



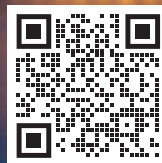
For International Students

# Foundation Diploma and Diploma Programmes Prospectus



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Scan to view the  
International Student  
Prospectus

## 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 450 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



Kaplan Higher  
Education Institute



Over  
**450**  
Programmes & Certifications  
Available

Over  
**85,000**  
Diploma & Degree  
Graduates<sup>1</sup>

Students From Over  
**35**  
Countries & Regions

More than  
**96%**  
of our graduates  
will recommend Kaplan<sup>2</sup>

## Your Lifelong Integrated Learning Partner

Higher Learning | Skills Development

## Award Winning Private Education Provider in Singapore

JobsCentral Learning Training & Education Development  
(T.E.D.) Awards<sup>3</sup>



### 2018 Best Private Education Institution

- Accountancy<sup>5</sup>
- Banking & Finance<sup>5</sup>
- Business Management<sup>5</sup>
- Communications & Media<sup>4</sup>
- Computer Science & IT<sup>4</sup>
- Law<sup>5</sup>
- Sales & Marketing<sup>4</sup>
- Social Sciences<sup>5</sup>



### 2017 Best Private Education Institution

- Accountancy<sup>5</sup>
- Business Management<sup>5</sup>
- Law<sup>5</sup>
- Marketing<sup>4</sup>
- Psychology<sup>4</sup>



### 2016 Best Private Education Institution

- Business Management<sup>5</sup>
- Communications & Media<sup>4</sup>
- Computer Science & IT<sup>4</sup>
- Marketing<sup>5</sup>



### BERG Icons of Learning 2017

- Winner of Best Private Education Institution in Singapore<sup>6</sup>



### EC-Council Global Awards

- ATC Circle of Excellence Award (Asia Pacific)<sup>4</sup>
- 2017 • 2018 • 2019 • 2020 • 2021

### Academia Circle of Excellence Award (Asia Pacific)<sup>4</sup>

- 2017



### AsiaOne People's Choice Awards

- Top 3 Best Private Schools in Singapore
- 2013 • 2014 • 2015 • 2016



### JobsCentral Learning and Rankings Survey

- Preferred Private Education Institution
- 2010/2011 • 2011/2012
- 2012/2013 • 2013/2014

Kaplan Higher Education Academy UEN 199409389H; Validity 20/5/2022–19/5/2026. Kaplan Higher Education Institute UEN 198600044N; Validity 17/8/2022–16/8/2026. <sup>1</sup>Total Diploma and Degree graduates from Kaplan Higher Education Academy and Kaplan Higher Education Institute from 2007 to 2020. <sup>2</sup>Based on total survey respondents of the Kaplan Graduate Employment Survey 2020/21: 1,766 full-time and part-time graduates. <sup>3</sup>Awarded to Kaplan in Singapore by JobsCentral Learning T.E.D. Awards. <sup>4</sup>Awarded to Kaplan Higher Education Academy. <sup>5</sup>Awarded to Kaplan Higher Education Institute. <sup>6</sup>Awarded to Kaplan in Singapore by BERG Icons of Learning 2017.



# 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.

Disciplines available:

- Accounting, Banking & Finance
- Business & Management
- Communication & Media
- Education & Social Sciences
- Hospitality & Tourism Management
- Information Technology
- Law & Criminology

CHOOSE FROM OVER  
**300** DEGREE PROGRAMMES<sup>1</sup>

KAPLAN DIPLOMA  
ARTICULATES TO  
**YEAR 2**  
BACHELOR’S DEGREE<sup>2</sup>

DIRECT ENTRY<sup>3</sup> TO  
**2ND YEAR**  
FOR DIPLOMA GRADS

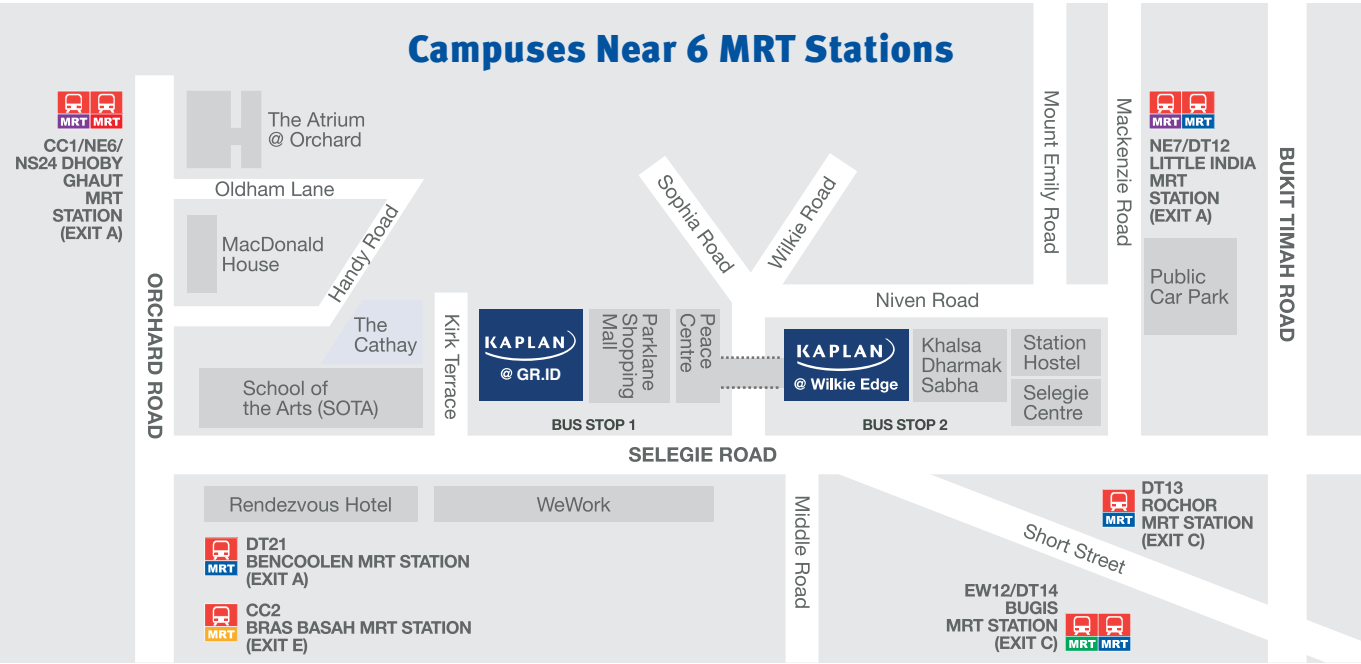
DEGREES AWARDED  
**SAME AS  
ON-CAMPUS**

STUDENT SATISFACTION  
LECTURERS & COURSE MATERIALS<sup>4</sup>  
**4.3/5**

STUDENT SATISFACTION  
OPERATIONS & INFRASTRUCTURE<sup>4</sup>  
**4.1/5**

**4-YEAR**  
EDUTRUST  
CERTIFIED

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.



<sup>1</sup>Refers to Degree programmes at Kaplan in Singapore. <sup>2</sup>With our university partners and other higher education institutions from Australia, Ireland and the UK (relevant disciplines and/or subject to university’s requirements). <sup>3</sup>Subject to entry requirements and university’s approval. <sup>4</sup>Source: Kaplan Student Course Evaluation 2021.

# Raising Your Employability with Industry Relevance

Kaplan in Singapore is committed to offering quality education through higher learning and skills development. As a result, Kaplan students will experience a holistic education with emphasis on graduate outcomes that will enhance their employability.



**Kaplan Industry Advisory Boards (IABs)**  
Our six Kaplan Industry Advisory Boards, comprising industry leaders and entrepreneurs, provide industry perspectives and insights that help us ensure our curriculum is current, relevant and robust. These, together with our enhanced employability initiatives, help us prepare our students to be industry-ready, with knowledge and key skill sets that employers are looking for in a new graduate.

**Developing Industry-Ready Talent**  
We have a comprehensive series of initiatives to complement our students’ academic learning. Students will be guided to build their professional profile and be equipped with soft, technical and digital skills, ready for life after graduation. These initiatives promote skills-based learning that aim to help our graduates be career and industry-ready to make an impact in the real world.

**Kaplan Employability Services**

**PROFESSIONAL DEVELOPMENT SERIES**

- Career Advisory
- Career Portfolio
- Interview Skills
- LinkedIn Workshops
- Personality Profiling
- Resume Writing

**EMPLOYABILITY TRAINING**

- 4th Industrial Revolution (4IR) Courses<sup>1</sup>
- Academic Referencing
- Digital Skills
- Good Writing Skills
- Soft Skills
- Technical Skills

**INDUSTRY INSIGHTS**

- Entrepreneurship Talks
- Industry Talks
- Industry Visits
- Kaplan iCare
- MasterClasses

**GRADUATE EMPLOYMENT**

- Career Fair
- Industry Projects<sup>2</sup>
- Job Matching Service
- Mock Interviews
- Recruitment Talks

**STUDENT ENGAGEMENT**

- Alumni Club
- Campus Life
- CareersHub Portal
- Interest Clubs
- International Community Clubs
- Kaplan Student Leadership Programme

<sup>1</sup>Applicable to Diploma, Degree and ACCA students. <sup>2</sup>Applicable to full-time Degree and ACCA students.

# Graduate Employability After Programme Completion

More than  
**4 in 5**  
employed within 6 months<sup>1</sup>

More than  
**7 in 10**  
of those employed secured  
full-time employment  
within 6 months<sup>2</sup>

More than  
**4 in 5**  
agreed that Kaplan Employability Services  
improved their chances of securing job  
interviews in a relevant field<sup>3</sup>

More than  
**1 in 2**  
given pay raise<sup>4</sup>

More than  
**3 in 10**  
given a promotion<sup>4</sup>

## Our graduates are employed by leading organisations and in the public sector

3M Technologies Singapore	Health Promotion Board	Ministry of Education	Shopee
Adidas	Huawei Technologies	Ministry of Foreign Affairs	Singapore Tourism Board
Apple	Integrated Health	Ministry of Health	Singtel
ByteDance	Information Systems	Ministry of Social and Family Development	ST Engineering
DB Schenker	Inland Revenue Authority of Singapore	National Youth Council	Standard Chartered Singapore
DBS Bank	J.P. Morgan Private Banking	National University Hospital	Tata Consultancy Services
Deloitte	Lazada	OCBC	Tencent
DKSH	Mapletree Investments Pte Ltd	People's Association	The St. Regis Singapore
Estée Lauder	Marina Bay Sands	PwC Indonesia	Uniqlo
Far East Organization	Marriott International	Resorts World Sentosa	UOB
Fila	Maybank	Schneider Electric	W Hotels
Google Asia Pacific	McKinsey London	Seagate Technology	
Grab	Ministry of Defence	Shangri-La Hotel Singapore	
H&M			

Source: Kaplan Graduate Employment Survey 2020/21

All statistics are based on the Kaplan Graduate Employment Survey 2020/21 conducted by Nexus Link Pte Ltd for graduating cohorts between June 2020 – May 2021. Respondents include full-time (FT) graduates: 700; and part-time (PT) graduates: 1,066. This survey is not the same survey conducted by the Committee for Private Education (CPE). As a result, the CPE Graduate Employment Survey may not be directly comparable due to some differences in sample size scope between the two surveys. <sup>1</sup>Base: FT External Degree Programme graduates (FT & PT employed + Self-employed + Freelance + Seeking employment). Employed refers to FT & PT employed + Self-employed + Freelance. <sup>2</sup>Base: FT External Degree Programme graduates (FT & PT employed + Self-employed + Freelance). FT employment refers to FT employed + Self-employed + Freelance working 35 hours or more per week. <sup>3</sup>Base: FT Diploma + External Degree Programme graduates (FT & PT employed + Self-employed + Freelance + Seeking employment) who have participated in Kaplan Employability Services. <sup>4</sup>Base: PT Diploma + External Degree Programme graduates (FT employed + Self-employed + Freelance working 35 hours or more per week).

# Fees & Entry Requirements

FOUNDATION DIPLOMA 6 Months <sup>1</sup>		DIPLOMA 8 Months <sup>1</sup>		BACHELOR'S DEGREE 16-36 Months <sup>2</sup>		
PROGRAMMES	PROGRAMME INTAKE	PROGRAMME DURATION	PROGRAMME FEE (WITH 7% GST)	INTERNATIONAL STUDENT APPLICATION FEE (WITH 7% GST)	INTERNATIONAL STUDENT ADMIN FEE (WITH 7% GST)	TOTAL PROGRAMME FEES
Foundation Diploma	Aug, Sep, Nov	6 months <sup>1</sup>	\$5,029	\$492.20	\$963	\$6,484.20
Diplomas	29 Aug, 24 Oct, 26 Dec	8 months <sup>1</sup>	\$13,482			\$14,937.20
Preparatory Course for Singapore-Cambridge General Certificate of Education (Ordinary Level) Examination (excludes Optional Subject: Chinese \$1,712)	Monthly Intake	12 months	\$14,980			\$16,435.20

## Entry Requirements

**Foundation Diploma:**  
Please refer to the programme details for the entry requirements.

- Diplomas:**
- Minimum Age: 16 years old
  - Successful completion of Year 12 of studies or equivalent; OR
  - Completed High School education in their home country; OR
  - GCE A-Level; OR
  - IB Diploma; OR
  - Mature candidates (30 years old and above with 8 years of work experience); OR
  - Other private or foreign qualifications, to be assessed on a case-by-case basis; OR
  - Pre-university certifications

- English Entry Requirements:
- IELTS 6.0 or equivalent; OR
  - At least D7 in GCE O-Level English; OR
  - Pass for Kaplan English Placement Test; OR
  - Pass for Kaplan Diploma in Professional Business English Level 5

**Preparatory Course for Singapore-Cambridge General Certificate of Education (Original Level) Examination:**  
Please refer to the course details for the entry requirements.

## How to Apply

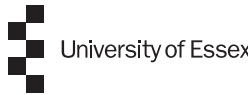
All applications must be submitted to Kaplan Higher Education Academy at least 6 weeks before the start of each intake. The original documents must also be sighted by the sales consultant during the application process:

- 2 passport-sized photographs (full colour)
- Bank statement (if applicable)
- Birth certificate
- Certified/Notarised copy of highest qualification certificates and transcripts
- Duly completed application form
- Employment letter certifying applicant's occupation and salary (if applicable)
- Employment letter certifying parent's occupation and salary (if applicable)
- Latest Curriculum Vitae (if applicable)
- Personal statement/statement of intention (if applicable)
- Photocopy of passport
- Programme application fee

## Assessment Methods

Each module is assessed by any combination of class participation, examinations, projects or written assignments. Assessment methods may vary according to individual module requirements.

## Our Renowned University Partners



All prices are quoted in Singapore dollars. Fees are subject to annual revision. Kaplan Higher Education Academy reserves the right to revise the fees and commencement dates without notice. <sup>1</sup>Students may complete the programme in 8 months instead of 11 months, subject to meeting the programme and entry requirements. <sup>2</sup>Students can complete the programme in 16 - 36 months based on recognition of prior learning. Subject to the entry requirements and university's approval.

Note: All fees indicated are inclusive of GST at the prevailing rate. The prevailing GST rate until 31 December 2022 is 7%. From 1 January 2023 to 31 December 2023, the GST rate will increase to 8%. From 1 January 2024, the GST rate will increase to 9%. For more information on the GST revision, please refer to the Inland Revenue Authority of Singapore (IRAS) website at <https://www.iras.gov.sg/taxes/goods-services-tax-gst/gst-rate-change/gst-rate-change-for-consumers1>



# Foundation Diploma

The Foundation Diploma programme is designed and developed to prepare students for their pursuit of a Kaplan Diploma.

## Programme Modules (Core)

Academic Skills	Communication Studies
Critical Thinking and Innovation	Culture and Organisations
Foundation Mathematics	Organisations in a Global Context

## Minimum Entry Requirements

### Entry Requirements:

- Minimum Age: 15 years old
- Minimum 1 GCE O-Level pass; OR
- NITEC or Higher NITEC; OR
- Completion of Year 10; OR
- Completed Secondary School education in their home country; OR
- Other private or foreign qualifications will be assessed on a case-by-case basis; OR
- Candidates with other qualifications will be assessed on a case-by-case basis

### English Entry Requirements:

- IELTS 5.5 or equivalent; OR
- At least D7 in GCE O-Level English; OR
- Pass for Kaplan Diploma in Professional Business English Level 5

## Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Foundation Diploma from Kaplan Higher Education Academy. Foundation Diploma graduates can progress to pursue our Diploma programmes.



## Delivery Method

The curriculum is taught over 3 terms of 7 weeks with each term covering 2 modules. Each module is supported with at least 46.5 contact hours. Programmes are scheduled for 5 days a week, 3 hours a day.

# Module Outline

## Academic Skills

This module aims to develop students' proficiency in reading, and oral and written communication by blending critical thinking, research abilities and problem-solving skills. The module also aims to support students in enhancing their ability to analyse, evaluate and express their points of view logically. This interactive module provides an opportunity for 21st century students to improve their 21st century skills, preparing them for higher academic studies and the workplace.

## Communication Studies

This module aims to help students understand the dynamic process of communication and to appreciate how the changing world is shaped through communication. It aims to prepare students to be able to produce, present and interpret business documents, and conduct presentations confidently. They will also apply appropriate communication skills across settings and be aware of the cross-cultural differences in the globalised environment of the 21st century. In particular, students will appreciate that the underlying principles of communication are accuracy, brevity and clarity.

## Critical Thinking and Innovation

This is a 21st century competency-directed module designed to help students develop skills in Critical Thinking and Innovation through collaborative learning.

Through a group project, students will integrate interdependent thinking, knowledge management and problem-solving skills to create innovative solutions for real-world problems. The process of managing a project to meet the shared objectives of the group will also equip students with academic skills and social literacy (soft skills) essential for their higher learning and future professions.

## Culture and Organisations

This module aims to provide a background on organisations, what people do in an organisation and how the culture of the organisation drives its behaviour and impacts its performance. Adopting a multi-disciplinary perspective, it aims to develop students' understanding of the factors that influence management and the organisation, the various structures of an organisation, the levels of management, and the appropriate and accepted ethical behaviours at both the individual and organisational levels. Discussions will focus on real examples of traditional

corporations, as well as modern organisations in this fast-paced Knowledge Age, so that the learning is grounded in real-world practice. This will be achieved through advanced pedagogies, which leverage the use of articles, case studies, commentaries and digital media of some of the most notable examples.

## Foundation Mathematics

A good understanding of basic mathematics is a necessity. As an individual topic, mathematics underpins many aspects of our everyday activities—from making sense of information in the media to making informed decisions about personal finances. As a student, it not only supports learning in many fields of study but also trains the mind to think logically, critically and in an abstract manner.

## Organisations in a Global Context

This module focuses heavily on how globalisation affects the economy and businesses. Globalisation has become inevitable in the last few decades in order to create wealth and increase the standard of living for governments and countries. Continuous advancement in technology like broadband internet, mobile communications, transportation and telecommunications has been the major factor in the rise of global activities. However, global activities are challenged by differences in cultural, economic, legal and political situations between nations.

Globalisation has connected cities, countries, governments, neighbourhoods, people and regions more closely than they have ever been before. This has resulted in our lives being intertwined with people from all parts of the world via the food we eat, the clothing we wear, the music we listen to, the information we get and the ideas we hold. Globalisation has led to large influx of capital (ie. money), goods and services, and knowledge (ie. through people) across countries. This module aims to provide students with greater awareness on how globalisation impacts economics, the world and everybody's lives.





## Preparatory Course for Singapore-Cambridge General Certificate of Education (Ordinary Level) Examination

The Singapore-Cambridge GCE O-Level Examination is a national level assessment jointly organised by the University of Cambridge International Examinations, the Ministry of Education, Singapore, and the Singapore Examinations and Assessment Board (SEAB). The O-Level certification is an internationally accepted qualification that can be used to gain entry into tertiary education programmes. The course is also designed for students to gain the academic foundation needed for higher education.

### Course Structure

This course consists of 5 - 7 subjects and may be completed in 12 - 24 months.

#### Core Subjects

- Additional Mathematics
- English Language
- Mathematics
- Principles of Accounts
- Science (Chemistry/Physics)

#### Optional Subject

- Chinese

#### Timetable & Class Information

SCHEDULE	Lesson 1 0830 - 1000	Lesson 2 1000 - 1130	Lesson 3 1215 - 1345	Lesson 4 1345 - 1515	Lesson 5 1515 - 1645	Lesson 6 1645 - 1815
MON	Mathematics	Mathematics	English	English		
TUE	Mathematics	English	English	Principles of Accounts	Principles of Accounts	
WED	Additional Mathematics	Additional Mathematics	English	English	Physics	
THU	Chemistry	Chemistry	Principles of Accounts	Additional Mathematics		
FRI	English	English	Physics	Mathematics		

The timetable above is an illustration (subject to change).

- Classes are conducted on Mondays to Fridays and on some Saturdays
- The weekly timetable is subject to change as per the curriculum schedule for each subject
- Supplementary and Exam Preparation classes will be scheduled for either Lesson 5 or 6 slots
- Chinese classes will be scheduled in April or May
- There are no classes on public holidays and during assigned term breaks

#### Holidays

- 1-week break in January/February (Chinese New Year)
- 1-week break in March (Term Break)
- 2-week break in June (Term Break)
- 1-week break in December (Christmas and New Year)

#### Qualification Awarded

Students who sit for the final external examination and obtain at least a Grade 6 or better in one or more subjects will receive a Singapore-Cambridge General Certificate of Education (Ordinary Level) from SEAB. Students who meet the attendance requirements will be awarded a Certificate of Attendance by Kaplan.

#### Minimum Entry Requirements

##### Entry Requirements:

- Minimum Age: 15 years old as of 1st January of the year of GCE O-Level Examinations
- Completion of 9 years of formal education or equivalent

##### English Entry Requirements:

- IELTS 5.5 or equivalent; OR
- Pass for Kaplan Diploma in Professional Business English Level 5; OR
- Pass for Kaplan O-Level English Placement Test





## Accounting, Banking & Finance Diploma in Accountancy

The Diploma in Accountancy aims to prepare students for further studies in the fields of Business and Accountancy. In the Diploma in Accountancy, students will examine the underpinning foundations of business and its environment, particularly the disciplines of accounting, cost and finance. It further builds knowledge and skills in analysing business performance through preparation and investigation of financial statements and records. Over and above these experiences, students should be able to critically read, write, research materials and think analytically upon successful completion of the programme.

### Programme Modules\*

Business Statistics and Data-Driven Decision Making	Commercial Law
Corporate Finance and Planning	Cost and Management Accounting
Financial Accounting	Financial Reporting Analysis
Principles of Economics	Principles of Management

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan's discretion.

### Future Career Options

- Account Executive
- Audit Executive
- Bank Operations Executive
- Finance Executive
- Securities Trading Officer
- Taxation Officer

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Accountancy by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Corporate Finance and Planning

Corporate Finance and Planning is an introductory module in finance for the students to learn and understand the key principles in finance. This module is designed to provide students with knowledge of the fundamental principles of finance, including choosing financial sources (capital structure), financial budgeting, the time value of money and working capital management. The module seeks to develop skills relevant for decision-making in contemporary business settings.

### Cost and Management Accounting

The aim of this module is to develop knowledge and an understanding of how to prepare and process basic cost and quantitative information to support management in planning and decision-making in a variety of business contexts. The module covers the nature and purpose of cost

accounting, cost classification, behaviour, cost accounting techniques, budgets and standard costing for planning, feedback and control, and management accounting techniques to make and support decision-making.

### Financial Accounting

The aim of this module is to develop knowledge and an understanding of the underlying principles and concepts relating financial accounting and technical proficiency in the use of double entry accounting techniques, including the preparation of basic financial statements. The module covers the context and purpose of financial reporting, the qualitative characteristics of financial information, double entry accounting systems, and the preparation and interpretation of basic single entity and consolidated financial statements.

### Financial Reporting Analysis

The objective of Financial Analysis is to enable internal and external stakeholders to use financial information to evaluate how well a business has operated. The evaluation is done using financial ratios to analyse the financial position of the company, as well as benchmark it against industry standards. Such an analysis will help in determining investment decisions.

The module draws on information found in, and developed for, the organisation's annual report, including the statement of profit or loss and other comprehensive income, statement of financial position and statement of cash flows. Students will also examine the ethical issues surrounding the development of these financial reports and the impacts on the organisation.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating



# Module Outline

the development of business plans and for overcoming business challenges.

## Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers’ decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.



## Accounting, Banking & Finance Diploma in Commerce (Finance and Banking)

The Diploma in Commerce (Finance and Banking) aims to provide students with a well rounded discourse of business in general, and of the finance and banking sector. This specialisation complements the 6 core modules with the Principles of Finance and Banking, and Corporate Finance and Planning modules, and extends the discussion of business in general to the realms of the capital, the financial system and investments.

### Programme Modules\*

Accounting for Managers	Business Statistics and Data-Driven Decision Making
Commercial Law	Corporate Finance and Planning
Principles of Economics	Principles of Finance and Banking
Principles of Management	Principles of Marketing

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR’S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan’s discretion.

### Future Career Options

- Corporate Finance Executive
- Financial Executive
- Investment Executive
- Relationship Manager
- Securities Trading Officer
- Taxation Officer

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Commerce (Finance and Banking) by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor’s Degree programme with one of our prestigious university partners in Singapore.





## Module Outline

### Accounting for Managers

Accounting generally consists of financial and management accounting, as well as financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and the control of business affairs; and financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as profit returns and cash flows on decision-making within an organisation.

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Corporate Finance and Planning

Corporate Finance is an introductory module in finance for the students to learn and understand the key principles in finance. This module is designed to provide students with knowledge of the fundamental principles of finance, including choosing financial sources (capital structure), financial budgeting, the time value of money and working capital management. The module seeks to develop skills relevant for decision-making in contemporary business settings.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating the development of business plans and for overcoming business challenges.

### Principles of Finance and Banking

This module introduces students to the principles, concepts, theories and applications of banking and finance, including coverage of personal financial decision-making.

Students will learn about the key features and characteristics of the 3 main constituents of financial systems, namely: (1) financial intermediaries, (2) financial markets and (3) financial instruments (securities).

Students will first be introduced to the concept of money, and its functions and characteristics, before moving on to the concept of time value of money and application of financial mathematics relating to valuation of equity (shares), debt (debentures/mortgages) and hybrid securities. In the process, the characteristics of these securities are covered in detail; and the concepts of valuation incorporating the respective security's cash flows and the associated risk are presented. The measurement of risk and return in individual securities

## Module Outline

and portfolios of securities is also addressed, including the risk-return relationship as described in the Capital Asset Pricing Model. Students will then be introduced to the reasons for the existence of financial intermediaries in particular banks, and their roles and functions in resolving the problems of asymmetric information in finance. In the process, students will learn about the nature and process of financial intermediation, and how these have led to potential vulnerability and fragility of the balance sheets of financial intermediaries, which would require: (1) prudent risk management and (2) financial regulation. The role of central banks or other regulatory agencies in financial regulation and in ensuring stability of the financial systems will also be presented.

The module creates an awareness of current events in the financial markets and how these events generally affect the corporations, economies and households.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need

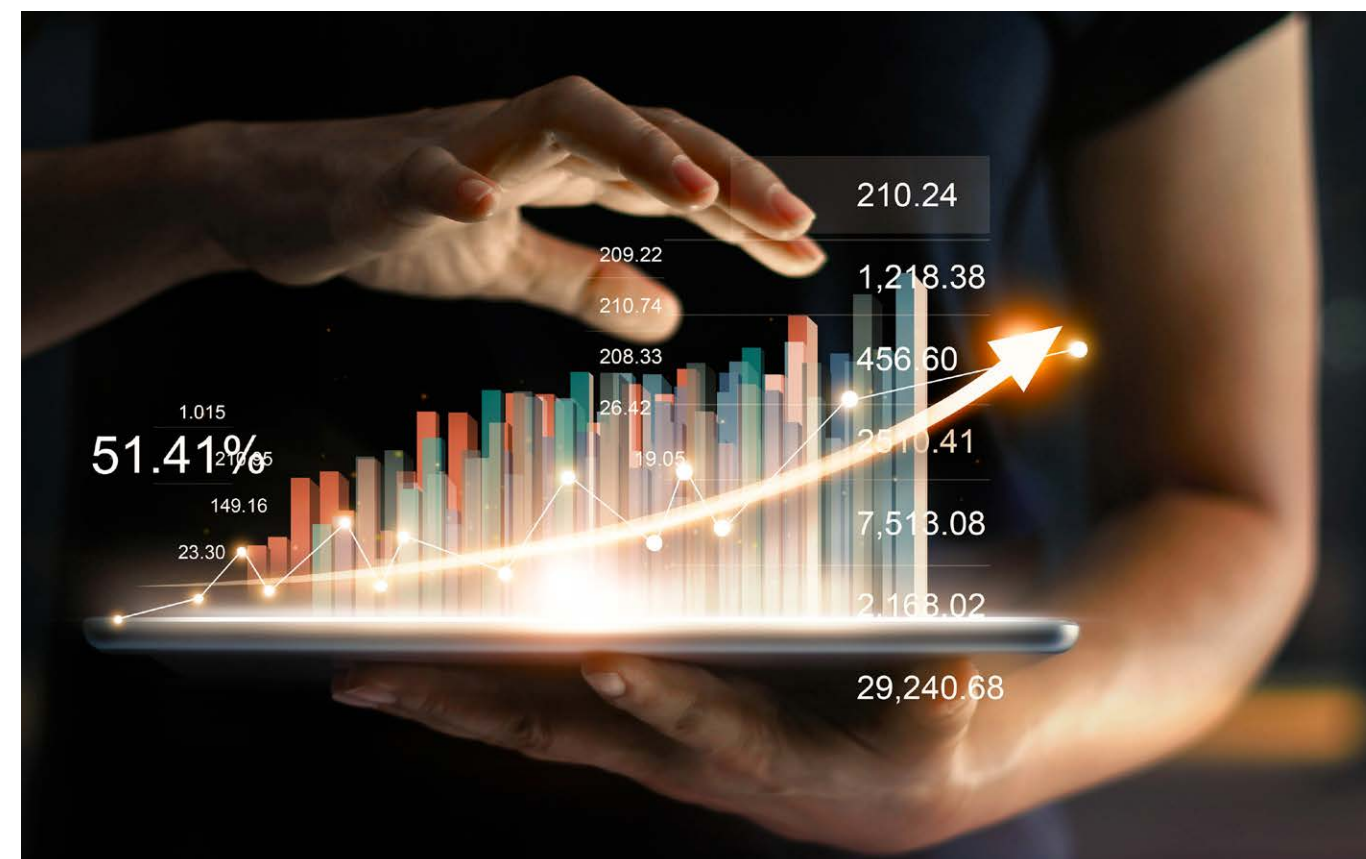
to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

### Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that "business has two functions: marketing and innovation. The rest are costs."

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.





## Business & Management Diploma in Business Management

The Diploma in Business Management aims to provide students with a well rounded discourse of the business landscape. This specialisation complements the 6 core modules with the Principles of Human Resource Management, and Globalisation and the World Economy modules, and extends the discussion of business in general.

### Programme Modules\*

Accounting for Managers	Business Statistics and Data-Driven Decision Making
Commercial Law	Globalisation and the World Economy
Principles of Economics	Principles of Human Resource Management
Principles of Management	Principles of Marketing

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan's discretion.

### Future Career Options

- Administrative Executive
- Business Development Executive
- Business Operations Executive
- Business Strategy Executive
- Project Management Executive
- Sales and Marketing Executive

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Business Management by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Accounting for Managers

Accounting generally consists of financial and management accounting, as well as financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and the control of business affairs; and financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as profit returns and cash flows on decision-making within an organisation.

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Globalisation and the World Economy

This module introduces students to international business and the issues involved in globalisation. It facilitates students' discussion of the trade and investment environment in which international business occurs and focuses on how national differences in political economy and culture influence global trade.

The module examines the global monetary system in which international business transactions are conducted, the strategies and structures that businesses adopt to compete in the international marketplace, and operational aspects of international business, such as accounting and financial management, exporting and importing, human resource management, manufacturing and marketing.

This module requires students to apply the above aspects in a global context, and in this regard, is tailored to higher order cognitive and industry outcomes. The module concludes with a discussion of the ethical issues that arise when companies do business in different nations.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating the development of business plans and for overcoming business challenges.

### Principles of Human Resource Management

Human resource management is a strategic function that deals with organisational talent needs that are essential for success. Along with financial management and administration, marketing and operations, human resource management ranks as one of the most important aspects of managing an organisation, regardless of its size and purpose.



# Module Outline

In this module, students will examine the concept of human resource management and the role it plays in an organisation. Students will also study various critical elements such as performance management, remuneration and training, which support effective human resource management.

## Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers’ decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

## Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that “business has two functions: marketing and innovation. The rest are costs.”

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.



# Business & Management Diploma in Commerce (General Studies)

The Diploma in Commerce (General Studies) aims to provide students with a well rounded discourse of business in general. This specialisation complements the 6 core modules with any two modules that students are most interested in.

## Programme Modules\*

Core Modules	
Accounting for Managers	Business Statistics and Data-Driven Decision Making
Commercial Law	Principles of Economics
Principles of Management	Principles of Marketing
Elective Modules	

### IT Pathway:

- Introduction to Computer Science
- Introduction to Programming Using Java

### Marketing Pathway:

- Principles of Consumer Behaviour
- Principles of Finance and Banking

## DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR’S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan’s discretion. The above modules are subject to changes and availability. Not all modules will be offered every term.

## Future Career Options

- Business Operations Executive
- Business Process Executive
- Business Strategy Executive
- Customer Service Officer
- Project Management Executive

## Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Commerce (General Studies) by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor’s Degree programme with one of our prestigious university partners in Singapore.





# Module Outline

## CORE MODULES

### Accounting for Managers

Accounting generally consists of financial and management accounting, as well as financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and the control of business affairs; and financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as profit returns and cash flows on decision-making within an organisation.

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating the development of business plans and for overcoming business challenges.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

### Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that "business has two functions: marketing and innovation. The rest are costs."

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.

# Module Outline

## ELECTIVE MODULES

### Introduction to Computer Science

This module aims to equip students with an understanding of the key concepts in computer science, including data storage and manipulation using a high level language (eg. Java). Students will learn how to apply the concept to construct small programmes that solve simple problems.

### Introduction to Programming Using Java

This module is designed to develop the skills of problem-solving and programme design using the Java programming language. Students will also analyse the features of Object Oriented Programming Language, and the definition and use of common classes.

### Principles of Consumer Behaviour

Consumer Behaviour is an important module in the field of marketing that leverages on the Principles of Marketing; its role in the practice of marketing is linked to the core philosophy of the marketing concept that is to understand, know and deliver on the needs and wants of customers. The field of Consumer Behavioural studies is a multi-disciplinary subject that assimilates many of its concepts and methodologies from the fields of anthropology, economics, human psychology, social psychology and sociology.

This module aims to introduce the importance of understanding consumer behaviour and will lead students into a deeper investigation on how consumer behaviour and eventual buying decisions are mainly influenced by:

- Internal psychological factors such as consumer motivation, personality, perception, and learning and attitude formation.
- External social factors such as culture, economic conditions, family, marketing activities, reference groups, roles and social class.
- Personal factors such as age, ethnicity, gender and income.

When an organisation is equipped with sound knowledge and an understanding of consumer behaviour, it assists marketing practitioners in making appropriate marketing decisions such as product positioning, new product development, new market applications, international marketing, and marketing mix strategies and tactics.

### Principles of Finance and Banking

This module introduces students to the principles, concepts, theories and application of banking and finance, including coverage of personal financial decision-making.

Students will learn about the key features and characteristics of the 3 main constituents of financial systems, namely: (1) financial intermediaries, (2) financial markets and (3) financial instruments (securities).

Students will first be introduced to the concept of money, its functions and characteristics, before moving on to the concept of time value of money and application of financial mathematics relating to valuation of equity (shares), debt (debentures/mortgages) and hybrid securities. In the process, the characteristics of these securities are covered in detail; and the concepts of valuation incorporating the respective security's cash flows and the associated risk are presented. The measurement of risk and return in individual securities and portfolios of securities is also addressed, including the risk-return relationship as described in the Capital Asset Pricing Model. Students will then be introduced to the reasons for existence of financial intermediaries, in particular banks, and their roles and functions in resolving the problems of asymmetric information in finance. In the process, students will learn about the nature and process of financial intermediation, and how these have led to potential vulnerability and fragility of the balance sheets of financial intermediaries, which would require: (1) prudent risk management and (2) financial regulation. The role of central banks or other regulatory agencies in financial regulation and in ensuring stability of the financial systems will also be presented.

The module creates an awareness of current events in the financial markets and how these events generally affect the corporations, economies and households.



## Business & Management Diploma in Commerce (Human Resource Management)

The Diploma in Commerce (Human Resource Management) aims to provide students with a well rounded discourse of business in general and the human resource function. This specialisation complements the 6 core modules with the Principles of Human Resource Management and Principles of Talent Management modules, and extends the discussion of business in general to the realms of management, recruitment, selection and talent.

### Programme Modules\*

Accounting for Managers	Business Statistics and Data-Driven Decision Making
Commercial Law	Principles of Economics
Principles of Human Resource Management	Principles of Management
Principles of Marketing	Principles of Talent Management

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan's discretion.

### Future Career Options

- Employee Engagement Executive
- Human Resource Executive
- Learning and Development Officer
- Recruitment Executive
- Talent Management Officer

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Commerce (Human Resource Management) by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Accounting for Managers

Accounting generally consists of financial and management accounting, as well as financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and the control of business affairs; and financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as profit returns and cash flows on decision-making within an organisation.

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a

business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating the development of business plans and for overcoming business challenges.

### Principles of Human Resource Management

Human resource management is a strategic function that deals with organisational talent needs that are essential for success. Along with financial management and administration, marketing and operations, human resource management ranks as one of the most important aspects of managing an organisation, regardless of its size and purpose.

In this module, students will examine the concept of human resource management and the role it plays in an organisation. Students will also study various critical elements such as performance management, remuneration and training, which support effective human resource management.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.



# Module Outline

## Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that “business has two functions: marketing and innovation. The rest are costs.”

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.

## Principles of Talent Management

Talent Management is a relatively new niche within the field of Human Resource and it aims to recognise a specific potential/talent in employees and reinvent them by working with them on a personal level through coaching, feedback, mentoring and training to enhance and bring forward that talent.

In this module, students will examine how talent or potential in an employee may be identified and effectively realised, methods of engaging and motivating employees, and the ways in which an organisation’s talent needs can be fulfilled through acquisition, development and succession planning.



## Business & Management Diploma in Commerce (Logistics and Supply Chain Management)

The Diploma in Commerce (Logistics and Supply Chain Management) aims to provide students with a well rounded discourse of business in general, and of the logistics and supply chain sector. This specialisation complements the 6 core modules with the Principles of Logistics Management and Principles of Supply Chain Management modules, and extends the discussion of business in general to the realms of efficiency modelling, forecasting and planning.

### Programme Modules\*

Accounting for Managers	Business Statistics and Data-Driven Decision Making
Commercial Law	Principles of Economics
Principles of Logistics Management	Principles of Management
Principles of Marketing	Principles of Supply Chain Management

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR’S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan’s discretion.

### Future Career Options

- Logistics/Operations Executive
- Shipping Officer
- Supply Chain Executive
- Warehouse Officer

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Commerce (Logistics and Supply Chain Management) by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor’s Degree programme with one of our prestigious university partners in Singapore.





## Module Outline

### Accounting for Managers

Accounting generally consists of financial and management accounting, as well as financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and the control of business affairs; and financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as profit returns and cash flows on decision-making within an organisation.

### Business Statistics and Data-Driven Decision Making

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

In this module, students will collect, analyse, present and summarise data to facilitate decision-making. Students will also examine how decision-making with incomplete information can be mitigated through hypothesis testing, using the rules of probability and probability distributions. Tests, which allow comparisons between groups and model building with multiple predictors, will be introduced.

### Commercial Law

Commercial Law is the body of law that governs the broad areas of business, consumer transaction and commerce. The application of commercial law has developed a specific set of laws that apply to commercial activities, pursuits and transactions. All businesses use commercial law to create wealth, and to identify and mitigate risks.

In this module, students will examine laws relevant to businesses made by parliament, decisions made by the courts in the application of these laws, legal implications of business activities and the policies that drive legal developments within a commercial context. Students pursuing further studies in Accounting, Finance, Human Resources, Management or Marketing will find this understanding of commercial law and its application to everyday commercial transactions relevant.

### Principles of Economics

The study of Economics generally consists of microeconomics and macroeconomics. The success of a business depends substantially on both microeconomics and macroeconomics. Microeconomics provides the tools to understand the different market structures and analyse a competitive market whilst macroeconomics provides the tools necessary to assess the macroeconomic environment within which a firm is operating. A strong economy spells good opportunity for growth and expansion; whilst a weak economy is conducive for business consolidation, capacity building and augmenting labour productivity in preparation for the next phase of growth.

In this module, students will examine various economic concepts, economic models and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performances and implications of policies. This skill set will be of great relevance to facilitating the development of business plans and for overcoming business challenges.

### Principles of Logistics Management

Logistics include all the activities required to move product and information to, from and between members of a supply chain. Effective and efficient logistics management contributes to the improvement of organisational performance and achievement of business goals. The importance of logistics is increasing in tandem with increased trade and globalisation.

In this module, students will examine the fundamental principles of logistics management and essential logistics functions such as customer service, information systems, inventory, order management and warehouse management.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

## Module Outline

### Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that “business has two functions: marketing and innovation. The rest are costs.”

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.

### Principles of Supply Chain Management

Supply Chain Management (SCM) is the management of an interconnected network of companies involved in the provision of product and service packages required by the end customers. Knowledge and techniques of supply chain management are used to improve business decision-making of a company.

In this module, students will examine the relationships between the foundations of business and the supply chain, and how supply chain strategies, processes and technologies can help achieve business excellence.





## Communication & Media Diploma in Digital Marketing

The Diploma in Digital Marketing aims to prepare students to analyse conditions of business operations and its environment, which are generally volatile and subjected to significant technological disruptions. Students will experience building marketing solutions and creating digital content as means of progressing business objectives and meeting key performance indicators. Furthermore, students should be able to critically read, write, research materials and think analytically upon successful completion of the programme.

### Programme Modules\*

Advertising and Public Relations	Data Analytics and Decision Science
Graphics Design in a Digital Age	Introduction to Media Studies
New Media and Social Networks	Principles of Management
Principles of Marketing	Visual Storytelling in a Digital Age

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to university's discretion.

### Future Career Options

- Content Strategist
- Digital Marketing Specialist
- SEO & SEM Specialist
- Social Media Marketer

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Digital Marketing by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Advertising and Public Relations

This module is designed to provide students with a foundational understanding of Advertising and Public Relations. The knowledge acquired will arm students to identify concepts and apply them strategically to case studies from within the field of practice and research.

In view of the contemporary communications landscape being one of convergent media, students will also be exposed to how the two disciplines have evolved with the inclusion of New Media in strategic execution.

The main areas of focus for the module are: Branding, Media and Crisis Management, the Planning and Execution of Advertising Campaigns, and PR and Advertising Tools.

### Data Analytics and Decision Science

Data Analytics and Decision Science Analytics is an integral part of an organisation's marketing efforts. The ability to make impactful business decisions, which are data-driven and based on actionable insights, increases the performance of an online campaign. Conversely, if this is not done properly, businesses will end up analysing the consumers wrongly, probably failing to understand them; thus the campaign fails.

This module aims to skill students in effectively analysing website traffic, performance, and audience, as well as producing actionable insights through data planning and capture. As such, important business decisions can be made with respect to cost, spend conversion and return on investment.

### Graphics Design in a Digital Age

This module will immerse you in a range of learning activities that will include research, discussions, group work and hands-on applications, using the tools and techniques taught. You will experience the end-to-end design process from requirements gathering, analysing client's needs, defining solutions through brainstorming and ideation, and the implementation of ideas through digital artwork and digital dissemination. More importantly, the module will enable you to organise information to produce compelling visual stories for presentations in marketing and related fields.

In this module, you will analyse and discuss aspects of graphic design, discovering best practices in the field and exploring the processes involved in concept development for particular target audiences.

You will develop skills and knowledge in design principles, use of colour, application of typographic principles and the use of designed materials to achieve communication goals.

The skills and knowledge you develop will have application in visually communicating your own work, as well as working with professional design practitioners in your future career.

### Introduction to Media Studies

The advent of technology and knowledge has changed the media landscape in the 21<sup>st</sup> century. Media has become an important and integral part of society today more than ever before. The purpose of this module is to introduce students to the field of Media Studies and its role of communication to the masses. The many elements of traditional and new media will be presented.

This module is designed to train students to critically evaluate media's transformation and its changing role in society. Students will analyse the impact of different media forms on traditional and contemporary practices. They will investigate the theories and perspectives of communication in media trends and analyse the construction of media texts including that of new media platforms. Students will gain an understanding of media representation and explain its impact on audiences. In addition, the class will assess the ethical approaches to working with media.

In mastering this foundational module, students should develop a strong understanding of media literacy and the ability to evaluate the effects of media on individuals and society.

### New Media and Social Networks

Media in the 21<sup>st</sup> century is dominated by a convergence of modes and the emergence of social platforms that are blurring the boundaries between public/private and work/social life.

In this module, students will analyse the application of new media in a variety of contexts, including contemporary social and business uses. They will also engage their creativity by composing instances of social and new media across a range of platforms and devices in order to entertain or to meet the objectives of organisations.

Ethical issues surrounding digital media are also introduced and students asked to critically assess the ethics of the choices they make when constructing social and new media content.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes



# Module Outline

become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers’ decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

## Principles of Marketing

Marketing is a function of business and primarily entails identifying and targeting the right customers, preparing an effective marketing plan and building a consistent image. Drucker (1954) contended that “business has two functions: marketing and innovation. The rest are costs.”

In this module, students will examine the application of

the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.

## Visual Storytelling in a Digital Age

Digital content creation across a range of media over the web is increasingly a vital strategic function in the digitalised economy. Communicating an organisation’s intentions and values to its stakeholders through bespoke content will become more prevalent. Skills development in the main areas required to deploy content online is necessary.

In this module, students will examine how Scripting, Production and Filmmaking are conceptualised then created using authoring tools commonly deployed in the industry. They will also consider the publishing, distribution and management of content.



Health Services

# Diploma in Sports and Exercise Science

In light of the nation’s focus on competitive and leisure sports development, qualified sports professionals are required in Singapore. The Diploma in Sports and Exercise Science will provide the necessary knowledge and skills for professionals in this sector.

## Programme Modules\*

Fundamentals of Sports and Exercise Science	Nutrition and Metabolism
Physiology and Anatomy	Principles of Management
Skills for Sports Science Professionals	Sports and Exercise Biomechanics
Sports and Exercise Psychology	Sports Coaching

## DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR’S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

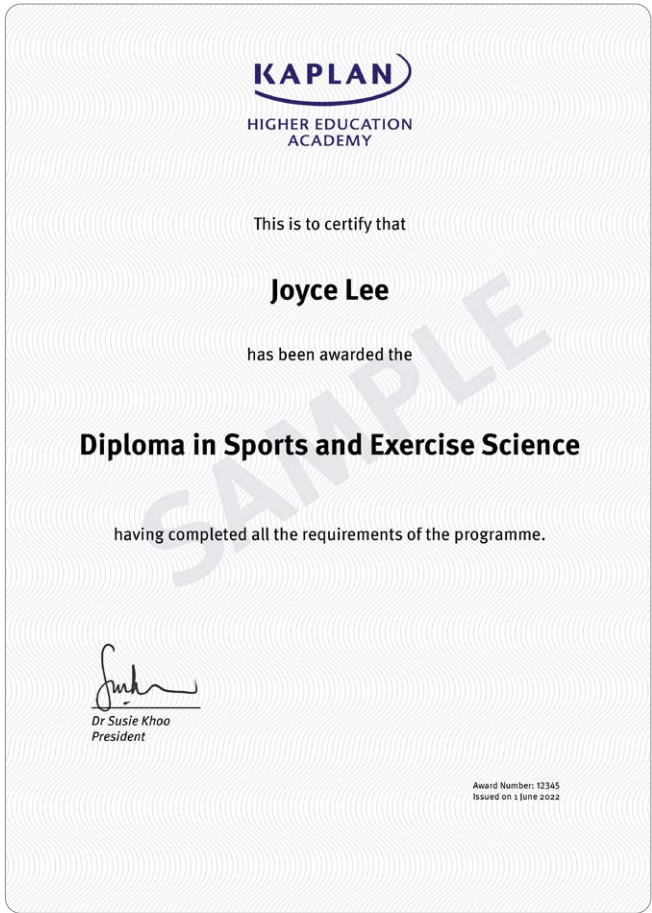
\*Sequence of modules subject to Kaplan’s discretion.

## Future Career Options

- Exercise Specialist
- Rehabilitation Assistant
- Sports Coach
- Sports Development Officer
- Sports Science Executive

## Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Sports and Exercise Science by Kaplan Higher Education Academy. Graduates can progress to pursue a Bachelor’s Degree programme with one of our prestigious university partners in Singapore.





## Module Outline

### Fundamentals of Sports and Exercise Science

The Fundamentals of Sports and Exercise Science module discusses various sports science concepts. The module aims to develop students' skills in evaluating and analysing performance. The module also provides interventions within the biomechanics, exercise physiology, chemistry and the modern sports science disciplines such as performance analysis. The multi-disciplinary and applied nature of this module aims to prepare you for a career in sports or exercise. Fundamental sports science modules focus on providing the basic scientific knowledge in terms of biology, chemistry and physics leading to energy metabolism and how energy transfers from stored nutrients to muscle cells to produce movement during rest and various physical activities.

Physiologic support systems discuss the importance of the major physiologic systems that interact, and the adaptation responses to acute and chronic physical activities. Application of scientific principles of exercise training, functional and structural adaptation responses, and the introduction of experimental design and analysis of data to improve sporting performance are some key areas in the module.

This module provides a clear and comprehensive introduction to the fundamentals of sports science, integrating research, theory and the practical to understand and improve human performance while minimising the risks of sports related injuries. Students will have a good foundation and be prepared to specialise in a range of career choices, including coaching and teaching, health and fitness training, performance analysis, sports science support, and strength and conditioning.

### Nutrition and Metabolism

The Nutrition and Metabolism module discusses how food and sports supplements interact with the body's biological functions. Pertinent research is cited to highlight the specific nutrient intakes that have been shown to improve exercise and sports performance. Nutrition is a science that links foods to health and diseases. It studies the structure and function of various food groups and the nutrients they contain. It also includes the biological processes by which our body consumes food and utilises the nutrients.

Metabolism is the whole range of biochemical processes that occur within a living organism, which in this case is a human body. Metabolism consists of anabolism and catabolism. The term metabolism is commonly used to refer specifically to the breakdown of food and its transformation into energy.

This module provides a clear and comprehensive introduction to sports and exercise nutrition, integrating key nutritional facts, concepts and dietary guidelines with a thorough discussion of the fundamental biological science underpinning physiological and metabolic processes.

### Physiology and Anatomy

Human anatomy is the scientific study of the body's structures. Whereas anatomy is about structure, physiology is about function. Human physiology is the scientific study of the chemistry and physics of the structures of the body and the ways in which they work together to support the functions of life. In this module, students will develop an understanding of functional anatomy and physiology from the cellular level to the level of tissues, organs and organ systems.

### Principles of Management

Management is the study of how organisations set in place people, structures and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries such as Accounting, Banking & Finance, Business Management, Communications & Media, Events & Tourism, Hospitality, Human Resources, Information Technology, Legal, Logistics, Marketing, Sports Science and others.

### Skills for Sports Science Professionals

The profession of Sports Science is multi-disciplinary in nature. Its practitioners require relevant academic, scientific, practical and general transferable skills. In this module, students will design sports and exercise-related experiments and collect data using basic measurement techniques, as well as analyse and present findings.

### Sports and Exercise Biomechanics

Biomechanics is the science of movement of a living body, including how bones, ligaments, muscles and tendons work together to produce movement. In this module, students will examine the relationships between physical and mechanical principles, such as acceleration, force, mass, momentum, movement, speed and velocity during sports and exercise.

## Module Outline

This module is designed to help you understand human movement professions and therefore, uses a wide variety of movement examples to illustrate the applications of biomechanics. While this approach to application of biomechanics is critical, it is also important that the module introduces the scientific support or lack thereof for these qualitative judgements. There is also focus on the mathematical examples to understand the mechanical variables and to highlight the relationship between various biomechanical variables, rather than to solve quantitative biomechanical word problems. This module will solidify the fundamentals of biomechanics, integrate biomechanics into professional practice and students will be challenged to continuously update the biomechanical toolbox.

### Sports and Exercise Psychology

Sports and Exercise Psychology is the scientific study of the psychological factors associated with participation and performance in physical activity. In this module, students will examine the application of the main branches of psychology in sports and exercise, as well as relate psychology to performance.

### Sports Coaching

Coaching combines knowledge from the fields of education, psychology and sociology to improve the performance of athletes and teams.

In this module, students will examine how coaches manage behaviour, impart sport-specific skills and administer physical training effectively. Through this examination, students will also begin to develop their own coaching philosophy and style, and learn how to plan, deliver and evaluate their coaching practice.





# Information Technology Diploma in Information Technology

The Diploma in Information Technology aims to meet the increasing demands and needs of business Information Technology (IT). To equip students with relevant and updated knowledge, as well as skills, this comprehensive programme provides them with what they need to know about the changing IT world.

## Programme Modules\*

Computational Mathematics and Computer Architecture	Fundamentals of Computer Systems
Introduction to Computer Science	Introduction to Data Communications
Introduction to Database Design and Development	Introduction to Multimedia and the Internet
Introduction to Programming Using Java	Principles of Information Systems and Data Management

## DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to university's discretion.

## Future Career Options

- Computer System Analyst
- Network Analyst
- Network Administrator
- Programmer or Software Engineer
- Technical Support

## Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Information Technology by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Computational Mathematics and Computer Architecture

This module aims to equip students with the fundamentals of problem-solving and computer arithmetic. They will also be introduced to the features of MATLAB and how to apply them to find solutions to mathematical problems. Emphasis is placed on identifying the solutions through IT efficiency.

### Fundamentals of Computer Systems

This module provides an understanding of computer systems architecture, including instructions and addressing. Understanding the functions of operating systems is an important element of this module. Students will study the basic concepts in assembly language and C++ programming.

### Introduction to Computer Science

This module aims to equip students with an understanding of the key concepts in computer science, including data storage and manipulation using a high level language (eg. Java). Students will learn how to apply the concept to construct small programmes that solve simple problems.

### Introduction to Data Communications

This module aims to develop students' understanding of the OSI Reference Model and the TCP/IP protocol stack. It will also develop their familiarity with networking equipment and techniques, as well as with network routing equipment in varied fields.

### Introduction to Database Design and Development

Modern organisations transact, manipulate, investigate and store increasingly large amounts of data. Database management systems are the tools used to manipulate raw data into meaningful information and store it in a robust manner. Understanding and using these systems is, therefore, an essential skill required of anyone seeking to work in a modern organisation with large quantities of data. This module will introduce students to the basic concepts of database management, the relational model, logical database design, SQL programming language, database security, and basic administration and recovery.

### Introduction to Multimedia and the Internet

Students are introduced to the increasing popularity and usage of multimedia. They will learn how to use images, sound, text and video to deliver compelling messages and content in meaningful ways. Students will be able to understand the stages of multimedia development that includes designing, organising, producing and managing multimedia projects. Emphasis is also placed on understanding the impact of multimedia and its societal implications and responsibilities.

### Introduction to Programming Using Java

This module is designed to develop the skills of problem-solving and programme design using the Java programming language. Students will also analyse the features of Object Oriented Programming Language, and the definition and use of common classes.

### Principles of Information Systems and Data Management

This module aims to develop an understanding of the concept of Information Systems and its activities in the development life cycle. It highlights the role and contribution of information systems in the organisation, and how data and information are organised and used in a company.



## Social Sciences Diploma in Counselling

The Diploma in Counselling encompasses the basic theoretical and practical skills for counselling. The syllabus covers an introduction to psychology, major counselling theories, ethics, skills, crisis intervention, group counselling, conflict management and career development. It uses case studies, journals, research articles and role play to engage students and impart knowledge. The programme also enables students to apply counselling skills which are relevant in the 21<sup>st</sup> century. It also educates students about the impact of multi-culturalism in the Counselling industry and prepares them to pursue a career in counselling.

### Programme Modules\*

Career Counselling	Conflict Management
Counselling Skills	Counselling Theories and Approaches
Crisis Intervention	Ethics in Counselling
Foundational Psychology	Group Counselling Techniques

### DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan's discretion.

### Future Career Options

- Counsellor
- Family Care Officer
- Human Resource Assistant
- Public Health Educators
- Social Worker

### Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Counselling by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.



## Module Outline

### Career Counselling

This module provides the counsellor with a good grasp of the knowledge and skills necessary in providing career counselling in a dynamic job market. It examines the critical components of assessments, an integral activity in career counselling. Its approach is holistic, developmental and integrative.

### Conflict Management

This module demonstrates the application of conflict management skills in varied client scenarios. Conflict Management aims to introduce students to four essential components in the development of effective conflict management skills.

The first component relates to understanding the dynamics of interpersonal conflicts through human behaviours, beliefs, interests and values.

The second component is to introduce various conflict assessment tools to provide students with a systematic way of analysing conflicts. The third component is to introduce students to the importance of self-awareness through the Johari Window and emotional intelligence theory. The fourth component is to introduce options for conflict resolution so that students will be able to assess which tool would be best suited for the conflict situation.

The Conflict Management module serves as a guide for students seeking a career in counselling as it presents real issues and scenarios that counsellors face in their daily work.

### Counselling Skills

This module aims to introduce students to three essential components in the development of an effective counsellor.

This first component is the importance of being aware of the scope of a helping relationship and the working alliance between the client and a counsellor. Students are introduced to the basic and advanced skills that are used in the helping relationship. This is done in an experiential manner through case studies, role play and interactive classroom discussions. These skills are practised in class and assessed through mock student-client counselling sessions.

The second component is to introduce students to the Egan's Skilled Helper Model. This model provides a guideline that helps counsellors to structure their counselling sessions in both form and content. It serves

as a road map to facilitate client movement towards resolution of their issues.

The third component is to introduce students to the importance of counsellor self-awareness. This is done through classroom exercises, use of psychometric scales and tests, as well as reflection on one's own skills in the assessments, such as mock student-client counselling sessions.

The Counselling Skills module serves as a realistic job preview for students who are considering a career in the helping professions, such as counselling, psychology, social work or allied fields.

### Counselling Theories and Approaches

This module provides the counsellor with a good grasp of the knowledge of the different methods of psychotherapy in a rapidly changing world. It examines the background of the founder, key concepts, strengths and limitations of each therapy. It also focuses on the client-counsellor relationship as the key to providing support to the client.

### Crisis Intervention

This module provides students with a good grasp of the fundamentals of crisis intervention through lectures, reflections and role play. The first half of this module provides an understanding of crisis and introduces the basic concepts, skills, qualities and models of assessment and intervention.

Although preventive counselling is the ideal, personal crisis generally provides the impetus that impels people to seek help. The second half of this module provides perspective on several different crisis situations. The background and dynamics of each particular situation is explored in order to inform strategies to alleviate the crises.

The module concludes with examining counsellors in crisis and how burnout can be prevented, identified and alleviated.

### Ethics in Counselling

This module provides the counsellor with a good grasp of ethical concerns that are common in counselling practice. It explores how values may affect moral decisions. Two models are presented to allow the student to articulate and resolve ethical dilemmas. The ethical codes governing counsellors in Singapore are also emphasised and students will be given the opportunity to apply what is learnt in case study scenarios.



# Module Outline

## Foundational Psychology

This module serves as a foundation. It traces the history and development of psychology and the application of psychology today. Foundational Psychology aims to introduce students to four essential components in its application.

This first component is to promote understanding of the different schools of psychology and how they came about. Understanding the context is necessary so that students appreciate the issues of that time and the views on how humans develop, and to ascertain the relevance of these theories to the context today. It is important for students to appreciate how the dynamics of the environment and genetics influence human development.

The second component is to introduce students to the various methodologies used to collect data and measure the effectiveness of psychological interventions. For a field that studies human emotion and cognitive processing, it is necessary to be able to measure the change and to assess the credibility of the methodologies.

The third component is to introduce students to the elements that influence both individual and group behaviours. As future practitioners, this is necessary to help clients understand their triggers and how to manage their responses in various settings like school, work or family gatherings.

The fourth component is to promote understanding of emotional health and wellbeing through discussion of stressors and how stress, environment and genetics create psychological disorders. As future practitioners, students need to be aware of the challenges faced by people of all ages and how psychological disorders have evolved over the years.

The Foundational Psychology module serves as a guide for students seeking a career in guidance and counselling as it gives an overview of the theoretical perspective and the application of these theories.

## Group Counselling Techniques

This module introduces students to group counselling and its effectiveness. It also examines the process of group development and dynamics of groups. Students will learn to identify and develop skills in group facilitation. In addition, they will be taught how to deal with problematic situations that may arise in group counselling. Different theoretical (with emphasis on psychoanalytic and person-centred) approaches to group counselling will also be introduced, and students will learn to use and apply them through discussions, role play and case studies. The module ends with considerations of ethical practices in group work.



Social Sciences

# Diploma in Psychology

The Diploma in Psychology aims to prepare students for further studies at the undergraduate level. Upon successful completion of the programme, students should be able to relate psychological constructs, approaches, and research methods to appropriations and variations in practice. In particular, they should be proficient in designing, conducting and evaluating research, which are skills that are essential to the discipline. Furthermore, students should be able to critically read, write, research materials and think analytically upon graduation.

## Programme Modules\*

Counselling Skills	Ethics in Counselling
Foundational Psychology	Personality and Health Psychology
Principles of Mental Health	Psychological Research Methods and Analysis
Qualitative Research in Psychology	Quantitative Research in Psychology

## DIRECT ENTRY TO 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE PROGRAMME

Subject to programme and meeting entry requirements.

\*Sequence of modules subject to Kaplan's discretion.

## Future Career Options

- Business & Management Executive
- Human Resource Executive
- Psychology Assistant
- Research Officer
- Social Work Officer

## Graduation & Progression

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Diploma in Psychology by Kaplan Higher Education Academy. Diploma graduates can progress to pursue a Bachelor's Degree programme with one of our prestigious university partners in Singapore.





## Module Outline

### Counselling Skills

This module aims to introduce students to three essential components in the development of an effective counsellor. This first component is the importance of being aware of the scope of a helping relationship and the working alliance between the client and a counsellor. Students are introduced to the basic and advanced skills that are used in the helping relationship. This is done in an experiential manner through case studies, role plays and interactive classroom discussions. These skills are practised in class and assessed through mock student-client counselling sessions. The second component is to introduce students to the Egan's Skilled Helper Model. This model provides a guideline that helps counsellors to structure their counselling sessions in both form and content. It serves as a road map to facilitate client movement towards resolution of their issues. The third component is to introduce students to the importance of counsellor self-awareness. This is done through classroom exercises, use of psychometric scales and tests, as well as reflection on one's own skills in the assessments, such as mock student-client counselling sessions. The Counselling Skills module serves as a realistic job preview for students who are considering a career in the helping professions, such as counselling, psychology, social work or allied fields.

### Ethics in Counselling

This module provides the counsellor with a good grasp of ethical concerns that are common in counselling practice. It explores how values may affect moral decisions. Two models are presented to allow the student to articulate and resolve ethical dilemmas. The ethical codes governing counsellors in Singapore are also emphasised and students will be given the opportunity to apply what is learnt in case study scenarios.

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human emotion and cognitive processing, it is necessary to be able to measure the change and to assess the credibility of the methodologies. The third component is to introduce students to the elements that influence both individual and group behaviours. As future practitioners, this is necessary to help clients understand their triggers and how to manage their responses in various settings like school, work or family gatherings. The fourth component is to promote understanding of emotional health and wellbeing through discussion of stressors and how stress, environment and genetics create psychological disorders. As future practitioners, students need to be aware of the challenges faced by people of all ages and how psychological disorders have evolved over the years. The Foundational Psychology module serves as a guide for students seeking a career in guidance and counselling as it gives an overview of the theoretical perspective and the application of these theories.

### Personality and Health Psychology

This module is designed to introduce students to the basic principles regarding the study, investigation, and explanation of personality and health. A combination of lectures and workshops, along with independent study, will introduce the major theories of personality and health, incorporating a historical development of the concepts and an evaluation of the theories. Methods of measuring personality and how personality can be scientifically investigated will be examined.

The module will allow students to perform and interpret practical and empirical exercises to illustrate principles and methods. Students will examine the concepts that form the theories of personality and health, and attempt to relate these theories to practice.

### Principles of Mental Health

This module serves as a foundation for understanding mental health and psychological disorders. It traces the history of psychological disorders and how diagnosis, care and treatment have evolved over the years and the challenges that therapists and mental health practitioners face in today's society. This first component is to provide the theoretical background to mental disorders and the methods in diagnosis. Understanding the different perspectives is necessary so that students may evaluate the relevance of these theories to the prevailing issues and views on how humans develop. It is important for students to appreciate how the dynamics of the environment and genetics influence human development and affect mental health. The second component is to introduce students to the various types of mental health issues and disorders based on the DSM-5 criteria so as to give students an

## Module Outline

objective perspective on how diagnoses are made by mental health practitioners. The key disorders that afflict the different age groups and two new ones, gambling and gaming disorders, will be discussed, reflecting the challenges that people face today. The third component is to introduce ethical and legal issues that practitioners face in their work. Amongst the issues discussed will be how mental health affects a person's responsibility in a criminal charge and the challenge for practitioners having to ascertain if the person is genuinely ill or just faking it. Another issue that will be discussed is client and therapist confidentiality, and the grounds for therapists to reveal the discussions with their clients. Finally, current and future trends will also be discussed where issues that are either controversial or perhaps, need attention due to the changing structure of society will be raised. As future counsellors or mental health practitioners, it is essential for students to be aware of these trends that will affect their practice and interaction with clients.

### Psychological Research Methods and Analysis

This module aims to develop students' understanding of psychological research methods and analysis. Specifically, we will be looking at how to handle data, select the appropriate analysis and use SPSS, a statistical analysis tool commonly used by psychologists and other social scientists, to analyse the data. The module further focuses on developing students' skills in interpreting the data produced by SPSS to produce American Psychological Association (APA) format laboratory reports, the research paper standard adopted by psychologists internationally. Classes will comprise a mixture of lectures and hands-on participation, where students will get the opportunity to develop and enhance their proficiency in the use of SPSS. Students will also get the opportunity to collect their own research data for the purpose of their laboratory report, thereby gaining experience on how psychologists may collect data, analyse and write up data in a real-world setting.

### Qualitative Research in Psychology

This module covers the breadth of qualitative psychological research methods, allowing students to comprehend how qualitative methods may be applied in psychological settings. Through exposure to established scholars' research and readings on research methodology, students will build their foundations for conducting qualitative psychological research.

With the goal of helping students develop a range of skills that will be useful in planning, conducting and reporting laboratory work, the module will require students to participate in lectures and integrate the knowledge that

they have gained in the lectures into their own research. Students will be exposed to epistemology of qualitative research, how to formulate research questions and generate qualitative data. The module will expose students to techniques including thematic analysis and discourse analysis.

The module will include a series of practical sessions whereby consenting students take part in small-scale empirical research studies, both as 'participants' and as 'researchers'. Students will learn to design and conduct research in psychology using qualitative methodologies whilst factoring the ethical issues associated with research work. The practical sessions will provide students with opportunities to practise the skills in a structured setting. These activities would help students with developing a range of professional and transferable skills.

Students will also learn the skills necessary for critically evaluating research, formulating innovative research questions and the processes involved in making sense of qualitative data, and how qualitative data should be analysed and evaluated. Computer software available for conducting qualitative analysis will also be explored.

### Quantitative Research in Psychology

This module aims to develop students' understanding of quantitative psychological research methods and quantitative methodologies that may be applied in psychological settings. Students will build their foundations for conducting quantitative psychological research by analysing and interpreting scholars' research and readings on research methodology. With the goal of strengthening students' skills that will be useful in planning, conducting and reporting laboratory work, students are expected to participate in lectures and integrate the knowledge into their own research work. Students will be exposed to epistemology of quantitative research and how to generate quantitative data. Students will consolidate their knowledge and practise the skills in a structured setting by designing and conducting quantitative research in psychology in supervised practical sessions. Students will be expected to factor the ethical issues associated with research work as they learn to conduct research in several core areas of psychology using quantitative methodologies. These practical sessions will aid in developing professional and transferable skills. Students will also develop the skills necessary for critically evaluating research, and the processes involved in making sense of quantitative data and how quantitative data should be analysed and evaluated. Computer software for quantitative data analysis like SPSS will be explored.



## List of Programmes

### ENGLISH PROGRAMME

#### KAPLAN HIGHER EDUCATION ACADEMY

- Diploma in Professional Business English

### FOUNDATION PROGRAMMES

#### KAPLAN HIGHER EDUCATION ACADEMY

- Foundation Diploma
- Preparatory Course for Singapore-Cambridge General Certificate of Education (Ordinary Level) Examination

### DIPLOMA PROGRAMMES

#### KAPLAN HIGHER EDUCATION ACADEMY

- Diploma in Accountancy
- Diploma in Business Management
- Diploma in Commerce (Finance and Banking)
- Diploma in Commerce (General Studies)
- Diploma in Commerce (Human Resource Management)
- Diploma in Commerce (Logistics and Supply Chain Management)
- Diploma in Counselling
- Diploma in Digital Marketing
- Diploma in Information Technology
- Diploma in Psychology
- Diploma in Sports and Exercise Science

### SHORT COURSES

#### KAPLAN HIGHER EDUCATION ACADEMY

- English Experience Programme (EEP)
- Study Tour

### ACCOUNTING, BANKING & FINANCE

#### MURDOCH UNIVERSITY

- Bachelor of Business in Accounting and Banking
- Bachelor of Business in Accounting and Business Law
- Bachelor of Business in Accounting and Criminology
- Bachelor of Business in Accounting and Finance
- Bachelor of Business in Accounting and Human Resources Management
- Bachelor of Business in Accounting and International Business
- Bachelor of Business in Accounting and Management
- Bachelor of Business in Accounting and Marketing
- Bachelor of Business in Banking and Business Information Systems
- Bachelor of Business in Banking and Business Law
- Bachelor of Business in Banking and Criminology
- Bachelor of Business in Banking and Cyber Security and Forensics
- Bachelor of Business in Banking and Finance
- Bachelor of Business in Banking and Human Resources Management
- Bachelor of Business in Banking and International Business
- Bachelor of Business in Banking and Management
- Bachelor of Business in Banking and Marketing
- Bachelor of Business in Finance and Business Information Systems

## List of Programmes

- Bachelor of Business in Finance and Business Law
- Bachelor of Business in Finance and Criminology
- Bachelor of Business in Finance and Cyber Security and Forensics
- Bachelor of Business in Finance and Journalism
- Bachelor of Business in Finance and Management
- Bachelor of Business in Finance and Marketing

#### UNIVERSITY COLLEGE DUBLIN

- Bachelor of Business Studies (Honours) (Finance) (Top-up)
- Bachelor of Business Studies (Honours) (FinTech) (Top-up)

#### UNIVERSITY OF ESSEX

- Bachelor of Science (Honours) in Accounting and Finance (Top-up)
- Bachelor of Science (Honours) in Banking and Finance (Top-up)

#### UNIVERSITY OF PORTSMOUTH

- Bachelor of Arts (Honours) in Accountancy and Financial Management (Top-up)

### BUSINESS & MANAGEMENT

#### MURDOCH UNIVERSITY

- Bachelor of Business in Human Resources Management and Business Law
- Bachelor of Business in Human Resources Management and Criminology
- Bachelor of Business in Human Resources Management and Finance
- Bachelor of Business in Human Resources Management and Management
- Bachelor of Business in Human Resources Management and Marketing
- Bachelor of Business in Human Resources Management and Strategic Communication
- Bachelor of Business in Human Resources Management and Tourism and Events
- Bachelor of Business in International Business and Business Law
- Bachelor of Business in International Business and Cyber Security and Forensics
- Bachelor of Business in International Business and Finance
- Bachelor of Business in International Business and Hospitality and Tourism Management
- Bachelor of Business in International Business and Human Resources Management
- Bachelor of Business in International Business and Journalism
- Bachelor of Business in International Business and Management
- Bachelor of Business in International Business and Marketing
- Bachelor of Business in International Business and Tourism and Events
- Bachelor of Business in International Business and Web Communication
- Bachelor of Business in Management and Business Law
- Bachelor of Business in Management and Criminology
- Bachelor of Business in Management and Global Media and Communication
- Bachelor of Business in Management and International Business
- Bachelor of Business in Management and Journalism
- Bachelor of Business in Management and Marketing
- Bachelor of Business in Management and Strategic Communication
- Bachelor of Business in Management and Tourism and Events
- Bachelor of Business in Marketing and Business Law
- Bachelor of Business in Marketing and Global Media and Communication
- Bachelor of Business in Marketing and International Business
- Bachelor of Business in Marketing and Journalism
- Bachelor of Business in Marketing and Strategic Communication
- Bachelor of Business in Marketing and Tourism and Events
- Bachelor of Business in Marketing and Web Communication



## List of Programmes

### NORTHUMBRIA UNIVERSITY

- Bachelor of Arts (Honours) Business with International Management (Top-up)

### ROYAL HOLLOWAY, UNIVERSITY OF LONDON

- Bachelor of Science (Honours) in Management with International Business (Top-up)
- Bachelor of Science (Honours) in Management with Marketing (Top-up)

### UNIVERSITY COLLEGE DUBLIN

- Bachelor of Business Studies (Honours) (Business Analytics) (Top-up)
- Bachelor of Business Studies (Honours) (Digital Business) (Top-up)
- Bachelor of Business Studies (Honours) (Logistics and Supply Chain Management) (Top-up)
- Bachelor of Business Studies (Honours) (Management) (Top-up)
- Bachelor of Business Studies (Honours) (Marketing) (Top-up)

## COMMUNICATION & MEDIA

### MURDOCH UNIVERSITY

- Bachelor of Communication in Global Media and Communication and Journalism
- Bachelor of Communication in Global Media and Communication and Marketing
- Bachelor of Communication in Global Media and Communication and Strategic Communication
- Bachelor of Communication in Global Media and Communication and Tourism and Events
- Bachelor of Communication in Global Media and Communication and Web Communication
- Bachelor of Communication in Journalism and Business Law
- Bachelor of Communication in Journalism and Criminology
- Bachelor of Communication in Journalism and Global Media and Communication
- Bachelor of Communication in Journalism and Management
- Bachelor of Communication in Journalism and Marketing
- Bachelor of Communication in Journalism and Strategic Communication
- Bachelor of Communication in Journalism and Web Communication
- Bachelor of Communication in Strategic Communication and International Business
- Bachelor of Communication in Strategic Communication and Journalism
- Bachelor of Communication in Strategic Communication and Management
- Bachelor of Communication in Strategic Communication and Marketing
- Bachelor of Communication in Strategic Communication and Tourism and Events
- Bachelor of Communication in Web Communication and Global Media and Communication
- Bachelor of Communication in Web Communication and Management
- Bachelor of Communication in Web Communication and Marketing
- Bachelor of Communication in Web Communication and Strategic Communication
- Bachelor of Communication in Web Communication and Tourism and Events

### NORTHUMBRIA UNIVERSITY

- Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)

## EDUCATION & SOCIAL SCIENCES

### MURDOCH UNIVERSITY

- Bachelor of Arts in Psychology
- Bachelor of Arts in Psychology and Criminology
- Bachelor of Arts in Psychology and Global Media and Communication
- Bachelor of Arts in Psychology and Human Resources Management
- Bachelor of Arts in Psychology and Journalism
- Bachelor of Arts in Psychology and Management
- Bachelor of Arts in Psychology and Marketing
- Bachelor of Arts in Psychology and Web Communication

## List of Programmes

## HOSPITALITY & TOURISM MANAGEMENT

### MURDOCH UNIVERSITY

- Bachelor of Business in Hospitality and Tourism Management and Business Law
- Bachelor of Business in Hospitality and Tourism Management and Human Resources Management
- Bachelor of Business in Hospitality and Tourism Management and Management
- Bachelor of Business in Hospitality and Tourism Management and Marketing
- Bachelor of Business in Hospitality and Tourism Management and Strategic Communication
- Bachelor of Business in Hospitality and Tourism Management and Tourism and Events
- Bachelor of Business in Hospitality and Tourism Management and Web Communication

### NORTHUMBRIA UNIVERSITY

- Bachelor of Arts (Honours) in Business with Tourism Management (Top-up)

## INFORMATION TECHNOLOGY

### MURDOCH UNIVERSITY

- Bachelor of Information Technology in Business Information Systems and Banking
- Bachelor of Information Technology in Business Information Systems and Computer Science
- Bachelor of Information Technology in Business Information Systems and Finance
- Bachelor of Information Technology in Business Information Systems and Management
- Bachelor of Information Technology in Business Information Systems and Web Communication
- Bachelor of Information Technology in Computer Science and Business Information Systems
- Bachelor of Information Technology in Computer Science and Management
- Bachelor of Information Technology in Computer Science and Web Communication
- Bachelor of Information Technology in Cyber Security and Forensics and Banking
- Bachelor of Information Technology in Cyber Security and Forensics and Business Information Systems
- Bachelor of Information Technology in Cyber Security and Forensics and Computer Science
- Bachelor of Information Technology in Cyber Security and Forensics and Criminology
- Bachelor of Information Technology in Cyber Security and Forensics and Finance
- Bachelor of Information Technology in Cyber Security and Forensics and Management
- Bachelor of Information Technology in Cyber Security and Forensics and Web Communication

## LAW & CRIMINOLOGY

### MURDOCH UNIVERSITY

- Bachelor of Business in Business Law and Criminology
- Bachelor of Business in Business Law and Journalism
- Bachelor of Business in Business Law and Tourism and Events

## POSTGRADUATE DEGREE PROGRAMMES

### MURDOCH UNIVERSITY

- Graduate Certificate in Business Administration
- Master of Business Administration

### UNIVERSITY COLLEGE DUBLIN

- Master of Science (Management)






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