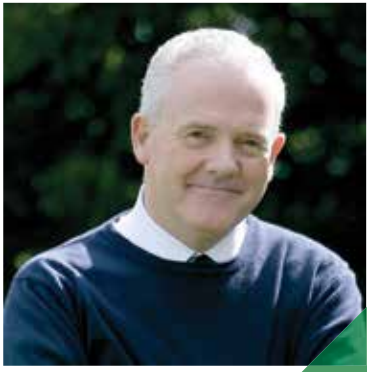
At SIM GE, we are committed to delivering a holistic education to empower individuals in their

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 community, 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 (2018). 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 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 educational and training services through four other brands: SIM International Academy (SIM IA), Singapore (Cambodia) International Academy (SCIA), SIM Professional Development (SIM PD) and Platform E.

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top-ranking and reputable universities. 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 over 150,000 alumni and about 19,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE
GLOBAL
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40
COUNTRIES

150,000
ALUMNI

Over 10
international
universities,
1 global
campus



Scan to
view our
Learning Spaces



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.

▲ BOOST EMPLOYABILITY

82.7% of graduates found jobs within 6 months of completing their Bachelor studies.

Source: SIM GE Graduate Employment Survey 2016/2017

▲ 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 mentorship initiatives.

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.

A CAREER HEAD START

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

OVERSEAS EXPERIENCE

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

STUDENT CLUBS & COMMUNITIES

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 overall well-being through 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



The Talking Point Programme

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:

- A 5-star ranking for teaching, employability, internationalisation, facilities and inclusiveness in the QS World University Rankings 2018
- Ranked 2nd in the UK and 47th in the world in the QS Top 50 Under 50 (2017), which ranks the world's top universities under 50 years old
- Ranked 3rd in Scotland and Top 15 in the UK for Sports Science (*Times and Sunday Times Good University Guide 2018*)
- Home to the Institute for Retail Studies, an acknowledged centre of excellence for retailing
- Stirling is Scotland's University for Sporting Excellence, and ranked top 25 in the UK for Sports Science (*The Complete University Guide 2017*)
- Top 20 in the UK for Sport (*QS World University Rankings 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

Whether we realise it or not, retail penetrates the everyday lives of consumers as an encompassing and exciting experience - from fashion and apparel, to electronics, food and beverage, and fast-moving consumer goods.

E-commerce sales in Singapore is projected to reach \$5.6 billion in 2018, rising up to \$6.7 billion by 2021.¹ Amid the wave of technology and e-commerce, we are also seeing retailers going back to 'bricks', offering innovative in-store shopping experiences and personalised services.

Despite the government's budget initiative to raise the goods and services tax to 9% between 2021 and 2025, Singapore still has relatively low taxes, driving the entry of retail and consumer companies into the country as a means to expand into Southeast Asia.

With the emerging opportunities in the retail landscape, it is vital that as an aspiring or current retail professional, your present skill

sets and knowledge must evolve to meet the changing landscape.

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.

Sport Business Management Sports Studies and Marketing

In the lead-up to the national sports strategy of Vision 2030, there is a growing attention on the sports scene in Singapore. A joint project by the Ministry of Culture, Community and Youth (MCCY) and Sport Singapore, Vision 2030²

aims to use sports for individual development, community bonding and nation building towards a healthier and better life through the impactful experience of sports.

Singapore plays host to high-profile sporting events such as the F1 Singapore Grand Prix and Standard Chartered Singapore Marathon, and is poised to become one of the premier sports hubs in Southeast Asia. Investment in sports infrastructure thus becomes a central role in the development of the wider domestic sports ecosystem, while connecting sports content and community participation. The sparkling billion dollar Singapore Sports Hub is by far the most significant large-scale development to-date, further cementing Singapore's influence in the sporting arena.

With expected growth locally to build Singapore's standing at the world levels, there is a demand for talented professionals who understand the sports sector and can use their management and marketing skills to best effect.



Sustainable Events Management

Singapore is recognised as a leading destination for events and conferences. To maintain this competitive edge, the Singapore Tourism Board and the meetings, incentives, conferences and events (MICE) industry have launched the MICE2020 roadmap to deliver enriching and personalised experiences to better connect with MICE visitors. One important aspect of the plan includes developing talent and enhancing professional standards in the sector.³

The Sustainable Events Management degree programme covers key principles of developing sustained commercial success with considerations to efficient approaches to human resources, energy use and waste management. The programme trains a successful contemporary events manager with knowledge in a wide range of subjects in marketing, human resources, finance, communications, planning and other business skills to develop multi-disciplined, creative and entrepreneurial team leader.

The programme includes a special focus on sustainability and managing the impact that large events can have on society and the environment.

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.

¹<https://sbr.com.sg/information-technology/in-focus/retail-giants-knock-singapores-door>

²https://www.mccy.gov.sg/Topics/Sports/Articles/Vision_2030.aspx

³<http://www.visitsingapore.com/mice/en/bulletin-board/developing-talent-for-growth/overview/>

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 three-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 three-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
3 Years Full-time & Part-time	August

Modules

Year 1

- Fundamentals of Business & Management
- Fundamentals of Marketing
- Leisure Management and Consumption
- Marketing, Ethics and Society
- Operations Management
- Retail Studies

Year 2 & Year 3

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

Each module is 20-credit except Dissertation (60-credit).

Exchange Semester at Stirling

You'll have an option to spend one semester of study (Year 3 1st 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

Classroom 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: 4 years

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

“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.” (2018)

Eugene Koh

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

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.

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

Admission Criteria

- GCE 'A' level passes
- International Baccalaureate (IB) Diploma or other equivalent pre-university certificates
- Non-Marketing/non-Business related diploma from local polytechnics with successful completion of the SIM Preparatory Course in Retail Marketing will be eligible for exemptions from Year 1 of the programme
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent

- Applicants with the following diplomas may be eligible for exemptions from Year 1 of the programme:

Singapore Institute of Management	Diploma • International Business • Management Studies
LASALLE College	Diploma in Fashion Merchandising and Marketing
Nanyang Academy of Fine Arts	Diploma in Fashion Merchandising and Marketing
Nanyang Polytechnic	Diploma • Marketing • Business Management with Retail Management • Business Management with Supply Chain Management • Business Management with CRM
Ngee Ann Polytechnic	Diploma • Business Studies (Marketing) • Business Studies (Service Management) • Business Studies (Marketing Communications) • Mass Communications
Singapore Polytechnic	Diploma in Business Administration with Marketing Management Option

Temasek Polytechnic	Diploma • Business (Marketing Elective) • Marketing • Retail Management • Apparel Design & Merchandising
SHATEC Institute	• Higher Diploma in Hospitality Management
WSQ	Diploma in Retail Management; and • 5 GCE 'O' level passes or equivalent (including English Language); and • Working experience at a senior managerial position in the retail industry; and • Evidence of other academic and/or work based learning.

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

Year 1	S\$8,667
Year 2 & 3	S\$38,520
Total Fee	S\$47,187

Fees are inclusive of prevailing GST and payable before the commencement of each semester. Fees do not include textbooks, repeat fees and expenses related to exchange semester at Stirling. 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/non-Business related diploma from local polytechnics must complete and pass this preparatory course for exemptions from Year 1 programme, subject to the approval of the University.

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

Classroom 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
SIM or Local Polytechnic Diploma from non-Marketing (and have taken module in marketing)	• Retail Studies
Local Polytechnic Diploma from Non-Marketing and/or non-Business (and have not taken module in marketing)	• 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
3 Years Full-time & Part-time	August

Modules

Year 1

- Fundamentals of Business & Management
- Fundamentals of Marketing
- Leisure Management and Consumption
- Marketing, Ethics and Society
- Operations Management
- Issues and Concepts in Sports Studies

Year 2 & Year 3

- Sports Policy
- Managing the Consumer Experience
- Financial Business Modelling
- Managing the Business of Sport
- Developing Sustainable Events
- Project Management
- Sport Governance
- Sport Marketing
- Professional Development and Practice
- Work-Based Project

Each module is 20-credit except Work-Based Project (60-credit).

Exchange Semester at Stirling

You'll have an option to spend one semester of study (Year 3 1st 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

Classroom learning comprising:

- Activities
- Lab work
- Lectures
- Tutorials
- Workshops

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

Assessment

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



Candidature Period: 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

- GCE 'A' level passes
- International Baccalaureate (IB) Diploma or other equivalent pre-university certificates
- Non-Sports Studies/ non-Business related diploma from local polytechnics with successful completion of the SIM Preparatory Course in Sports Studies and Marketing will be eligible for exemptions from Year 1 of the programme

- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent
- Applicants with the following diplomas may be eligible for exemptions from Year 1 of the programme:

Nanyang Polytechnic	Diploma in Sports & Wellness Management
Republic Polytechnic	Diploma <ul style="list-style-type: none"> • Health Management and Promotion (with Marketing Elective) • Sports Coaching • Sports and Exercise Sciences • Sports and Leisure Management

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

Year 1	S\$8,667
Year 2 & 3	S\$38,520
Total Fee	S\$47,187

Fees are inclusive of prevailing GST and payable before the commencement of each semester. Fees do not include textbooks, repeat fees and expenses related to exchange semester at Stirling. Please refer to SIM GE website for the latest fees.

Preparatory Course in Sports Studies and Marketing

Applicants with non-Sports Studies/non-Business related diploma from local polytechnics must complete and pass this preparatory course for exemptions from Year 1 programme, subject to the approval of the University.

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

Classroom 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
SIM or Local Polytechnic Business Diploma (and have taken module in marketing)	• Sports Studies
Local Polytechnic Diploma from Non-Sports Studies and non-Business (and have not taken module in marketing)	• Introduction to Marketing • Sports Studies

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
3 Years Full-time & Part-time	August

Modules

Year 1

- Fundamentals of Business & Management
- Fundamentals of Marketing
- Leisure Management and Consumption
- Marketing, Ethics and Society
- Operations Management
- Issues and Concepts in Sports Studies

Year 2

- Digital and Experiential Marketing
- Managing the Business of Sport
- Sports Policy
- Readings in Sports Studies
- Understanding Consumers
- Understanding Supply Chains

Year 3 (Choose ONE pathway)

Pathway 1

- Sport Marketing
- Sport Governance
- Professional Development and Practice
- Dissertation

Pathway 2

- Sport Marketing
- Sport Governance
- Research Methods in Sports Studies
- Research Project in Sports Studies

Each module is 20-credit except Dissertation and Research Project in Sports Studies (60-credit).

Exchange Semester at Stirling

You'll have an option to spend one semester of study (Year 3 1st 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

Classroom learning comprising:

- Activities
- Lab work
- Lectures
- Tutorials
- Workshops

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



Assessment

- Individual and/or group assignments
- Written Exams
- Dissertation or Research Project in Sports Studies
- Continuous assessments such as:
 - Presentations
 - Tutorial exercises

Candidature Period: 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.

Admission Criteria

- GCE 'A' level passes
- International Baccalaureate (IB) Diploma or other equivalent pre-university certificates
- Non-Marketing/non-Sports Studies related diploma from local polytechnics with successful completion of the SIM Preparatory Course in Sports Studies and Marketing will be eligible for exemptions from Year 1 of the programme
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent
- Applicants with the following diplomas may be eligible for exemptions from Year 1 of the programme:

Nanyang Polytechnic	Diploma in Sports & Wellness Management
Republic Polytechnic	Diploma <ul style="list-style-type: none"> • Sports Coaching • Sports and Exercise Sciences • Sports and Leisure Management

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

Year 1	S\$8,667
Year 2 & 3	S\$38,520
Total Fee	S\$47,187

Fees are inclusive of prevailing GST and payable before the commencement of each semester. Fees do not include textbooks, repeat fees and expenses related to exchange semester at Stirling. Please refer to SIM GE website for the latest fees.

Preparatory Course in Sports Studies and Marketing

Applicants with non-Marketing/non-Sports Studies related diploma from local polytechnics must complete and pass this preparatory course for exemptions from Year 1 programme, subject to the approval of the University.

This course is developed and awarded by SIM, Singapore.

“The course has given me an opportunity in experiencing first-hand of what it is like to work with a sports company, which strengthened my understanding of Singapore’s sports industries. I have also learnt about the various management skills in our national sporting associations that are beneficial to my career in sports.” (2018)

Madeleine Ong

Student, BA (Hons) in Sports Studies and Marketing

SIM GE - University of Stirling Sports Scholar

Duration and Intake

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

Modules

- Sports Studies
- Introduction to Marketing

Mode of Delivery

Classroom 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
SIM or Local Polytechnic Business Diploma (and have taken module in marketing)	• Sports Studies
Local Polytechnic Diploma from Non-Sports Studies and non-Business (and have not taken module in marketing)	• Introduction to Marketing • Sports Studies

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 Sport 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 Sport Institute

The Singapore Sport 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”.

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
3 Years Full-time & Part-time	August

Modules

Year 1

- Fundamentals of Business & Management
- Fundamentals of Marketing
- Leisure Management and Consumption
- Marketing, Ethics and Society
- Operations Management
- Retail Studies (or)
- Issues and Concepts in Sports Studies

Year 2 & Year 3

- Financial Business Modelling
- Managing the Consumer Experience
- Understanding Consumers
- Developing Sustainable Events
- Project Management
- Digital and Experiential Marketing
- Facility, Conference & Venue Management
- Effective Communication & External Relations for Managers
- Professional Development and Practice
- Work-Based Project

Each module is 20-credit except Work-Based Project (60-credit).

Exchange Semester at Stirling

You'll have an option to spend one semester of study (Year 3 1st 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

Classroom learning comprising:

- Activities
- Lab work
- Lectures
- Tutorials
- Workshops

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

Assessment

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

Candidature Period: 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

- GCE 'A' level passes
- International Baccalaureate (IB) Diploma or other equivalent pre-university certificates

- Non-Events Management/ non-Business related diploma from local polytechnics with successful completion of the SIM Preparatory Course in Events Management will be eligible for exemptions from Year 1 of the programme
- A minimum of C6 pass in English as First Language at GCE 'O' Level or equivalent
- Applicants with the following diplomas may be eligible for exemptions from Year 1 of the programme:

Singapore Institute of Management	Diploma <ul style="list-style-type: none"> • International Business • Management Studies
Nanyang Polytechnic	Diploma in Hospitality and Tourism Management
Ngee Ann Polytechnic	Diploma in Tourism and Resort Management
Singapore Polytechnic	Diploma <ul style="list-style-type: none"> • Hotel and Leisure Facilities Management • Tourism and Resort Management • Integrated Events and Project Management
Temasek Polytechnic	Diploma <ul style="list-style-type: none"> • Hospitality and Tourism Management • Leisure and Events Management
SHATEC Institute	<ul style="list-style-type: none"> • Higher Diploma in Hospitality Management

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

Year 1	S\$8,667
Year 2 & 3	S\$38,520
Total Fee	S\$47,187

Fees are inclusive of prevailing GST and payable before the commencement of each semester. Fees do not include textbooks, repeat fees and expenses related to exchange semester at Stirling. Please refer to SIM GE website for the latest fees.

Singapore Tourism Board (STB): SkillsFuture Study Award

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

Please refer to SIM GE website for more information.

“Our lecturers and tutors from Singapore and the UK are always ready to provide help even after lesson times. Through the course, I gained the opportunity to volunteer for event planning and execution. This was an enriching experience which cannot be taught in the classroom.” (2018)

Alena Khoo

Student, BA (Hons) in Sustainable Events Management

Preparatory Course in Events Management

Applicants with Non-Events Management diplomas from local polytechnics/SIM must complete and pass this preparatory course for exemptions from Year 1 programme, subject to the approval of the University.

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

Classroom 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
SIM or Local Polytechnic Diploma (and have taken module in marketing)	• Introduction to Events Management
Local Polytechnic Diploma from Non-Events Management and Non-Business (and have not taken module in marketing)	• Introduction to Marketing • Introduction to Events Management

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.



“The lectures are usually conducted by experienced lecturers from Scotland. The warmth and willingness displayed by them and the local tutors are something that I am really thankful for.” (2018)

Nicholas Khoo

Graduate, BA (Hons) in Retail Marketing
University of Stirling Best Overall Student 2017
SIM Gold Award

Specialist, Jaeger-LeCoultre

“The programme adopts a heuristic approach which has developed our algorithmic thinking significantly. Beyond that, it has provided a comprehensive syllabus which gave us a deeper understanding of the events industry.” (2018)

Kwek Xin Lin

Student, BA (Hons) in Sustainable Events Management



“We were taught by both local tutors and overseas lecturers, so the programme was well-balanced as we got to understand sports in both the local and overseas context.” (2018)

Daniel Wong

Graduate, BA (Hons) in Sports Studies and Marketing
University of Stirling, UK

Student Development Officer for Sports
Ngee Ann Polytechnic



APPLICATION AND ADMISSION

How to Apply

Visit 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).

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 mandatory 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 FPS insurance provider 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.

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.

Refund, Course Transfer, Leave of Absence and Withdrawal Policies

For refund, course transfer, leave of absence and withdrawal policies, please refer to 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

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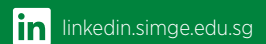
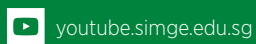
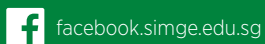
Email: study@sim.edu.sg

E-newsletters Subscription: www.simge.edu.sg/ge/enews

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This brochure contains key information, accurate as at time of print on 24 August 2018. For the most updated and complete corporate and programme Information, refer to our website at 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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Singapore Institute of Management Pte Ltd
CPE Registration Number: 199607747H
Period of Registration: 20 May 2018 – 19 May 2022