



**2022**

**POSTGRADUATE  
DEGREE PROGRAMMES**

**OPEN**

**to elevating your career  
with Kaplan in Singapore**

**Producing Leaders with Quality Education.  
Enhancing Careers Through a Diverse Network.**



**KAPLAN**

SCHOOL OF  
POSTGRADUATE STUDIES

## ABOUT KAPLAN

### Kaplan – The Choice of Many

Kaplan in Singapore is part of Kaplan Inc., one of the world’s most diverse education providers and the largest subsidiary of Graham Holdings, formerly The Washington Post Company. To date, Kaplan in Singapore has students from over 35 countries and regions, and has served more than 85,000 graduates\*. With over 500 academic programmes and professional certification courses for higher learning and skills development, Kaplan provides opportunities for individuals to pursue lifelong learning.

Registered with the Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG)

Kaplan Higher Education Academy



Cert No. EDU-9-2023  
Validity: 20/07/2019–19/07/2023

Kaplan Higher Education Institute



Cert No. EDU-9-2125  
Validity: 20/07/2019–19/07/2023

### Kaplan Helps You Get Ahead

At Kaplan, we understand your need to pursue a quality education that can help you achieve your career goals. We offer one of the widest ranges of academic programmes, from Diploma to Bachelor’s Degree and Postgraduate qualifications, for you to choose your area of interest and balance your commitments through flexible study modes and schedules.

DEGREES AWARDED  
**SAME AS  
ON-CAMPUS**

**4-YEAR**  
EDUTRUST  
CERTIFIED

HEART OF THE CITY  
NEAR **6** MRT  
STATIONS

One of the largest private education institutions in Singapore, our campuses at Kaplan City Campus @ Wilkie Edge and @ GR.ID span more than 110,000 sqft. The campuses are located in the heart of the city, all within walking distances of 6 MRT stations across major train lines. They are strategically located to provide students with convenience and conducive study environments, including state-of-the-art classrooms and computer laboratories, WIFI access, student lounges, a well-resourced library and food & beverage outlets on campus.



Kaplan Higher Education Academy UEN 199409389H; Validity 20/05/2018–19/05/2022. Kaplan Higher Education Institute UEN 198600044N; Validity 17/08/2018–16/08/2022. \*Total Diploma and Degree graduates from Kaplan Higher Education Academy and Kaplan Higher Education Institute from 2007 to 2020.

## STUDENTS’ TESTIMONIALS



I had previously completed my Master of Science in Marketing and decided to further fortify my credentials by pursuing a Murdoch University MBA Degree, which will help sharpen my business acumen and broaden my horizons across leadership, finance and strategy domains.

My role requires me to work extensively with C-suite leadership, including the marketing, finance, corporate strategy, human resources and operations teams. My team plays a pivotal role in driving the organisation’s marketing strategy by providing valuable insights to cross-functional teams for performance steering. So, it is a huge plus if I can understand their lingo and appreciate their perspectives. This would allow us to collaborate better and work towards a common goal.

During the MBA programme, I addressed real-world business challenges, which honed my ability to see beyond my role and understand how organisations operate. This also increased my exposure to diverse perspectives on global, social and business issues as I collaborated with peers whose backgrounds, experiences and career goals differ from mine.

Given that I work in a super fast-paced environment, the MBA programme’s flexible schedule and highly relevant course content, that balances theoretical and experience-based learning in both a classroom and “real-world setting”, allowed me to complete the programme in a way that was suited to my work commitments. Upon completion of my Murdoch MBA this year, I was promoted to Vice President of Marketing Analytics.

#### Wong Vi King

Vice President, Marketing Analytics & Performance Steering, Lazada Singapore, Alibaba Group  
**Master of Business Administration (MBA)**  
Murdoch University Graduate (2021)



The research I did on University College Dublin (UCD) confirmed that it would provide the business management skills I needed to augment my experience – UCD is known for learning and teaching excellence, and its good rankings globally. Additionally, I favour its research-led education. As such, I chose to study the Master of Science (Management) with UCD.

The programme has helped me to conceptualise, evaluate and execute my business strategies. While researching my thesis topic, I got to explore effective leadership styles practised by Singaporean SMEs, aimed at developing or expanding their businesses internationally. The research journey was enriching and augmented my knowledge and skills in dealing with local SMEs. My studies have also helped reaffirm my professional abilities.

I started the programme a few months before my new job, which required me to juggle travel time and family. Then, I lost my job during the COVID-19 lockdown – both my confidence and finances dipped. However, I found the determination to see my programme through to the finish line.

Eventually, I launched two businesses before graduation with the knowledge gained from the module, Global Strategic Management. The module taught me to apply the “red ocean strategy” and “blue ocean strategy” (which means “doing what others do at a cheaper price” and “producing things that others cannot”) in business. This led me to launch a student care centre offering unique services instead of a standard childcare centre.

Considering everything, I would recommend UCD to any one of my friends.

#### Serene Fung Khwee Kheng

Director, Education & Training Industry  
**Master of Science (Management)**  
University College Dublin Graduate (2021)



Murdoch University in Perth, Australia is a forward thinking University with an international reputation and a wealth of expertise. The academics are pioneers in their respective fields supported by their five-star rankings for student support, teaching quality and overall student experience.

**TOP 100**  
UNDER 50 YEARS OLD  
(QS NEXT 100 UNDER 50, 2021)<sup>1</sup>

**FLEXIBLE** STUDY  
SCHEDULE / PLAN AT  
YOUR OWN PACE

CHOOSE FROM OVER  
**250** DOUBLE  
MAJORS

## GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

**Programme Duration:** 4 months | **Programme Intake:** May, September 2022 | **Programme Fee:** S\$9,844 (with GST)

The Graduate Certificate in Business Administration provides the opportunity to develop the advanced analytical skills needed to make sound business decisions. It focuses on the management of organisations and provides unit choices in two other key business disciplines.

### PROGRAMME STRUCTURE

The programme consists of 3 - 4 units and may be completed in 4 months.

#### Core Units

- Accounting for Managers
- Business Finance

#### Elective Units

Choose 1 Unit from the following:

- Business, Society and the Environment
- Global Business in the Asian Century
- Leading the Engaged Enterprise
- Managing Strategic Risk and Projects
- Strategies for Growth and Excellence

OR choose 2 Units from the following:

- Data, Metrics, Reporting and Analytics
- Economics and Business Strategy
- Entrepreneurship and Innovation Management
- Organisational Behaviour and Management
- Strategic Marketing Management

#### Entry Requirements

- Relevant Bachelor's Degree qualification
- Working experience may be required for specific Postgraduate Degree programmes

#### English Entry Requirements

- IELTS 6.0 to 6.5 (to be assessed by the University); OR
- Decision for the admission is subject to the University's approval and the final decision rests with the University

## MASTER OF BUSINESS ADMINISTRATION

**Programme Duration:** 12 months | **Programme Intake:** May, September 2022 | **Programme Fee:** S\$29,532 (with GST)

If you are aiming to work in a senior management role, a Master of Business Administration (MBA) will help you gain the professional and personal skills you require to succeed. The MBA is oriented to the needs of business leaders of today and tomorrow. It equips graduates with professional expertise in business administration that is highly prized by employers worldwide.

Murdoch MBA graduates are well-placed to pursue rewarding careers and leadership roles within business, government and non-government organisations. Results from the 2018 Corporate Recruiters Survey Report indicate robust employment opportunities, with 90% of companies in the Asia Pacific, as well as over 90% of Fortune 100, 500 and other publicly traded companies, planning to hire MBA graduates.

### PROGRAMME STRUCTURE

The programme consists of 7 - 8 units and may be completed in 12 months.

#### Core Units

- Accounting for Managers
- Business, Society and the Environment
- Business Finance
- Global Business in the Asian Century
- Leading the Engaged Enterprise
- Strategies for Growth and Excellence

#### Elective Units

Choose ONLY

- Managing Strategic Risk and Projects

OR choose 2 Units from the following:

- Data, Metrics, Reporting and Analytics
- Economics and Business Strategy
- Entrepreneurship and Innovation Management
- Human Resource Management Perspectives
- International Business Negotiations
- Organisational Behaviour and Management
- Strategic Marketing Management

#### Entry Requirements

- Relevant Bachelor's Degree qualification
- Working experience may be required for specific Postgraduate Degree programmes

#### English Entry Requirements

- IELTS 6.0 to 6.5 (to be assessed by the University); OR
- Decision for the admission is subject to the University's approval and the final decision rests with the University

<sup>1</sup> QS Next 100 Under 50 2021 | <https://www.topuniversities.com/university-rankings-articles/top-50-under-50-next-50-under-50/qs-top-50-under-50-2021>



With over 160 years of history, University College Dublin is one of Europe's leading research-intensive universities, facilitating an environment where undergraduate education, Master and PHD training, research, innovation and community engagement form a dynamic spectrum of activities.

**TOP 1%**  
OF UNIVERSITIES WORLDWIDE<sup>2</sup>

**TRIPLE-CROWN ACCREDITATION**  
AACSB (US), AMBA (UK) AND EQUIS (EUROPE)<sup>3</sup>

**CLOSE TO 30 YEARS PARTNERSHIP**  
WITH KAPLAN AND OVER 15,000 ALUMNI

## TRIPLE-CROWN ACCREDITATION

The UCD College of Business is one of an elite group of business schools worldwide to hold the "Triple-Crown" accreditation by three centres of business and academic excellence, namely AACSB (US), AMBA (UK) and EQUIS (EUROPE).

The accreditations awarded by these three international and independent organisations are not only a testament to the quality of the UCD College of Business, they are also an indication that its Degrees are internationally recognised.



### AACSB (US)

The Association to Advance Collegiate Schools of Business (AACSB) is the world's largest business education network, connecting students, academia and businesses, to advance business education worldwide.



### AMBA (UK)

The Association of MBAs (AMBA) is a UK-based organisation which focuses specifically on MBA programmes, and accredits those that have achieved its standards.



### EQUIS (EUROPE)

This is the quality improvement system administered by the EFMD (European Foundation for Management Development) throughout Europe. EQUIS accredits on the basis of quality control on the entire range of activities within an institution.

## MASTER OF SCIENCE (MANAGEMENT)

NEW CURRICULUM

- Management and Digital Marketing
- Management and FinTech

**Programme Duration:** 12 months | **Programme Intake:** 6 October 2022 | **Programme Fee:** S\$32,742 (with GST)

The Master of Science (Management) programme is a new and versatile offering tailored for the current dynamic business environment with a flexible curriculum designed to future proof the student's career. Students will take core modules which enhance development of strategic thinking in a global environment, further their leadership skills and equip them with fundamental business skills such as business analytics which is becoming critical across most industry sectors.

This programme has been redesigned with new career paths in mind and with inputs from our alumni as well as leading global employers and our international faculty. Our innovative learning environment supports you to develop capabilities through class participation, teamwork and online all supported by leading academics. Moreover, you will learn to navigate the global business environment using our case studies, in-class debate, online resources, presentations and project work reinforced by a wealth of knowledge from our teaching faculty.

### PROGRAMME STRUCTURE

This programme consists of 9 modules and may be completed in a minimum of 12 months.

#### Core Modules

- Analysis for Business
- Global Strategic Management
- Leadership and Organisational Behaviour

#### Pathway Modules

##### Digital Marketing

- Corporate Marketing Strategy
- Digital Brand Management
- Digital Marketing and Social Media Management

##### FinTech

- Finance and Analytics
- Financial Technology
- Investment Management

##### Management

- Organisational Change and Management Consultancy Skills
- Responsible Business and Sustainability
- Technology Management and Innovation

#### Entry Requirements

- Relevant Bachelor's Degree qualification
- Working experience may be required for specific Postgraduate Degree programmes

#### English Entry Requirements

- IELTS 6.0 to 6.5 (to be assessed by the University); OR
- Decision for the admission is subject to the University's approval and the final decision rests with the University

<sup>2</sup> Times Higher Education World University Rankings 2022 | <https://www.timeshighereducation.com/world-university-rankings/university-college-dublin>

<sup>3</sup> AACSB – [datadirect.aacsb.edu](http://datadirect.aacsb.edu) | AMBA – [associationofmbas.com](http://associationofmbas.com) | EQUIS – [efmd.org](http://efmd.org) | Accredited to UCD Michael Smurfit Graduate Business School




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