

2022

# BUSINESS, COMMUNICATION AND DESIGN

## SIT AT

## A GLANCE

Programme Clusters

**Campuses** 

**Overseas** University Undergraduate **Degree Options** 

Student Clubs,
Committees, and Chapters

**Student Events and Activities** 

of Students Secured a Job Within Six Months of Completing Their Final Exam<sup>^</sup>

S3,675 Average Starting S of Our Graduates

**Average Starting Salaries** 

## SITizen-DNA

#### **Thinking Tinkerers**

- Fundamentally Sound
- Practice-oriented

#### Able to Learn, **Unlearn and Relearn**

- Embracing Change
- Learning Beyond University

#### **Catalysts for Transformation**

- Improving Efficiency
- Creating Value Through Innovation
- Challenging Status Quo

#### Grounded in the Community

• Serving the Community Through Knowledge and Skills

#### WHY PURSUE

# Business, Communication and Design?





## PROGRAMMES THAT DEVELOP FUTURE-READY PRACTITIONERS

SIT offers entry-level honours degree programmes in Accountancy, Air Transport Management, Digital Communications and Integrated Media, Hospitality Business, and in partnership with The Culinary Institute of America, Food Business Management degree programmes in Baking and Pastry Arts and Culinary Arts. These programmes enable you to go beyond the books and become future-ready practitioners.



#### EXCITING AND REWARDING CAREERS

As Singapore's economy transforms through enterprise and innovation, there will be new and exciting careers that require strong, people-centric skills and a mindset that is geared towards providing the best service experience. We will help you hone your ability to be innovative and dynamic, and add value to future employers' capabilities to adapt to global marketplace volatilities.





#### **GLOBAL PERSPECTIVE**

Gain exposure to global perspectives and cross-cultural understanding through various overseas student exchange and overseas programmes.







#### **INNOVATIVE** LEARNING APPROACH

Through innovative, technology-enhanced, as well as authentic learning and teaching approaches, you will be equipped with industry-relevant knowledge, real-world skills, and attitudes to prepare you for the industry. The Integrated Work Study Programme (IWSP) will allow you to apply what you learn to actual work situations.



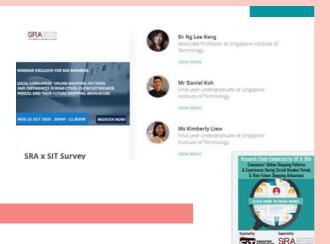
#### **INDUSTRY-RELEVANT CURRICULUM**

Through collaborations with small and medium-sized companies, government agencies, and multinational corporations, SIT plugs into a diverse ecosystem to ensure that our industry-relevant curriculum will empower you to adapt to rapidly changing business models and help you stay ahead.



## **Applied Research**

The applied research opportunities take place alongside strong industry collaboration with partners keen on youth development. These projects highlight these companies' involvement in training and engaging our SIT students in conducting applied research. Our students are then able to tackle actual business problems and present their findings in a professional setting.



### Online Shopping Patterns During COVID-19 and Beyond

Supported by Singapore Retailers Association (SRA), SIT conducted a study between July to August 2020, to find out more about local consumers' online shopping patterns and experiences during the pandemic, as well as their future expectations. The SIT × SRA webinar was held in October 2020 where the results were presented to the industry.

## **Machine Learning for Car Loans Approval Process**

An SIT team set out to help Dickson Auto Group, an automotive solution provider, improve its credit approval process in their efforts to automate and increase model accuracy by implementing a machine learning model. The team performed a model selection to determine the machine learning algorithms with the highest accuracy for Dickson Group's decision making for their car loan approval processes.





#### Revitalising the Food and Beverage (F&B) Experience in a **New World at Mandarin Orchard Singapore**

The unprecedented nature of the COVID-19 pandemic shook Singapore's F&B industry. In partnership with Mandarin Orchard Singapore, SIT students worked for eight months at three F&B outlets in the hotel and explored the main areas of interest and concerns posed by the outlet managers of the respective establishments. Their research highlighted several variables in the hotel visitors' perceptions and offered appropriate recommendations.

#### The Cage Data Analytic Project

Do factors such as weather, haze, or the waxing and waning of the moon influence customer decisions about bookings? In response to this question by The Cage, a provider of sports facilities and an industry collaborator of SIT, an SIT team conducted a strategic review to identify the customer segments and their booking behaviour using data analytics. They assisted The Cage management with datadriven customer insights and identified areas of improvement in The Cage's value chain.



## MEET JORDON

Jordon Tan Graduate (2020) Accountancy

Audit Associate KPMG Singapore



#### Memorable moment

Organising four community service events through the SIT Rotaract Club and seeing the smiles on the faces of the people we helped. Our activities were focused on the intellectually disabled community in Singapore.

#### **Proudest achievement at SIT**

Making it to the Provost's List two years in a row and being selected as the valedictorian for my batch.

#### **Pursuing Accountancy**

I have always had an interest in numbers ever since I took Principles of Accounting in secondary school!

#### One fictional character I wish to be

Hercule Poirot. I admire the way he uses logic to solve problems in his daily life.

#### One thing I wished I knew before choosing Accountancy

That the ability to think on your feet is key.

#### My IWSP experience

My IWSP was at Baker Tilly Singapore. I picked up accounting and auditing knowledge as well as soft skills as I was required to interact with clients and colleagues. This helped me in my transition to my current full-time position.

#### On choosing SIT

I wanted to gain industry experience and enter the accounting industry well prepared. In my course, I have also gained strong exposure to data analytics and we learnt to use the relevant data analytics software prevalent in the accounting industry.



Click here to watch my video.



#### Accountancy

#### **Campus Location**

SIT@Dover

#### **Career Opportunities**

- Chartered Accountant/ Certified Practising Accountant
- Auditor and Forensic Accountant
- Management and Taxation Consultant
- Financial and Risk Analyst and Financial Controller

The Accountancy programme is a three year, direct honours degree programme which will provide you with the requisite knowledge for a professional accounting career. You will undergo rigorous academic training and immerse yourself in the accounting industry through an eight-month Integrated Work Study Programme with government agencies and established accounting entities.

You will study Digital Accounting and Data Analytics core modules and be exposed to data visualisation and simulation skills, predictive modelling, machine learning, and blockchain technology. You will also be assessed on a final-year capstone project and apply your accounting knowledge using data analytic tools to analyse and solve applied industry problems.

The programme is accredited by local and internationally renowned professional bodies and admitted into the CFA Institute University Affiliation. SIT's unique curriculum also includes the Regional Exposure to Accounting Practice (REAP) programme, which familiarises students about the cultural, economic, and social nuances in the Asia-Pacific region.

\*The view reflected in this quote is the opinion of the author, and does not necessarily reflect the views of the global EY organisation or its member firms.



Click here to find out more.



allows students to learn from

practitioners in the industry.

With practitioners sharing their experiences and discussing real-life case studies via lectures and tutorials, it is a great way for students to develop a deeper appreciation and keener

> **MS STACY CHAI Partner** Forensic and Integrity Services **EY Advisory Pte Ltd**

#### **Curriculum Highlights**

- Applied Business Simulations and Data Analytics
- Blockchain Technology and Machine Learning
- Accredited by Local and International **Professional Bodies**
- A CFA Institute University Affiliated Programme (Covers 70% of the CFA Programme Candidate Body of Knowledge)
- Regional Exposure to Accounting Practice (REAP)
- Eight-month Integrated Work Study Programme (IWSP)



Click here to find out more.

#### **Air Transport Management**

#### **Campus Location**

SIT@RP Building

#### **Career Opportunities**

You can look forward to careers with:

- Airlines
- Airports
- Freight Forwarders
- Ground Handling Agencies
- Aviation Regulator
- Aviation-related Business Units, Consultancy Firms, and Technology Firms

As the only Air Transport Management degree offered by an autonomous university in Singapore, this programme plays a vital role in developing talents for the civil aviation industry in Singapore. This three year, direct honours degree programme provides you with the opportunity to undertake an applied education in air transport, and to acquire the practical knowledge and skills in the areas of management and operations engineering in the air transport industry.

With a strong industry focus and rigorous curriculum, this programme will equip you with a practical academic foundation and applied knowledge for the aviation sector. These are critical attributes for lifelong learning.

#### **Curriculum Highlights**

- Air Cargo Operations and Management
- Airline Network and Fleet Planning
- Airline Operations and Management
- Airport Operations and Management
- Business Continuity Management
- Operations Research in Aviation
- Revenue Analysis and Management
- Capstone Project
- Eight-month Integrated Work Study Programme (IWSP)



SIT's Air Transport Management degree programme

will help expand the air transport
manpower pipeline, and enhance the
job-readiness of students and
job seekers looking to join the sector.

The programme is designed in partnership with CAAS to ensure the relevance of the content to the industry's needs. Graduates of the programme can explore careers in the air transport sector, as well as at CAAS.

MR HO YUEN SANG Director (Aviation Industry) Civil Aviation Authority of Singapore (CAAS)





### **Digital Communications** and Integrated Media

#### **Campus Location**

SIT@TP Building

#### **Career Opportunities**

You can look forward to careers with a focus in these areas:

- Digital Strategy
- Data Analytics
- Corporate Communications
- Public Relations
- Advertisina

The Digital Communications and Integrated Media direct honours degree programme prepares you to excel in communication, media, and information work across a range of industries. You will have the skills to be managers and account executives. You will be able to work in a wide variety of fields, leveraging skills gained in three core areas - Digital Web Analytics, Integrated Media Management, and Digital Media Production.

#### **Curriculum Highlights**

- Digital Innovations for Integrated Media
- Marketing Communications in the Digital World
- Producing "Reality" -**Documentary Production**
- Social Media Analytics
- Strategic and Public Communications
- Digital Advertising, Branding, Campaigning
- Eight-month Integrated Work Study Programme (IWSP)



Our world is becoming more hyperconnected than before. Being able to market, communicate, and engage well digitally will become even more important for all businesses. The Digital Communications and Integrated Media programme

offers strong modules and industry

exposure to prepare our students

well for potential careers

across different industries.

MR HOWIE LAU **Managing Director Corporate Development** and Partnerships **NCS Group** 





## Food Business Management (Baking and Pastry Arts)

#### **Campus Location**

Temasek Polytechnic

#### **Career Opportunities**

- Executive Pastry Chef
- Head Baker
- Entrepreneur
- Chocolatier
- Food Writer
- Caterer

Presented by the world leader in culinary education, this programme will provide you with an in-depth understanding of the baking and pastry world. You will gain valuable hands-on bakeshop experience. Expert pastry chefs and instructors will help you learn baking and cooking methods, gain leadership skills, and acquire valuable knowledge about the business that is relevant to a wide variety of food careers.

Offering the same proven curriculum that the college delivers at its United States campuses, the programme develops your understanding and knowledge in breadmaking, cake and pastry production, business skills, and the catering industry. It also covers advanced areas, such as revenue management and marketing for catering and hospitality businesses, preparing you fully to become a valuable, forward-thinking professional wherever you go in the food world.

#### **Curriculum Highlights**

- Café Menu Development
- Financial Accounting
- Nutrition



It is a pleasure to work with the students each year, when they come to spend their final internship with us. I feel they are the best students from any of the culinary schools in Singapore. I have also worked in many different countries and

I would also say the calibre of students

is some of the best I have seen.

CHEF TRISTAN FARMER
Executive Chef
Restaurant Zén
Michelin Star Restaurant

- Baking and Pastry Development
- Individual and Production Pastries
- Beverage and Customer Service
- Confectionery Art
- Overseas Immersion Programme (OIP)



Click here to find out more.

**Food Business Management** 

(Culinary Arts)

#### **Campus Location**

Temasek Polytechnic

#### **Career Opportunities**

- **Executive Chef**
- Restaurateur
- Hospitality and Service Manager
- Research and Development Specialist
- Food Writer or Critic
- Entrepreneur

Presented by the world leader in culinary education, this programme will provide students with an in-depth understanding of the food world and valuable hands-on kitchen experience. Expert chefs and instructors will help you learn cooking and baking methods, gain leadership skills, and acquire valuable knowledge about the business.

Developed from the same proven curriculum the college delivers at its United States campuses, the programme builds your understanding and command of global product knowledge and cuisines, business skills, and the catering industry. It also covers advanced areas, such as revenue management and marketing for catering and hospitality businesses, preparing you fully to become valuable, forward-thinking professionals wherever you go in the food world.

#### **Curriculum Highlights**

- Menu Development
- Financial Accounting
- Nutrition
- Baking and Pastry Development
- Modern Banquet Cookery



CIA Singapore has provided the most well-prepared culinary interns I have ever encountered. Their background knowledge is broad and is accompanied by practiced skills and well-developed techniques. Their workplace professionalism serves as an example for all. During their internship tenure they show

remarkable ability to build upon the

foundational knowledge learnt in school to

take on greater responsibility with

demonstrable success.

CHEF NATE NORRIS **Executive Chef** Zuni Café, San Francisco, California Michelin Star Restaurant

- Contemporary Hospitality and Service Management
- Global Cuisines and Culture
- Overseas Immersion Programme (OIP)



## Hospitality Business



Click here to find out more.

#### **Campus Location**

SIT@RP Building

#### **Career Opportunities**

You can look forward to careers in these areas:

- Hotels and Integrated Resorts
- MICE and Hotel Management Companies
- Tourism and Hospitality Consulting Firms
- Tourism Bureaus
- Airlines and Airports
- Tourist Attractions
- Food and Beverage Establishments

As the first and only Hospitality Business direct honours degree programme offered by an autonomous university in Singapore, the curriculum is developed in collaboration with the hospitality industry to give you the competencies needed to prepare you for a management career in the industry. To develop the next generation of constructive, transformational leaders for the local and global hospitality markets, SIT will help you master the rigorous academic content based on practical insights.

Relevant applications, local contextualisation, and international elements will be embedded in all modules. Such purposefulness and consistency will help you develop mindfulness and become more astute as you learn about the different aspects of hospitality.

The Hospitality Business programme is accredited by the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).

The Ascott Limited is glad to participate in SIT's Integrated Work Study Programme (IWSP). Overall,

the students were proactive, resourceful, and able to work

independently. They brought about a

positive energy and a can-do attitude.

Even during moments of struggle, we saw them taking our coaching and guidance into their stride and were able to bounce back. Also, these students worked well with the teams and contributed meaningfully. The IWSP exposure is undoubtedly helpful as it gives them a leg up in their future careers.

> MS IRENE LIM Assistant Vice President, Customer Relations The Ascott Limited

#### **Curriculum Highlights**

Expect a curriculum that combines theory and current industry practices against the backdrop of a Singapore-oriented context, with industry specialisations in:

- Hotels and Integrated Resorts
- Event and Entrepreneurship
- Travel and Tourism

Gain relevant work experience through:

 Eight-month Integrated Work Study Programme (IWSP)

## MEET MEGAN

Megan Eng Year 2 **Digital Communications** and Integrated Media



#### On choosing SIT

There are diverse opportunities for handson and applied learning. As a kinaesthetic learner, I look forward to learning through SIT's applied learning approach, which goes beyond the limits of our textbooks.

#### One myth about SIT

That SIT is only a university for technology or IT-related courses. Not true!

#### **Pursuing Digital Communications and** Integrated Media

I enjoy using creativity in data driven communications. As an aspiring digital marketer and entrepreneur, launching campaigns and building brands excite me.

#### **Hobbies**

Baking, skating, and athletics.

#### Go-to beverage

Mr Coconut Original Shake. So good for the hot weather!

#### Skills that will help me in my future employment

In my course, we learn data analytics, digital strategies, and making persuasive pitches.



Click here to watch my video.

## START YOUR NEXT STEP HERE

e adopt an aptitude-based approach in assessing applicants for admission. This means we look beyond your grades and see you as an individual with diverse qualities, talents, and life experiences. We are interested in who you are, and how you can contribute to the community and industry.

We look out for...



Academic Proficiency and Prior Learning

**Relevant Work Experience** 





**Related Exposure and Achievements** 

Passion and Aptitude





Performance During Interviews

Submit and check your application status via Admission.SingaporeTech.edu.sg. For application dates and deadlines, visit SingaporeTech.edu.sg.

## **ADMISSIONS**

#### MID-JAN - MID-MAR

- Application Opens
- ▶ SIT Scholarship Application Opens
- Shortlisted applicants will be assessed for Admissions and a Scholarship concurrently. For specific degree programmes, you may have to submit portfolios or essays, and/or be assessed through written or technical tests.

#### **FEB - MAY**

APR - MAY

- Check your Admissions Application Outcome. Students awarded Scholarships will receive their offers concurrently.
- If you are successful, accept our offer!

#### **BY JOINT ACCEPTANCE DEADLINE**



#### FINANCIAL ASSISTANCE APPLICATION OPENS

When you have accepted our offer, you will receive a pre-matriculation package.

- Admissions
- SIT Scholarship

#### **Admission Requirements**

#### GCE 'A' Level/IB Diploma/NUS High School Diploma

Accountancy

Air Transport Management

Digital Communications and Integrated Media#

Hospitality Business

Meet minimum admission requirements as stated below.

Meet minimum admission requirements as stated below.

- Baking and Pastry Arts
- Culinary Arts

Meet minimum admission requirements as stated below.

See programme-specific requirements at SingaporeTech.edu.sg.

- GCE 'A' Level applicants should have obtained passes in at least two H2 Level subjects and offered General Paper (GP) or Knowledge & Inquiry (KI) in the same sitting.
- International Baccalaureate (IB) applicants should have obtained a minimum grade five for at least two HL and one SL subjects, and the IB Diploma.
- NUS High applicants should have obtained the NUS High School Diploma.

Applicants with the above qualifications are also required to fulfil the Mother Tongue Language (MTL) requirements stipulated by the Ministry of Education.

For up-to-date information, please refer to SingaporeTech.edu.sg.

<sup>^</sup>Applicants to the Air Transport Management programme are required to fulfil a Mathematics requirement by application closing date.

<sup>\*</sup>Applicants to the Digital Communications and Integrated Media programme are required to fulfil an English requirement by application closing date. There are also programme-specific requirements to be considered for admission.

<sup>\*</sup>Applicants to the Food Business Management programmes are required to fulfil programme-specific requirements to be considered for admission.

#### **Admission Requirements**

#### Diploma from any local Polytechnic

Open to all polytechnic diploma holders. Applicants with relevant diplomas may apply for module exemptions of up to a maximum of two trimesters in the first year.		
Open to all polytechnic diploma holders.		
Open to all polytechnic diploma		
holders. See programme-specific requirements at <b>SingaporeTech.edu.sg</b> .		

Applicants with other qualifications should complete at least 12 years of formal education deemed as acceptable, equivalent qualifications to be considered for admission.

For up-to-date information, please refer to SingaporeTech.edu.sg.

<sup>^</sup>Applicants to the Air Transport Management programme are required to fulfil a Mathematics requirement by application closing date.

<sup>\*</sup>Applicants to the Digital Communications and Integrated Media programme are required to fulfil an English requirement by application closing date. There are also programme-specific requirements to be considered for admission.

<sup>\*</sup>Applicants to the Food Business Management programmes are required to fulfil programme-specific requirements to be considered for admission.

#### **Admission Requirements**

Applicants to the Air Transport Management programme are also required to fulfil one of the following Mathematics requirements by application closing date.

QUALIFICATION	MATHEMATICS SUBJECT	MINIMUM GRADE REQUIRED
GCE 'O' Level	Mathematics or Additional Mathematics	B4 C6
Polytechnic Foundation Programme (PFP)	Equivalent Mathematics modules	В
GCE 'A' Level	H1 Mathematics or H2 Mathematics	C Pass
International Baccalaureate (IB)	SL Mathematics or HL Mathematics	5 4
NUS High School Diploma	Mathematics	С

Polytechnic applicants with equivalent Mathematics modules will be assessed on a case-by-case basis. Applicants who did not fulfil the Mathematics requirement will be assessed through an in-house technical test.

Applicants to the Digital Communications and Integrated Media programme are also required to fulfil one of the following English requirements by application closing date.

ENGLISH SUBJECT	MINIMUM GRADE REQUIRED
English as First Language	B4
IELTS	7.5
English modules	В
General Paper/ Knowledge & Inquiry	С
SL/HL English A: Language & Literature or SL/HL English A: Literature or SL: Literature & Performance	5
EL4101 or higher (EL5101, 6013) modules	С
	English as First Language  IELTS  English modules  General Paper/ Knowledge & Inquiry  SL/HL English A: Language & Literature or  SL/HL English A: Literature or SL: Literature & Performance  EL4101 or higher

Additionally, applicants applying to the Digital Communications and Integrated Media degree programme are required to submit a written essay and media portfolio to be considered for admission. Please refer to <a href="SingaporeTech.edu.sg">SingaporeTech.edu.sg</a> for details of the programme-specific requirements.



## FROMHERE



- Campus-in-a-Park
- Smart and Sustainable University
- Companies can tap SIT's applied learning and research capabilities
- Closer Industry Partnership with Collaboration Loop linking SIT and JTC buildings
- Opportunities to work on real-world business problems

Click here to find out more.

## TAKE YOUR NEXT STEP HERE

When you become a SITizen, you join a growing pool of successful alumni.

If you are ready to begin the application process and want to learn more, visit SingaporeTech.edu.sg/Admissions.

## SO, WHO'S READY FOR AN ADVENTURE?

#### **CONTACT US**

#### SINGAPORE INSTITUTE OF TECHNOLOGY

SIT@Dover, 10 Dover Drive, Singapore 138683

( +65 6592 1189 (Main Line)

#### **STUDENT ADMISSIONS**

- +65 6592 1136
- Adm@SingaporeTech.edu.sg (Undergraduate Programmes)
- Adm.Postgrad@SingaporeTech.edu.sg (Postgraduate Programmes)

#### FINANCIAL ASSISTANCE AND SCHOLARSHIP MATTERS

- +65 6592 1136
- FAS@SingaporeTech.edu.sg

#### **CENTRE FOR CAREER READINESS**

- ( +65 6592 8150

#### **DEGREE PROGRAMMES**

- +65 6592 2021
- AcdPrg@SingaporeTech.edu.sg

#### FINANCE, BILLINGS, AND GIRO

- +65 6592 8149
- StudentFinance@SingaporeTech.edu.sg

#### **REGISTRAR'S OFFICE**

- +65 6592 2091
- Registrar@SingaporeTech.edu.sg

#### STUDENT EVENTS, ACTIVITIES, AND CLUBS

- +65 6592 1191
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#### APPLIED RESEARCH, INNOVATION & ENTERPRISE

- +65 6592 2723
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#### **GIVING TO SIT**

- ( +65 6592 1138
- +65 6592 1094
- Advancement@SingaporeTech.edu.sg

#### **LOCATE US**

#### **SIT@DOVER**

10 Dover Drive, Singapore 138683

#### SIT@NP BUILDING

Ngee Ann Polytechnic 537 Clementi Road, Singapore 599493

#### SIT@NYP BUILDING

Nanyang Polytechnic 172A Ang Mo Kio Avenue 8, Singapore 567739 (beside Blk Q of NYP campus)

#### SIT@RP BUILDING

Republic Polytechnic 43 Woodlands Avenue 9, Singapore 737729

#### SIT@SP BUILDING

Singapore Polytechnic 510 Dover Road, Singapore 139660

#### SIT@TP BUILDING

Temasek Polytechnic Blk 29B Tampines Avenue 1, Singapore 528694

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All information is accurate at time of print.

SIT reserves the right to amend the information without prior notice. For the most up-to-date information, please visit SingaporeTech.edu.sg.







