

Bachelor of Business Studies (Honours) (Top-up Degree)



University College Dublin

- › Banking and Wealth Management
- › Business with Law
- › Finance
- › Human Resource Management
- › Information Management
- › Logistics and Supply Chain Management
- › Management
- › Marketing
- › Project Management

Full-time Programmes



› Ranked in the Top 1% of universities worldwide
(Times Higher Education World University Ranking 2016 – 17)

› One of the few elite business schools in the world to receive the prestigious triple-crown accreditation from EQUIS, AACSB and AMBA
(AACSB – datadirect.aacsb.edu / AMBA - www.ambaguide.com / EQUIS - www.efmd.org)

› 25-year partnership and over 10,000 graduates with Kaplan

THE DEAN'S MESSAGE



Professor Ciarán Ó'hÓgartaigh
Dean
UCD College of Business

It gives me great pleasure to welcome you to the Bachelor of Business Studies (BBS) degree programme, which is offered by University College Dublin, in conjunction with Kaplan Higher Education Academy in Singapore.

There are long established linkages between University College Dublin and Singapore through the large number of our graduates in Singapore, many of whom are from the UCD College of Business.

We are pleased to make our BBS degree available in Singapore. The BBS is a specialist degree qualification with widespread international recognition throughout the business world, with UCD College of Business holding accreditations from AACSB, EQUIS and AMBA. Students in the programme have access to the latest thinking and practice in their chosen specialism and will have the opportunity to interact with some of the most prominent members of the academic community in Europe.

No effort is spared to ensure the quality and relevance of the programme. We hope it will serve to further strengthen the links between the university and Singapore, and indeed between Ireland and Singapore.

ABOUT KAPLAN IN SINGAPORE

Kaplan in Singapore is part of Kaplan Inc., one of the world's most diverse education providers and is the largest subsidiary of Graham Holdings, formerly The Washington Post Company. Its three entities in Singapore, namely Kaplan Higher Education Academy, Kaplan Higher Education Institute and Kaplan Learning Institute (comprising Kaplan Financial and Kaplan Professional) serve more than 30,000 learners from across 30 countries worldwide and it is the only education provider in Singapore to be awarded the 4-year EduTrust certification for all three of them.

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

Kaplan Higher Education Academy



Cert No.: EDU-2-2023
Validity: 20/07/2015 - 19/07/2019
UEN 199409389H
Validity: 20/05/2014 to 19/05/2018

Kaplan Higher Education Institute



Cert No.: EDU-2-2075
Validity: 04/03/2016 - 03/03/2020
UEN 198600044N
Validity: 17/08/2014 to 16/08/2018

Kaplan Learning Institute



Cert No.: EDU-2-2022
Validity: 19/07/2015 - 18/07/2019
UEN 199701360K
Validity: 20/05/2014 to 19/05/2018



JobsCentral Learning, Training & Education Development Awards 2016



Best Private Education Institution

Awarded to Kaplan Higher Education Academy for Computer Science & IT and Communications & Media

Awarded to Kaplan Higher Education Institute for Business Management and Marketing



Best Corporate Training Provider

Awarded to Kaplan Learning Institute for Computer Science & IT, Finance Management and Leadership



AsiaOne People's Choice Awards

Voted consistently the Top 3 "Best Private Institute" from 2013 to 2016



HRM Asia Readers' Choice Awards 2016

Voted "Best Corporate Learning & Development Provider" for Kaplan Professional, part of Kaplan Learning Institute

KAPLAN HIGHER EDUCATION ACADEMY

Today, thousands of students are enrolled into Kaplan Higher Education Academy in Singapore, pursuing full-time programmes that range from Diplomas to Bachelor's and Master's Degrees.

Through strategic collaborations with prestigious universities from Australia, Ireland and the UK, Kaplan offers career-oriented academic programmes designed to provide students with skills necessary to qualify them for employment and to meet the demands of the industry.

Disciplines available:

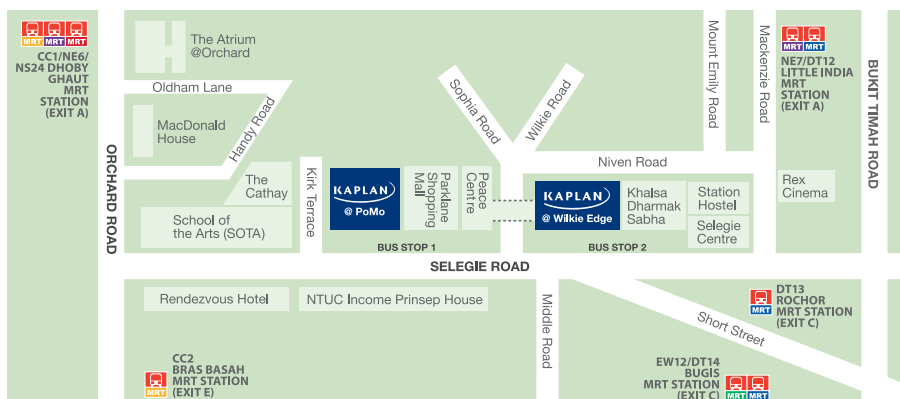
- Accounting & Finance
- Business & Management
- Communication & Media
- Hospitality & Tourism Management
- Humanities & Social Sciences
- Information Technology
- Law
- Nursing & Allied Health

CHOOSE FROM OVER
200 DEGREE PROGRAMMES

HEART OF THE CITY
NEAR **5** MRT STATIONS

DIRECT ENTRY* TO
2ND YEAR FOR DIPLOMA GRADS

EASY AND AFFORDABLE PAYMENTS#



Kaplan City Campuses Location Map

Together, Kaplan Higher Education Academy and Kaplan Higher Education Institute form one of the largest private education institutions in Singapore, spanning more than 140,000 sqft across Kaplan City Campus @ Wilkie Edge and @ PoMo.

The campuses are located in the heart of the city, all within walking distances from 5 MRT stations across major train lines.

All our campuses 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, well-resourced library and food & beverage outlets on campus.

*Subject to meeting entry requirements. #Terms and Conditions apply. Subject to bank's approval.

THE UNIVERSITY OF CHOICE



UCD Lochlann Quinn School of Business (Undergraduate School)

University College Dublin (UCD) has approximately 26,000 students and 2,000 staff, making it the largest university in Ireland. It is a fully accredited university with some of the largest schools in engineering, law, medicine and business.

UCD College of Business is one of the oldest business schools in the world. It has the distinction of offering one of the first MBAs in Europe. It is also one of the elite business schools in the world to earn 3 prestigious world-class accreditations concurrently: AACSB, EQUIS and AMBA.

(AACSB – datadirect.aacsb.edu / AMBA – www.ambaguide.com / EQUIS – www.efmd.org)

World-Ranking and Accreditation

University College Dublin:

- UCD is ranked in the **Top 1%** of universities worldwide (Times Higher Education World University Ranking 2016/17)
- Ranked **176th** by QS World University Rankings 2017

UCD College of Business:

- Postgraduate programmes ranked in the **Top 100** by the Financial Times and the Economist Intelligence Unit.

The Financial Times: <http://rankings.ft.com/businessschoolrankings/university-college-dublin-smurfit/global-mba-ranking-2017#global-mba-ranking-2017>

The Economist Intelligence Unit: <http://www.economist.com/whichmba/university-college-dublin-michael-smurfit-graduate-school-business/2016>

- Ranked **29th** in Europe

(Financial Times European Business School Rankings 2016)

Accreditation and Reputation

UCD College of Business is one of a select number of business schools worldwide to hold accreditation from the 3 centres of business and academic excellence and is now one of the elite schools in the world with this Triple-Crown accreditation.

(AACSB – datadirect.aacsb.edu / AMBA – www.ambaguide.com / EQUIS – www.efmd.org)



AACSB (Association to Advance Collegiate Schools of Business International) is the American-based body which awards accreditation following a review of the quality of degree programmes delivered by each management school.



EQUIS is the quality improvement system administered by the EFMD (European Foundation for Management Development) throughout Europe. EQUIS is awarded on the basis of quality controls on the entire range of activities within an institution. Only 55 business schools worldwide are accredited, including INSEAD and London Business School.



AMBA (Association of MBAs) is a British-based organisation which concentrates specifically on MBA programmes and accredits those which reach its standards.



UCD Michael Smurfit Graduate Business School

These accreditations benchmark UCD against the best in the world, positioning UCD on the global map and in the minds of leaders worldwide. Attaining these accreditation awards required that UCD continually evaluate its own courses and programmes and have them evaluated in turn by independent experts, resulting in an ongoing process of careful analysis and continual improvement. These accreditations are the students guarantee of a world-class quality degree.

Community of European Management Schools (CEMS)



UCD Michael Smurfit Graduate Business School is proud to be part of the CEMS a strategic global alliance of leading Business Schools and Multinational Companies. As Ireland's leading Business School, UCD Smurfit School represents Ireland in this community. It currently comprises of over 20 world class academic institutions and over 60 of the world's leading multinational companies.

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|-------------------|-----------------------------|
| • Bayer | • Maersk |
| • BNP Paribas | • MasterCard |
| • Deloitte | • PricewaterhouseCoopers |
| • Facebook | • Procter & Gamble |
| • Gartner | • UBS |
| • GlaxoSmithKline | • UOB |
| • Google | • Zurich Financial Services |
| • LVMH | |

<http://www.cems.org/corporate-partners/list>

ALUMNI NETWORK

The UCD global alumni network has 224,000 members in over 100 countries.

UCD has produced numerous ministers, prime ministers and presidents of Ireland including almost half of the current Irish cabinet. Five of Ireland's prime ministers (Taoisigh) graduated from UCD.

UCD Business Alumni helps graduates keep in touch with colleagues, classmates and the wider business community. Regular social and speaker events are held, giving graduates the opportunity to stay connected.

Global Network for Advanced Management

In May 2012, UCD Michael Smurfit Graduate Business School joined a new alliance of elite international business schools that will connect faculty, students and deans with their peers, to address the complex leadership issues of business and society worldwide. The Global Network for Advanced Management is the first global network of its kind, comprising twenty one of the world's leading business schools. These include the Yale School of Management, London School of Economics, INSEAD, UCD Michael Smurfit Graduate Business School and other leading business schools from Europe, Asia, Africa and the Americas as its founding members.

UCD Graduates



“ I look back on my time in UCD as one of the happiest periods of my life. I spent five personally rewarding and productive years there studying for degrees in Law and Political Science. My UCD education, broad based, people centred and enjoyable, provided the building blocks for a successful career. ”

His Excellency Joseph Hayes
Former Ambassador
Irish Embassy, Singapore (2013)



“ UCD is a prestigious university and its Triple-Crown accreditation status guarantees the quality and recognition of the degree credentials. I am particularly attracted to the course structure and modules, which directly address the important areas that are crucial to my career.

The programme has made me view things objectively from broader perspectives and thus I am able to win more businesses. The UCD degree programme has transformed me professionally. ”

Albert Sudirgo
Senior Enterprise Commercial Manager, LinkedIn
Graduate, Bachelor of Business Studies (Hons) in Marketing (2016)



“ I graduated with a Diploma in Marketing. With this, I decided to pursue my studies further by taking up the Bachelor of Business Studies (Hons) in Marketing with University College Dublin, in association with Kaplan. I'm currently working as an Assistant Account Manager. My job scope includes sales and marketing, with a focus on account management/servicing and planning client's marketing campaigns.

Hence, the course really helped me a lot in my job as I get to apply what I've learnt to my work. Studying this course is a value add to my work profile. ”

Linn Lee
Assistant Account Manager, Media Company
Graduate, Bachelor of Business Studies (Hons) in Marketing (2013)



“ I wanted a degree of value. UCD College of Business fits perfectly with its triple-crown accreditation. The honours degree can be completed in 18 months, which puts me ahead of my peers. ”

Jasmine Lu
S'pore Discovery Center
Bachelor of Business Studies (Hons) in Management (2016)



“ I have strong interest in finance and I have to make sure the University and the programme I enrolled into are credible and recognised. UCD offers the direct honours degree in Finance and it is ranked in the top 100 universities globally with triple-crown accreditation from AMBA, EQUIS and AACSB. ”

Loh Jing Sheng
Student
Bachelor of Business Studies (Hons) in Banking & Wealth Management (2017)

PROGRAMME STRUCTURE & CONTENT

The Bachelor of Business Studies (Hons) programme has been designed to meet the growing demand for graduates in this field across Asia. The objectives include:

- To provide students with a solid conceptual and practical understanding of business and management;
- To provide a learning experience in which interactive debate is a key educational component;
- To help students develop the necessary technical, knowledge-application, communication, team building and leadership skills consistent with the changing needs of modern day businesses
- To facilitate lifelong learning and demands for personal development and confidence-building.

Programme Structure & Content

An Honours degree at UCD College of Business takes 3 academic years to complete (over 3 stages). The structure of the Bachelor of Business Studies degree in Singapore is as follows:

Stage 1: Exemption granted due to accredited prior learning

Stage 2: One academic year*

Stage 3: One academic year*

*An academic year is generally a minimum of 9 months duration.

Stages 2 and 3 consist of 8 core modules and 4 pathway modules (all modules are 10 ECTS each).



Pathway Modules

The programme allows students to specialise in any one of the 9 business areas namely: Banking and Wealth Management, Business with Law, Finance, Human Resource Management, Information Management, Logistics and Supply Chain Management, Management, Marketing and Project Management.

Banking and Wealth Management Pathway

1. Accounting Information for Managers
2. Banking and Finance
3. International Financial Management
4. Investment and Portfolio Management

Business with Law Pathway

1. Company Law
2. Commercial Law
3. Contract Law
4. Introduction to Law and Legal Systems in Singapore

Finance Pathway

1. Corporate Financial Management
2. Accounting Information for Managers
3. Investment and Portfolio Management
4. Treasury and Risk Management

Human Resource Management Pathway

1. Management Practice
2. Managing Diversity in Employment
3. International HRM
4. Talent Management

Information Management Pathway

1. E-Business Infrastructure and Applications
2. Strategic Enterprise Systems Management
3. Business Analytics
4. Management Information Systems

Logistics and Supply Chain Management Pathway

1. Supply Chain Management
2. Project Management
3. Global Logistics
4. Supply Chain Planning and Control

Management Pathway

1. Project Management
2. Global Business
3. Organisational Knowledge, Creativity and Innovation
4. Entrepreneurship and Innovation

Marketing Pathway

1. Consumer and Buyer Behaviour
2. Global Marketing
3. Strategic Marketing Management
4. Marketing Communications and Digital Marketing

Project Management Pathway

1. Business Ethics
2. Leadership & Change Management
3. Global Operations and Supply Chain Management
4. Project Analytics

The programme provides a total of 42 hours of seminars and workshops per module. Seminars are conducted by visiting lecturers from the University or their international associates.

A typical term is a 3-month period covering 2 courses of study. Classes are scheduled 5 times a week with at least 3 hours of class time per session. There will be no weekend classes.

Students must decide on a pathway upon programme application. Subsequent requests to switch to another pathway will be considered on an exception basis and are subject to approval by the University's Programme Board.

The university reserves the right to make changes to the curriculum.

PROGRAMME STRUCTURE & CONTENT

Faculty Support

UCD College of Business is one of Europe's leading Business Schools. The staff of the school combine excellent academic credentials and consulting experience. The Bachelor of Business Studies degree programme will be supported by the following faculty members from the school, among others. UCD also has a dedicated office at Kaplan City Campus @ PoMo where you can meet your lecturers.

UCD Faculty



Professor Brian Fynes
PhD



Professor Damien McLoughlin
BBS, MBS, PhD (Lancaster)



Professor Bill Roche
BSocSc, MSocSc, DPhil., MCIPD



Dr Orna O'Brien
B.Soc.Sc, MBS, Grad. Dip (UTL),
Ed.D (Edinburgh)

UCD Resident Faculty in Singapore



Dr Cubie Lau
PhD (UCD)



Dr Yang Yung Chiang
MBA, PhD (NTU)

Learning Cycle

A typical term is a 3-month period covering 2 modules of study. This is how it works:

Week 1 to 8

- Lessons
3 to 5 days a week

Week 9 to 10

- Submission of assignment
- Study break

Week 11 to 12

- Revision and examination

**NEXT
TERM**

Supported by BBS Updates | Academic Support via email or other online resources.

Assessment Scheme

Bachelor of Business Studies (Hons) students are formally assessed by a combination of continuous assessment and examinations.

Programme Management

The Bachelor of Business Studies (Hons) programme will be managed by a professional programme management team which will ensure that in addition to seminars and lectures, students will receive support on important areas such as the service of a programme manager/executive, regular programme newsletters (updates) via email, academic support system via email or other online resources, textbooks, study notes, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, and others.

Honours Award

Honours will be awarded based on the overall average grade of all the modules combined in accordance with the University's programme regulations.

Career

When you graduate with a degree from UCD College of Business, your career options are almost endless. Our degrees are highly valued business qualifications, acknowledged by employers, professional bodies and major universities around the world. Graduates have tremendous opportunities in any number of business areas, such as accountancy, financial services, marketing, advertising and human resources management. Some graduates also work in journalism and others have opted for lecturing and teaching.

PROGRAMME STRUCTURE & CONTENT



UCD Summer School (Optional)

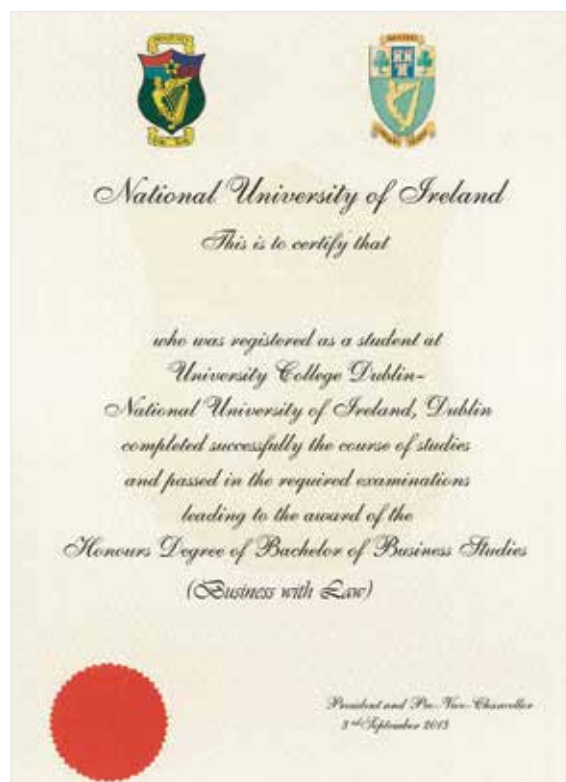
Each year, UCD students from Singapore and Hong Kong congregate at UCD Lochlann Quinn School of Business to attend their unique 2-week Summer School Programme, and experience for themselves a life of an on-campus student at UCD. Apart from going through part of their programme curriculum taken at their native countries during these 2 weeks, students have the opportunities to do some of the cultural and sight-seeing events in Dublin.

The UCD Summer School is a self-volunteering programme opened to students whose current modules coincide with the modules that are going to be taught on-campus during the Summer School Programme. All forms of transportation, accommodation and meals are fully borne by students who wish to attend the Programme.

Graduation & Recognition

Students who successfully complete the programme will be awarded the prestigious Bachelor of Business Studies (Hons) degree of the University College Dublin. The degree will be the same as that awarded to students participating in the programme in Dublin. Graduates will be allowed to use the title BBS (Hons) (UCD) after their names.

Graduation ceremonies are held annually in Dublin and/or Singapore. Graduates are encouraged to attend the degree convocation in Dublin with their families whenever possible.



The parchment here is for illustrative purposes and might be subject to modification by the National University of Ireland.

Core Units

Human Resource Management

This unit will provide students with an introduction to the management of human resources. Among the areas covered are: human resource management (HRM) in context; human resource management and how it can be distinguished from traditional personnel management; the flexibility debate; human resource planning; recruitment and selection; reward and performance management; the management of change, communication and topical issues in HRM including human resource management in small businesses and strategies for retaining staff.

Economic Policy and the Global Environment

This unit covers the main areas relating to economic policy. It deals with supply and demand sides of the economy; targets and instruments of policy; fiscal policy; unemployment; income policies; monetary policy and exchange rate policies. It also examines the labour force with a focus on education; capital stock with a focus on investment and research and the market system with a focus on competition and regulation. Also covered are education and economic growth; industrial policy and competition policy.

Cross Cultural Management

Cultural differences often create barriers to understanding and communication that adversely affect a manager's ability to function effectively in international business environments. With the increasing globalisation of business, many managers find themselves responsible for, being managed by, or collaborating with persons of different nationalities and cultures. The successful conduct of culture-related aspects of international business can mean the difference between success and failure in business transactions.

Since very few companies have taken the steps needed to enable their employees to consistently relate well to people from locations outside their national boundaries, development of a corporate global mind-set can create a major competitive advantage. It is important that we develop our abilities to recognise, understand and work with the cultural diversity that so greatly affects business conducted across national, geographic and cultural boundaries. A key skill we seek to develop is the ability to demonstrate requisite sensitivity to cultural dimensions in our interactions with people from diverse cultures. The unit will provide students with an overview of culturally specific business practices and behaviours.

Marketing Management

This unit will provide students with an overview of the function of marketing in business. Among the areas covered are: the role of marketing in society; the scope of marketing in the organisation; analytical methods used in marketing analysis; consumer and business to business markets; understanding and analysing competitors and utilising the marketing toolkit effectively.

Management of Organisations

This unit will introduce students to the management of organisations. The topics covered in the unit include: environment and organisations, technology and organisations, strategy and organisations, organisation structure and design, organisations for international operations and organisation design options – functional, product and matrix structures.

Data Analysis for Decision Makers

In the era of "big data", there is a challenge to turn data into insight. Data analysis is the application of statistical techniques to describe and explore a set of data with the objective of highlighting useful information. This unit provides a foundation in data analysis for business students and aims to serve the needs of subsequent programmes in areas such as marketing, finance, accounting and business analytics.

Quantitative analysis and descriptive statistics: how to gather and interpret large volumes of data in order to describe the information in concise and useful ways. For example, what is the average spend of a sample of customers in a coffee shop.

Probability and inferential statistics: how to infer population parameters from sample statistics. For example, how much is likely to be spent in the coffee shop in total.

Introduction to predictive modelling: how to estimate future values based on an extension of current trends. For example, estimate sales next year based on sales in the last 10 years.

Business Strategy

This unit introduces the idea of corporate strategy and examines the following topics: An Introduction to Strategy Concepts, the Business Environment, Assessing Strategic Capability, Managing Business Expectations and Purposes, the Levels of Strategy, Methods of Strategy Development, Organising for and Enabling Successful Strategies, and Managing Strategic Change.

Operations Management

This unit is designed to explain and evaluate the current thinking in operations management and operations strategy. It is expected that students will gain an understanding of this field and be able to apply theories and concepts in a practical setting. This unit will cover strategic management issues such as operations strategy, new product development, enterprise resource planning, relationship management and service operations as well as more general topics such as quality, environmental concerns and future trends in operations management.

UNIT OUTLINE

Banking and Wealth Management Pathway

Accounting Information for Managers

The topics include the role of accounting and the management of accountants in organisations; cost terms, purposes, classification and behaviour; cost-profit-volume analysis; product costing including job costing and activity-based costing; budgeting and profit planning; flexible budgets and standard costing; relevant costs for decision making; variable costing and absorption costing.

Banking and Finance

In this unit, 3 key areas of finance will be covered: Financial systems, Financial intermediaries and the Principles of Finance. Financial systems cover the role of financial systems, the nature of financial claims, structure of financial markets and comparative financial systems. Moving beyond this, financial intermediaries and principles of finance provides a broad spectrum on the various aspects which impact financial systems such as banking regulations, risk management, financial securities and financial markets which aim to impart the importance of finance to students.

International Financial Management

As the international company becomes the norm rather than the exception, the need to internationalise the tools of financial analysis is apparent. We now live in a highly integrated world economy, and it is crucial that businesses understand both the risks and opportunities that globalisation brings. This unit is divided into three parts; each with different objective. The first part looks at issues in international financing and investment, including equity and debt markets. We will examine the ongoing turmoil in financial markets and assess the extent to which it has and will continue to affect the real world economy. The second part relates to currency systems and exchange rate determination. At the end of this section of the work, students should understand how exchange rates work, the advantages and disadvantages of various currency systems, and the theory, evidence and practice relating to exchange rate determination. Part three concentrates on foreign exchange risk management. Its objective is to give students a grounding in techniques and approaches for the measurement and management of FX risks. In studying how to manage currency exposure, we examine various tools to manage transaction risk, such as currency options, forwards and futures.

Investment and Portfolio Management

This unit will provide a review of modern portfolio theory and investment analysis. The unit begins with an overview of financial markets and instruments. In the first part of the unit we examine portfolio theory – the principles of risk and return and portfolio diversification. We then examine the valuation of equity and fixed income instruments and the fundamentals of foreign exchange. Finally, we apply the theory to practice, learning about active portfolio management and performance evaluation.

Business with Law Pathway

Company Law

This unit will consider the law governing the formation, governance, financing and dissolution of companies. The unit will examine: the theory and effect of separate legal personality, the roles of shareholders, directors and other officers in managing the company's internal and external relations, the processes by which companies raise both equity and debt capital and the process by which companies may be dissolved.

Commercial Law

This unit focuses on the legal rules which support and govern common commercial transactions. In particular, the unit will consider contracts for the sale of goods, including formation, passage of property and risk, implied terms as to quality etc. and remedies of the buyer and seller. The unit will also examine the legal mechanisms available for financing commercial transactions including: retention of title clauses, finance leases, fixed and floating charges.

Contract Law

This unit introduces students to the law relating to the formation, validity and enforcement of contracts. The unit will examine the formation of contracts, the interpretation of contractual terms, factors which may vitiate the validity or enforcement of contractual agreements and the remedies available for breach of contract.

Introduction to Law and Legal Systems in Singapore

This unit provides a general introduction to the main features of both the Singaporean legal orders. It considers aspects of Singaporean law which are of particular relevance to businesses, including tort and employment law.

Finance Pathway

Corporate Financial Management

The unit provides for the blending of theory and practice with the collective workplace experiences of the participants. Participants will be expected to contribute critical reflection on their workplace experiences along with collaborative interpretation of such experiences in both classroom and study group settings. Advance preparation for classes and workshops will be an important feature, with readings and questions for reflection assigned at the commencement of the semester.

Accounting Information for Managers

The topics include the role of accounting and the management of accountants in the organisation; cost terms, purposes, classification and behaviour; cost-profit-volume analysis; product costing including job costing and activity-based costing; budgeting and profit planning; flexible budgets and standard costing; relevant costs for decision making; variable costing and absorption costing.

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Treasury and Risk Management

This unit introduces the fundamentals of Treasury and Risk Management in an international context. Topics covered include money markets, foreign exchange markets and the determination of exchange rates, measuring and managing accounting, economic and political exposure, managing working capital in a multinational and the methods and products for managing risk.

UNIT OUTLINE

Human Resource Management Pathway

Management Practice

Students will be required to undertake a workplace practice project involving research and analysis in one of the following areas: (1) Human Resource Management or (2) Managing Change. Students will be required to: (a) Submit a Project Proposal (b) Prepare a literature review, research a best practice in a selected aspect of Human Resource Management (c) Analyse the implications of the best practice you have identified for management practitioners in the field (d) Prepare a powerpoint presentation that you would use if you were asked to present to the senior management team of a company, outlining the key points arising from (a) and (b) above.

Managing Diversity in Employment

Successful management of a diverse workforce is integral to companies seeking to improve and sustain their competitive advantage. Diversity management extends beyond the traditional concepts of 'equal opportunities' and compliance with equality legislation. This unit is designed to equip students with an understanding of the dynamics of employee diversity and issues of equality in employment. Unit topics are designed to enable an understanding of labour force change with regard to gender and minorities, theories of inequality in employment and to offer different perspectives on the contemporary debates on equality and diversity. The success of equality and diversity policies depends on their integration into both the organisation's strategy and a number of cases will be used to discuss and analyse such integration.

International HRM

This unit examines critical areas of human resource management in multinational corporations. The unit will focus on a number of major themes, including: globalisation, multinationals and the economy; strategy, structure and HRM in multinationals, pay and performance and employee voice and work organisation.

Talent Management

This unit examines the concept of 'Talent Management'. The term 'Talent Management' encompasses those activities that involve the organised attraction, selection, retention, engagement and development of staff exhibiting high potential and who are of specific value to organisation. The topics covered include an introduction to strategic HRM, workforce planning, talent acquisition and retention, onboarding and talent engagement. In addition to these topics, the unit will place considerable emphasis on talent development and will consider the demands for developing talent in an organisation, including needs assessment, learning theories and transfer of learning, HRD evaluation, delivery methods (e.g. training, e-learning and development), succession planning, management development and career management. The unit provides for the blending of its theory and practice content. Advance preparation for classes and workshops will be an important feature, with readings and questions for reflection assigned at the commencement of the semester.

Information Management Pathway

E-Business Infrastructure and Applications

This unit examines Information and Communication Technology (ICT) infrastructure components and its impact on organisations in the context of innovation to support business. Topics include Internet principles and information architecture, systems architecture and applications infrastructure. These themes are further explored by examining associated business services and strategic applications for competitive advantage.

Strategic Enterprise Systems Management

Management or strategic enterprise systems has become a critical success factor for today's digitally enabled organisation. Enterprise systems incorporate large-scale software (application) packages supporting an organisation's processes, information flows and data analytics throughout its value chain activities enabling managers to access business knowledge for strategic decision making.

Although, firms have already incorporated information systems throughout the organisation, today's managers are faced with the challenge of identifying, drafting and implementing suitable and innovative enterprise systems that seek to give the organization a suitable competitive advantage in the global marketplace. This applied module evaluates and discusses enterprise systems using both case studies and business simulations.

Business Analytics

Business Analytics uses quantitative approaches to decision-making in business applications. It aims to take advantage of the "big data" available in modern business management and use it to inform profit-maximising and cost-minimising decisions. It introduces and formulates mathematical models for business applications such as resource allocation, employee assignment, investment, customer churn and product mix. Emphasis is placed not only on formulating and using models to obtain optimal solutions, but on understanding case study problems, choosing the appropriate models, and interpreting and critiquing the results.

Management Information Systems

A critical issue in driving value from information systems in the world of business is the disconnect between information systems users and business management on the one hand, and computer specialists on the other. This unit addresses that problem through a comprehensive treatment of: the main types of information systems, their structure, function and potential business value; IS/IT planning, and in particular the necessity for alignment between business and IT planning; how competitive advantage is obtained through information systems; the systems development process, and alternative approaches to systems development; specific project management issues for IT; management and organisation of the IT function, and managing the relationship between IT and the main functional areas. The unit is problem and case oriented and aims to demonstrate how up-to-date research in management of information systems is applied to best practice in business organisations.

UNIT OUTLINE

Logistics and Supply Chain Management Pathway

Supply Chain Management

This unit focuses on the study of business relationships between a company, its suppliers and its customers. Students develop in-depth knowledge of the entire flow of the end-to-end supply chain, from raw materials to finished products. A special emphasis is placed on information and supply flow through the value chain and the management of relationships.

Project Management

In recent years there has been a rapid growth in the use of project management methods and tools as a means by which organisations achieve their objectives. Projects drive business activities in a wide variety of sectors, from private sector manufacturing and service companies, to government and public sector organisations and not for profit charities and humanitarian groups. Irrespective of the product or service sector, good project management techniques will provide a result that is delivered on time and within budget. In this regard, the unit will cover topics such as planning, scheduling, budgeting, quality, leadership and risk management which are some of the key issues that need to be understood and practiced by managers to realise successful project delivery.

Global Logistics

This unit analyses the tactical planning and management techniques needed to support corporate logistics goals. It outlines the principles underpinning effective production, inventory and distribution management. The models underpinning traditional inventory planning and management are outlined and assessed. Topics covered include the design and operation of logistics information systems, the use of key performance indicators and benchmarking, logistics strategy, location analysis, transportation and distribution planning.

Supply Chain Planning and Control

This unit is an introduction to the concepts and problems underlying the design and operation of contemporary supply chains. Emphasis is placed on the design and operation of supply chains, but many of the presented results apply also to the design, planning and control of service supply chains. The role of decision makers in the supply chain will be considered along with the use of modelling to support such decisions. The unit will demonstrate how data can be obtained, extracted and manipulated to enable decision support tools to be used to underpin the management of the supply chain.



Management Pathway

Project Management

In recent years there has been a rapid growth in the use of project management methods and tools as a means by which organisations achieve their objectives. Projects drive business activities in a wide variety of sectors, from private sector manufacturing and service companies, to government and public sector organisations and not for profit charities and humanitarian groups. Irrespective of the product or service sector, good project management techniques will provide a result that is delivered on time and within budget. In this regard, the unit will cover topics such as planning, scheduling, budgeting, quality, leadership and risk management which are some of the key issues that need to be understood and practiced by managers to realise successful project delivery.

Global Business

This unit examines the international business environment; the internationalisation process of the firm; economic and political systems; human and cultural environment; trade theory; management of international business; industrial environments and global strategies; global business alliances and information and control systems. It also considers global competition; strategic alliances; competitive advantage of nations; business with industrialised, developing and historically planned economies; international finance; the role of information technology and structure in international organisations.

Organisational Knowledge, Creativity and Innovation

A firm's main long-term source of competitive advantage can be seen as lying in the careful management of its knowledge base. Firms need to understand, analyse, measure and manage their intellectual assets to create market value. In modern knowledge-based societies, possession of physical assets is rarely a source of sustainable competitive advantage. However, the control of intellectual assets, while crucially important, represents an area of high complexity, uncertainty and conflict. This unit will therefore explore the nature and management of knowledge, creativity and innovation within contemporary organisations.

Entrepreneurship and Innovation

This unit will examine and discuss the processes and the issues involved in new venture creation. The unit is based on the premise that there is a very identifiable process involved in setting up a new business, that it is possible to think your way through the process, to manage the process in an active way and to develop a first class Business Plan for a New Venture. The unit will help you to explore your own entrepreneurial abilities and will encourage this entrepreneurial behaviour in your business career. This behaviour may reflect action in the role of independent or corporate entrepreneurship, the repositioning of a family firm or, working as a support agent in a bank or public agency promoting enterprise.

UNIT OUTLINE

Marketing Pathway

Consumer and Buyer Behaviour

This unit aims to provide students with insight into the factors and processes that lead to purchase and consumption decisions. Built around the decision making process, the programme examines both micro and macro factors that affects consumers including such areas as perception, learning and memory, attitudes, groups, social class and culture. Drawing on a variety of disciplines, such as psychology and sociology, a strong foundation is laid to acquaint students with the principles that they will require to make informed decisions as a marketing professional in the area of consumer behaviour.

Global Marketing

This unit introduces participants to the various aspects of international marketing with the principal objective of developing skills in the identification, analysis and solution of problems encountered in international marketing operations. We examine the experience through international case studies.

Strategic Marketing Management

This unit considers how companies plan and execute marketing strategies to meet the current and future needs of all their various stakeholders. It starts from an analysis of industry and market contexts which provide the opportunities and constraints within which companies have to develop their corporate, business and marketing strategies. Strategic marketing challenges are considered for new start-up companies, for young, high growth companies, for leaders and followers in mature industries, and for survivors in declining industries. Specific aspects of marketing strategy considered are: market analysis and planning, targeting, positioning, new product development, branding, portfolio management, communications, pricing and distribution, organisation and productivity measurement.

Marketing Communications and Digital Marketing

Modern companies must manage complex marketing communications systems with their consumers, middlemen and various publics. This unit examines the behavioural foundations of marketing communications, media advertising, sales promotion, direct marketing, public relations, personal selling and sales management.



Project Management Pathway

Business Ethics

The purpose of this unit is to develop the capabilities of future managers by giving them an awareness of the integration of business and ethical issues. The unit offers tools to deal with these issues in a constructive way, in real business situations within organisations. Students will have opportunities to present and discuss ethical issues in business case studies and ethical dilemmas.

Leadership & Change Management

The topics to be covered include: leadership and the management of change: introduction and impetus; techniques for diagnosing change; change interventions and evaluation; the reality of change management within organisations; surviving change: the special cases of restructuring and turnaround; leadership in organisations; leadership and the management of change: an integration. A range of practical workplace practice examples of the management of change will be introduced throughout the unit through the use of case studies.

Global Operations and Supply Chain Management

Global managers need to be able to relate operations and the supply chain to ensure the management of flows of products, services and information globally in an increasing competitive environment. This unit focuses on the study of business relationships between a company, its suppliers and its customers in the global environment. The unit will provide students with an opportunity to develop knowledge of the entire flow of the end-to-end supply chain, from raw materials to finished products. A special emphasis is placed the management of relationships and the supply flow of companies operating as multinationals in a number of companies.

Project Analytics

This unit will introduce students to the various approaches to management decision-making through information technology. Among the topics covered include: Introduction to Management Decision-Making; Linear Programming Models EXCEL and EXCEL Solver; Integer and {0,1} Programming; Sensitivity Analysis Decision Analysis; Queuing Models; Inventory Control Models; Distribution and Vehicle Routing Models.



FEE SCHEDULE & APPLICATION

Fee Schedule

Please refer to the insert for the information on:

- Tuition Fee
- Non-tuition Fee
- Refund Policy
- EduTrust Certification

For more information, please contact our programme consultant or email to info.sg@kaplan.com

How to Apply

Documents required for the programme application:

- Duly completed application form
- Certified copy of highest qualification certificates & transcripts
- Latest CV (if applicable)
- 2 passport-size photo
- Programme application fee
- Copy of IC or passport

The application form needs to be completed by the applicant listing their qualifications, employment experience and major work achievements.

Proof of the applicant's qualification (a certified copy of the official transcript is acceptable), a resume and the first instalment must also be included.

Please note that applications are not complete without all of the above items.

Entry Requirements & Application

The Bachelor of Business (Hons) programme accepts a wide range of qualifications:

- Polytechnic Diploma
- Kaplan Diploma
- Other Private Diplomas and/or Foreign qualifications will be assessed on a case by case basis
- In all cases the final admissions decision to the programme rests with the university

Applicants admitted to the programme may be required to undertake bridging units in order to fulfil the required prerequisite knowledge.

English requirement:

- Successful completion of an approved Diploma qualification or higher, where the language of instruction was English can be considered
- Applicants are required to meet the University's English language requirement
<http://www.ucd.ie/registry/admissions/elr.html>

As the programme involves regular use of Internet, email etc. Students must possess or have convenient access to a personal computer and an Internet connection to enable them to access materials electronically from the University and to participate in appropriate pedagogic interaction

International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student Pass for their full-time study in Singapore. A minimum of 90% attendance must be attained to protect the interest of foreign students.

Documents required for application of Student Pass:

- Completed Student Pass application Form 16 and Form V36
- Certified/Notarised copy of highest qualification certificates & transcripts, birth certificate and bank statement
- Employer's letter certifying applicant's occupation and salary (if applicable)
- Employer's letter certifying parents' occupation and salary
- Photocopy of passport
- 1 passport-sized photograph
- Student Pass processing fee

Applications must be submitted to Kaplan Higher Education Academy, at least 1 month before the start of programme intake.



FEE SCHEDULE & APPLICATION



Admission to the Programme

Potential candidates for the Bachelor of Business Studies (Hons) programme must demonstrate a high motivation to undertake an intensive programme. They should also be able to show success in their careers to date and be able to envisage how the Bachelor of Business Studies (Hons) fits into their career plans for the future. A blending of diverse business backgrounds creates special challenges and opportunities for participants to benefit from the experience and perspectives of others.

Study Loans*

You can finance your programme fees through study loans with affordable monthly instalment payments.

Study loans are available with most banks and financial institutions. Interested candidates may contact:

Maybank : 1800 629 2265 www.maybank.com.sg
OCBC Bank : 1800 363 3333 www.ocbc.com.sg

*Only applicable for local students.

Closing Dates

Usually, the university takes about 3 weeks to process each application. Therefore, it is advisable for potential students to apply for admission at least 8 weeks before the start of each intake.

Finalised start dates and timetables are dependent on approval by UCD College of Business. This approval is based upon a minimum class size.

Who to Contact

For enquiries on this programme, SMS **UCDBROBBSFT** <space> **Name** <space> **Email Address** to **8338 1333**.

By sending the code via SMS, you have given your consent to have a representative from Kaplan contact you regarding your request.

For other information or enquiries on other UCD programmes, please contact:

Telephone : 6733 1877
Facsimile : 6225 3605
Email Address : info.sg@kaplan.com
Kaplan Website : www.kaplan.com.sg
UCD Website : www.ucd.ie

The full application package should be sent to:
Director, The University College Dublin
Bachelor of Business Studies (Honours) Programmes
Kaplan Higher Education Academy
Kaplan City Campus @ Wilkie Edge
8 Wilkie Road, #02-01, Singapore 228095

The University College Dublin and Kaplan Higher Education Academy reserve the right to alter, amend or delete any programme fee, programme, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of printing (August 2017).

Registered with Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG).
UEN 199409389H: Validity 20/5/2014 to 19/5/2018

PROGRAMME PATHWAY



University College Dublin

List of All Master's Degree Programmes

Master of Science

- Finance
- Information Technology
- Logistics and Supply Chain Management
- Management
- Project Management



List of All Bachelor's Degree Programmes

Bachelor of Business Studies (Honours) (Top-up Degree)

- Banking and Wealth Management
- Business with Law
- Finance
- Human Resource Management
- Information Management
- Logistics and Supply Chain Management
- Management
- Marketing
- Project Management



Kaplan Diploma programmes, equivalent to Year 1 of the relevant University College Dublin Degree programmes

Diploma in Commerce

- Business Administration
- Business Economics
- Finance and Banking
- General Studies
- Hospitality and Tourism Management
- Human Resource Management
- Logistics & Supply Chain Management
- Marketing Management
- Sales and Retail Management

Advanced Diploma in

- Finance
- Management
- Marketing

Diploma in

- Accountancy
- Business and Information Management
- Business and Law
- Computer Forensics
- Counselling
- Events Management
- Information Technology
- Mass Communication
- Legal Studies
- Web Technologies
- Health Services Management