

2021



# DESIGN AND SPECIALISED BUSINESSES

COME DISCOVER LIFE  
AS A **SIT**IZEN

[SingaporeTech.edu.sg](http://SingaporeTech.edu.sg)

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# ABOUT SIT

**Singapore Institute of Technology (SIT) is Singapore's University of Applied Learning. With a mission to nurture and develop individuals who impact society in meaningful ways, SIT aims to be a leader in innovative learning by integrating learning, industry, and community.**

SIT offers applied degree programmes targeted at growth sectors of the economy with a unique pedagogy that integrates work and study. Applied research is weaved into students' learning experiences, where they work on real industry problems and create solutions to meet industry needs.

As part of the university's advocacy for the work-learn continuum, SIT strives to instil within its students a culture of lifelong learning and places an emphasis on skills needed by industry. SIT also aims to cultivate in its students four distinctive traits that form the SIT-DNA: Thinking Tinkerers; Able to Learn, Unlearn and Relearn; Catalysts for Transformation; and Grounded in the Community.

## SIT-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
- Inspiring Others



### GROUNDING IN THE COMMUNITY

- Serving the Community through Knowledge and Skills



# WHY PURSUE DESIGN AND SPECIALISED BUSINESSES

## 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. The programmes aim to train students to become true practitioners of their respective crafts in the global marketplace.



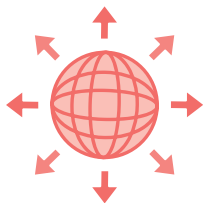
## EXCITING AND REWARDING CAREERS

As the Singapore economy transforms through enterprise and innovation, there will be a range of careers that requires strong people-centric skills and a mindset that is geared towards providing the best service experience. Design and Specialised Businesses programmes seek to produce a unique breed of graduates who possess the ability to be innovative and dynamic, value-adding to future employers' capabilities to adapt to global marketplace volatilities.



## GLOBAL PERSPECTIVE

SIT also nurtures global perspectives and cross-cultural understanding amongst its students through the various overseas student exchanges and overseas programmes.



## INNOVATIVE LEARNING APPROACH

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



## INDUSTRY-RELEVANT CURRICULUM

Through collaborations with small and medium-sized companies, government agencies and multinational corporations, SIT is able to plug into a diverse ecosystem to ensure that the industry-relevant curriculum will empower SIT graduates to adapt quickly to rapidly-changing business models and stay ahead.



# HEAR WHAT OUR STUDENTS SAY

I didn't know what to expect when I was called up for my admissions interview after I applied to SIT. It was nerve-wracking, but I believed that it was my passion for hospitality and my clear goals on what I would like to achieve in the industry that shone through. Since then, there have been many opportunities for me. I got involved in the Theatre Club, as well as participated in creating an online learning video to provide tips and tricks for remote learning. As I enjoyed contributing to university events, I would always try to sign up wherever possible. The professors are also very nurturing as they will incorporate life lessons out of their personal and industry experiences, which are very helpful. The genuine care I received at SIT has really made my experience an enjoyable one so far.

## LIM SHI MIN, CECILIA

Year 2

Hospitality Business



Scan the QR code to find out more.



# HEAR WHAT OUR STUDENTS SAY

Having taken a longer than usual route to enter university, it was certainly a matter of perseverance for me. At SIT, I've been given many opportunities to develop my capabilities to the fullest. To date, I've taken on a role as a research assistant in three research projects, under the guidance of my professors. This has allowed me to deepen my understanding on the current needs and issues within the accounting industry. I am also involved in numerous student leadership positions as president and secretary of SIT Project Cambodia, vice president of SIT Accountancy Student Management Committee and as a SITizen Ambassador. My goal is to pursue my professional qualification as a Chartered Accountant (Singapore).

## AHMAD HASHIM BIN SULEMAN

Year 3

Accountancy



Scan the QR code to find out more.



# HEAR WHAT THE INDUSTRY SAYS

Opening a new hotel is not an easy experience, but the students from SIT overcame the challenges with flying colours! The team from InterContinental Singapore Robertson Quay is so proud of them for playing a big part in every aspect of the opening. This is indeed an invaluable experience that is hard to come by.

## MR AMRAN SAMSUDIN

Learning and Development Manager  
InterContinental® Singapore Robertson Quay

SIT's forensic accounting module 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 insights into forensic accounting\*.

## MS STACY CHAI

Partner  
Forensic and Integrity Services  
EY Advisory Pte Ltd

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 relevance to the industry's needs. Graduates of the programme may consider careers in the air transport sector, as well as at CAAS.

## MR HO YUEN SANG

Director (Aviation Industry)  
Civil Aviation Authority of Singapore (CAAS)

The IWSP students at our firm possess mature and realistic mindsets, which will put them in good stead when they enter the workforce. The IWSP is an excellent platform for students to acquire skills in critical thinking, problem solving and effective communications, which are essential in the working world. As the IWSP is presented as a two-way assessment, where the organisation gets to consider the students for full-time employment, students can also assess whether they can see themselves in a long-term career with the organisation.

## MR KHOR BOON HONG

Partner  
Baker Tilly TFW

Our world is becoming even more hyperconnected than before. Being able to market, communicate and engage well digitally will become even more necessary for all businesses. The Digital Communications and Integrated Media programme provides strong modules and industry exposure to prepare our students well for potential careers across different industries.

## MR HOWIE LAU

Assistant Chief Executive (Media & Innovation)  
Infocomm Media Development Authority (IMDA)

The Digital Communications and Integrated Media programme is highly aligned to macro industry trends, and designed with the future in mind. We are confident that graduates of the programme will be armed with the right professional skills and useful working knowledge, that can be applied in their careers in the years to come.

## MR RYAN LIM

Principal Consultant and Founding  
Partner  
QED Consulting Pte Ltd

Pan Pacific Singapore is delighted to have the opportunity to be part of the IWSP. SIT students are eager to learn, hardworking and innovative, and they have also spread their enthusiasm to our teams. They have a good synergy with our multigenerational workforce and clearly value-add to our organisation. They truly are our future hospitality leaders.

## MR GINO TAN

Vice President of Operations  
Pan Pacific Hotels Group

In my opinion, the Hospitality Business programme has given students the autonomy to perform their roles effectively, such that the distinction between a student's and full-time employee's ability of work is not apparent. Students' performances were on par with that of a full-time staff.

The Ritz-Carlton  
Millenia Singapore

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

# ACCOUNTANCY



## PROGRAMME INFORMATION

### Degree Programme

- B Accountancy<sup>1</sup>

### Campus Location

- SIT@Dover

### Eligibility

- Polytechnic Diploma Holders
- A Level/IB Diploma/NUS High School Diploma Holders
- Other Year 12 Equivalent Qualification Holders

Visit [SingaporeTech.edu.sg](https://SingaporeTech.edu.sg) for the list of relevant qualifications.

## PROGRAMME HIGHLIGHTS

- Applied Business Simulations and **FINANCIAL MODELLING**
- Eight-month **INTEGRATED WORK STUDY PROGRAMME (IWSP)**
- **UNIQUE INDUSTRY-RELEVANT** Enhancement Modules
- **DATA ANALYTICS** and Accounting Capstone
- **REGIONAL EXPOSURE** to Accounting Practice

The Accountancy programme is a three-year direct honours programme, which hones students' critical and analytical skills, and provides them with the requisite knowledge needed for a professional accounting career. Students will go through rigorous academic training and immerse themselves in the accounting industry through the eight-month Integrated Work Study Programme with established accounting entities and governmental bodies and agencies, such as AGD, Baker Tilly, BDO, Deloitte, Ernst & Young, Grant Thornton, IRAS, KPMG, Nexia, PwC, and RSM.

Faculty members with extensive industry experience groom and prepare students to be practice-oriented and industry-ready. Students will also undergo training under Digital Accounting and Analytics core modules, and be exposed to vital information systems for data analytics and simulation skills (such as Tableau, Caseware, Bloomberg, SAP, Capsim, and Azure Machine Learning). Students will have opportunities to take up specialised accounting and finance modules, and focus on an area of interest, such as Applied Finance, Audit, Corporate Accounting, Management Accounting, and Taxation in their final trimester. SIT's unique curriculum also includes the Regional Exposure to Accounting Practice (REAP) programme, which will help students become familiar with cultural, economic and social nuances in the Asia-Pacific region.

The programme is accredited by Singapore Accountancy Commission (SAC) for direct entry into the Singapore CA Qualification Professional Programme. It is also accredited by other internationally renowned accounting professional bodies, such as Association of Chartered Certified Accountants (ACCA), Chartered Accountants Australia and New Zealand (CAANZ), Chartered Institute of Management Accountants (CIMA), Certified Practising Accountants Australia (CPAA), and Institute of Chartered Accountants in England and Wales (ICAEW). In addition, the programme has been admitted into the Chartered Financial Analyst (CFA) Institute University Affiliation Programme as it incorporates at least 70% of the CFA Programme Candidate Body of Knowledge (CBOK), thus providing students with a solid grounding in the CBOK and prepares them well to sit for the CFA exams.

<sup>1</sup> This is a direct honours degree programme, subject to students meeting academic requirements.



# ACCOUNTANCY



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## CURRICULUM STRUCTURE

The standard duration of the Accountancy direct honours programme is three years and one trimester.

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**YEAR**  
**1**

**1**  
**TRIMESTER**

- Introduction to Financial Accounting
  - Introduction to Economics
  - Organisation and Management
  - Business Law
  - Foundations of Finance
- 

**2**  
**TRIMESTER**

- Managing the Digital World
  - Audit Process
  - Introduction to Management Accounting
  - Emerging Technologies in Accounting
  - Regulatory Framework of Accounting
- 

**3**  
**TRIMESTER**

- Break (Optional)

# ACCOUNTANCY



## CURRICULUM STRUCTURE

YEAR  
**2**

**1**  
TRIMESTER

- Quantitative Analysis<sup>1</sup>
- Financial Accounting<sup>3</sup>
- Auditing<sup>3</sup>
- Company and Securities Law<sup>3</sup>
- Corporate Finance<sup>3</sup>
- Essentials of an Auditor
- Career Development Skills

**2**  
TRIMESTER

- Marketing Management<sup>2</sup>
- Investment and Risk Analysis
- Digital Accounting
- Company Accounting
- Management Accounting and Control
- Spreadsheet Application Tools

**3**  
TRIMESTER

- Break (Optional)

YEAR  
**3**

**1**  
TRIMESTER

- Integrated Work Study Programme
- Accounting Analytics and Automation

**2**  
TRIMESTER

- Integrated Work Study Programme

**3**  
TRIMESTER

- Accounting for Decision Making and Control
- Taxation
- Business Valuation and Analysis
- Change Management
- Art of Communication

<sup>1</sup>Can be taken in Year 1 Trimester 1.

<sup>2</sup>Can be taken in Year 1 Trimester 2.

<sup>3</sup>Can be taken in Year 1 or Year 2 Trimester 3.

# ACCOUNTANCY



## CURRICULUM STRUCTURE

**YEAR**  
**4**

Choose one  
area of focus

### APPLIED FINANCE FOCUS

- Derivatives: Markets and Products
- Applied Financial Management
- Financial Institutions and Markets
- Integrative Business Management
- Accounting Analytics Capstone

### AUDIT FOCUS

- Internal Audit
- Advanced Auditing
- Forensic Auditing and Risk Management
- Integrative Business Management
- Accounting Analytics Capstone

### CORPORATE ACCOUNTING FOCUS

- Advanced Company Accounting
- Frauds, Ethics and Forensic Accounting
- Corporate Reporting and Financial Analysis
- Integrative Business Management
- Accounting Analytics Capstone

### MANAGEMENT ACCOUNTING FOCUS

- Issues in Management Accounting
- Strategic Management Accounting
- Strategic Planning and Budgeting
- Integrative Business Management
- Accounting Analytics Capstone

### TAXATION FOCUS

- Advanced Taxation
- Transfer Pricing
- Regional Tax and International Tax Planning
- Integrative Business Management
- Accounting Analytics Capstone

# ACCOUNTANCY



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## REGIONAL EXPOSURE TO ACCOUNTING PRACTICE (REAP)

Building on its appeal as an attractive location for businesses, Singapore aims to be a global accountancy hub for Asia-Pacific. With this vision in mind, the programme includes the Regional Exposure to Accounting Practice (REAP) initiative that is aimed at widening students' perspectives and exposing them to the cultural, economic and social nuances prevalent in the Asia-Pacific region.

The REAP programme includes visits by academic faculty and industry partners from the Asia-Pacific region, as well as study trips in Asia-Pacific, including university and industry visits.

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## WHAT TO EXPECT

All students will undergo the following core competencies training:

- ❶ **Essential Business Core**
- ❷ **Professional Accountancy Core**
- ❸ **Digital Accounting and Analytics Core**
- ❹ **Enhancement Competency Core**
- ❺ **Integrated Work Study Programme**
- ❻ **Specialisation Core**
- ❼ **Regional Exposure to Accounting Practice (Optional)**

Our Digital Accounting and Analytics Core modules teach data technology to equip students with the applied analytics skill sets. They will then apply these skill sets in the accounting context.

Classes are conducted in a mixture of lectures, lectorials/seminars, tutorials and workshops. In classes, students will discuss ideas in depth with experienced faculty members and guest lecturers from industry. Students will be expected to spend a considerable amount of time developing their own understanding of the topics covered in classes, answering questions designed to check their understanding, and preparing for tutorials. As the programme progresses, students will also work in small teams of up to five people on more specialised topics for projects.

In the third year, students will undertake an eight-month Integrated Work Study Programme with a company. Students will also get to go for a Regional Exposure to Accounting Practice (REAP), attending classes at the campus of an overseas university partner, as well as interacting with overseas industry partners. In the final trimester, students will be expected to work on their capstone project based on a current industry problem with their team members.

# ACCOUNTANCY



## CAREER OPPORTUNITIES

Graduates can join the national accountancy body of Singapore, Institute of Singapore Chartered Accountants (ISCA), as Associates, and extend their professional qualifications by completing the Singapore CA Qualification Professional Programme and becoming a Chartered Accountant of Singapore or CA (Singapore), which will enhance their career opportunities. Graduates will also be able to pursue professional qualifications from other internationally-renowned accounting and finance professional bodies, such as ACCA, CAANZ, CFA, CIMA, CPA Australia and ICAEW, amongst others.



**Chartered Accountant/  
Certified Practising  
Accountant**



**Management and  
Taxation Consultant**



**Auditor**



**Financial and Risk Analyst/  
Financial Controller**



**Fraud Investigator and  
Forensic Accountant**



**Entrepreneur**

# ACCOUNTANCY



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## INDUSTRY ADVISORY COMMITTEE

The SIT Accountancy degree programme is industry-focused and practice-oriented, with a specialised area of interest. The purpose of the Industry Advisory Committee (IAC) is to provide feedback and advice concerning the development, maintenance, and stakeholder acceptance to the Accountancy programme. The IAC members consist of esteemed individuals who are in senior leadership positions in their respective organisations, including Council for Estate Agencies, Ernst & Young, PwC, KPMG, Deloitte & Touche, RSM Singapore, Singapore Accountancy Commission, Institute of Singapore Chartered Accountants, Inland Revenue Authority of Singapore, Baker Tilly, Kreston Ardent CAtrust PAC, Precursor, and AxiomSL.

The members of the Industry Advisory Committee for this programme are:

**MR QUEK SEE TIAT (CHAIRPERSON)**

**MS CHIA-TERN HUEY MIN**

**MR CHUA CHIN SAN**

**MR EVAN LAW**

**MR LEE FOOK CHIEW**

**MR ONG PANG THYE**

**MR SIM GUAN SENG**

**MR KAKA SINGH**

**MR SARJIT SINGH**

**MR TAN KHOON GUAN**

**MR PETER TIERNEY**

**MR CHRISTOPHER WONG**

**MR PHILIP YUEN**

# AIR TRANSPORT MANAGEMENT



## PROGRAMME INFORMATION

### Degree Programme

- BSc Air Transport Management<sup>1</sup>

### Campus Location

- SIT@RP Building

### Eligibility

- Polytechnic Diploma Holders
- A Level/IB Diploma/NUS High School Diploma Holders
- Other Year 12 Equivalent Qualification Holders

Visit [SingaporeTech.edu.sg](https://www.singaporetech.edu.sg) for the list of relevant qualifications.

## PROGRAMME HIGHLIGHTS

- **INDUSTRY-RELEVANT CURRICULUM**  
with inputs from CAAS and Aviation Partners
- Eight-month **INTEGRATED WORK STUDY PROGRAMME (IWSP)**  
at Airlines, Airport, Ground Handling Agencies, the Regulatory Body, and Consultancy Firms
- **SPECIALISED MODULES**  
include Airport Operations and Management, Airline Marketing, Airport Marketing, and Revenue Analysis and Management

As the first and only Air Transport Management degree programme offered by an autonomous university in Singapore, the curriculum is developed in close partnership with Civil Aviation Authority of Singapore (CAAS) and other key members of the aviation industry.

This programme aims to strengthen the pipeline of skilled aviation professionals to meet the future manpower demands of the expanding aviation industry. With the development of Changi Airport Terminal 5, the aviation sector is expected to grow significantly. Manpower needs are projected to increase till 2035. Students will be trained to become skilled aviation professionals of regulators, airports, airlines, ground handling agencies, as well as aviation consultancy firms.

This three-year degree programme will cover operations, management, and business aspects of the air transport industry.

<sup>1</sup>This is a direct honours degree programme, subject to students meeting academic requirements.

# AIR TRANSPORT MANAGEMENT



## CURRICULUM STRUCTURE

**YEAR**  
**1**

**1**  
**TRIMESTER**

- Introduction to Aeronautics
- Introduction to Air Transport Industry
- Management in Aviation
- Service Quality Management
- Aviation Mathematics

**2**  
**TRIMESTER**

- Operations Management in Aviation
- Aviation Regulatory Policy and Air Law
- Economics for Aviation Manager
- Business Communication
- Business Data Analysis

**3**  
**TRIMESTER**

- Break

**YEAR**  
**2**

**1**  
**TRIMESTER**

- Business Continuity Management
- Airline Business Fundamentals
- Airport Operations and Management
- Applied Research Methods
- Aircraft Performance

**2**  
**TRIMESTER**

- Airline Marketing
- Aircraft Maintenance Management
- Airline Finance
- Airline Operations
- Career and Professional Development

**3**  
**TRIMESTER**

- Airport Marketing
- Managerial Economics in Aviation
- Aviation Human Factors
- Operations Research
- Air Cargo Operations and Management



# AIR TRANSPORT MANAGEMENT



## CURRICULUM STRUCTURE

YEAR  
3

1  
TRIMESTER

- Integrated Work Study Programme
- Capstone Project

2  
TRIMESTER

- Integrated Work Study Programme
- Capstone Project

3  
TRIMESTER

- Airline Business Strategies
- Social Context and Change Management
- Revenue Analysis and Management
- Airline Network and Fleet Planning
- Capstone Project

## WHAT TO EXPECT

Students will divide their weekly time between lectures, seminars and tutorials during the first year of the programme. Industry experts are invited to share their experiences in the aviation sector, allowing students to see the operationalisation of concepts and theories discussed in class. In seminars and tutorials, students enjoy in-depth discussions with proficient international faculty members, who have worked across the air transport industry, from airline, airport, ground handling agencies, and the regulatory body. They are expected to devote time for lecture materials, seminar topics, and tutorial questions. Students will work in teams for group assignments and projects.

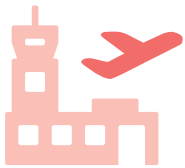
In the second year, students will undertake 15 modules, spanning engineering, management and operations in the aviation sector. The final year will see students undertake an eight-month Integrated Work Study Programme with either an airline, airport, a ground handling agent or regulatory body. Students are expected to work on a capstone project, based on a current industry problem with their team members. The final trimester will see students complete a range of specialisation topics in the air transport industry.

# AIR TRANSPORT MANAGEMENT

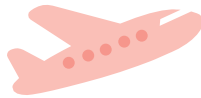


## CAREER OPPORTUNITIES

With the expansion of the aviation sector, the manpower demand in the aviation industry in Singapore will increase significantly. Graduates can look forward to careers in:



**Airports**



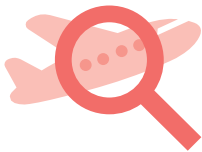
**Airlines**



**Ground Handling Agencies**



**Aviation Consultancy Firms**



**Aviation Regulator**

## INDUSTRY ADVISORY COMMITTEE

The members of the Industry Advisory Committee for this programme are:

### **MR CHIANG HAI ENG (CHAIRPERSON)**

#### **MR VINCENT CHAN**

Senior Vice President of Passenger Services  
SATS Ltd

#### **MS GOH HWAI KAR**

Senior Vice President  
People Services and Rewards  
Changi Airport Group

#### **MR HO YUEN SANG**

Director  
Aviation Industry  
Civil Aviation Authority of Singapore

#### **MR MAK SWEE WAH**

Executive Vice President of Commercial  
Singapore Airlines

#### **MR BARATHAN PASUPATHI**

Chief Executive Officer  
Jetstar Asia Airways Pte Ltd

# DIGITAL COMMUNICATIONS AND INTEGRATED MEDIA



## PROGRAMME INFORMATION

### Degree Programme

- BSc Digital Communications and Integrated Media<sup>1</sup>

### Campus Location

- SIT@TP Building

### Eligibility

- Polytechnic Diploma Holders
- A Level/IB Diploma/NUS High School Diploma Holders
- Other Year 12 Equivalent Qualification Holders

Visit [SingaporeTech.edu.sg](https://SingaporeTech.edu.sg) for the list of relevant qualifications.

## PROGRAMME HIGHLIGHTS

- **A SPECIALISED PROGRAMME THAT ENGAGES THE DIGITAL ERA**  
— focusing on data analytics, media management and digital media production
- **EIGHT-MONTH INTEGRATED WORK STUDY PROGRAMME**  
(IWSP) in companies specialising in digital advertising, marketing and communications

The Digital Communications and Integrated Media (DCIM) programme prepares students for excellence in communications, media, and information work across a range of industries, where the graduates are trained for work as managers, account executives and digital media specialists. Graduates will be able to work in a wide variety of fields, including advertising, media, corporate communications and public relations.

Set up in response to industry demand, this programme seeks to develop students in three spheres of excellence:

- Digital Web Analytics — the analysis of big data and web statistics to develop insights and messages for the purpose of marketing, communications or advertising, and to monitor its effectiveness.
- Integrated Media Management — critical thinking, management, and strategic skills in handling the wide portfolio of digital communications and integrated media.
- Digital Media Production — communicative, technical, artistic and design skill sets related to the digital media industry, including digital video production, digital image making and digital storytelling.

Students will be trained to be competent in all three spheres and, based on individual aptitude and interest, may choose to excel in one or more spheres during their time in SIT.

<sup>1</sup>This is a direct honours degree programme, subject to students meeting academic requirements.

# DIGITAL COMMUNICATIONS AND INTEGRATED MEDIA



## CURRICULUM STRUCTURE

YEAR  
1

1  
TRIMESTER

- Media and Communications Theory
- Introduction to Research Methods
- Fundamentals of Digital Web Analytics
- Marketing Communications in the Digital World
- Digital Image Making
- Scriptwriting and Storyboarding

2  
TRIMESTER

- Writing for Digital Communications
- Digital Innovations for Integrated Media
- Data Visualisation Fundamentals
- Digital Advertising, Branding, Campaigning
- Introduction to Interactive Media Design
- Introduction to Collaborative Digital Media Production

3  
TRIMESTER

- Break

YEAR  
2

1  
TRIMESTER

- Change Management
- Quantitative Research Methods for Communications
- Qualitative Research Methods for Communications
- Creative Data Visualisation<sup>^</sup>
- Internal Communications<sup>^</sup>
- Historically and Globally Informed Digital Media Production<sup>^</sup>

2  
TRIMESTER

- Career and Professional Development
- Digital Storytelling
- Producing 'Reality' — Documentary Production
- Predictive Analytics<sup>^</sup>
- Digital And Visual Ethnography<sup>^</sup>
- Media Production for Marketing<sup>^</sup>

3  
TRIMESTER

- Media Law and Ethics
- Web Metrics with Analytics Platform
- Project Management for Creative Industries
- Public Service/Educational Media Production
- Social Media Analytics<sup>^</sup>
- Strategic and Public Communications<sup>^</sup>
- Innovative Interactive Media Design<sup>^</sup>

<sup>^</sup>These are taken as electives.

# DIGITAL COMMUNICATIONS AND INTEGRATED MEDIA



## CURRICULUM STRUCTURE

YEAR  
3

1  
TRIMESTER

- Capstone Project
- Integrated Work Study Programme

2  
TRIMESTER

- Capstone Project
- Integrated Work Study Programme

3  
TRIMESTER

- Capstone Project
- Multidisciplinary Group Project (Strategic Communications)
- Contemporary Topics in Digital Web Analytics<sup>^</sup>
- Contemporary Topics in Integrated Media Management<sup>^</sup>
- Contemporary Topics in Digital Media Production<sup>^</sup>

<sup>^</sup>These are taken as electives.

## WHAT TO EXPECT

During the first two years of the programme, students will undergo lectures, seminars and workshops, which will take up about 20 hours of contact time a week. Moreover, students will be expected to devote some time to projects outside of class, where they get to interact and work closely with their cohort mates.

As the programme progresses, students will also work in small teams on more specialised topics for projects. In the third year, students will undertake an eight-month Integrated Work Study Programme with a company, where they will also be expected to work on their capstone project, based on a current industry problem.

## CAREER OPPORTUNITIES

Graduates can look forward to working in, but not limited to, the following occupational fields:



**Digital Strategy**



**Data Analytics**



**Public Relations**



**Corporate Communications**



**Digital Advertising**

# DIGITAL COMMUNICATIONS AND INTEGRATED MEDIA



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## INDUSTRY ADVISORY COMMITTEE

The members of the Industry Advisory Committee for this programme are:

### **MR HOWIE LAU (CHAIRPERSON)**

Assistant Chief Executive (Media & Innovation)  
Infocomm Media Development Authority (IMDA)

### **MS ROWENA BHAGCHANDANI**

Chief Executive Officer/Co-Founder  
BLK J Pte Ltd

### **MR GLEN FRANCIS**

Chief Technology Officer  
Singapore Press Holdings Ltd

### **MR RYAN LIM**

Founder and Principal Consultant  
QED Consulting

### **MS HUI-E SEETO**

Head  
Marketing, Digital Media Solutions, Business and Enterprises, APAC  
Adobe

### **MR PARMINDER SINGH**

Chief Commercial and Digital Officer  
Mediacorp Pte Ltd

### **MR ANDREW DAVID JONATHAN SPINK**

Former Chief Executive Officer  
HBO Asia

# HOSPITALITY BUSINESS



## PROGRAMME INFORMATION

### Degree Programme

- B Hospitality Business<sup>1</sup>

### Campus Location

- SIT@RP Building

### Eligibility

- Polytechnic Diploma Holders
- A Level/IB Diploma/NUS High School Diploma Holders
- Other Year 12 Equivalent Qualification Holders

Visit [SingaporeTech.edu.sg](https://www.singaporetech.edu.sg) for the list of relevant qualifications.

## PROGRAMME HIGHLIGHTS

- Four-month **INDUSTRY ATTACHMENT (IA)**
- Eight-month **INTEGRATED WORK STUDY PROGRAMME (IWSP)**
- Hospitality Expertise with a **SOLID FOUNDATION OF BUSINESS KNOWLEDGE**
- **INDUSTRY-RELEVANT, APPLICATION-BASED CURRICULUM**

As the first and only Hospitality Business degree programme offered by an autonomous university in Singapore, the curriculum is developed in collaboration with the hospitality industry to address the competencies needed to prepare graduates for a management career in the industry.

With the aspiration to educate and develop the next generation of constructive, transformational leaders for both the local and global hospitality markets, the programme brings students through rigorous academic content with practical insights. Relevant applications, local contextualisation and international elements will be embedded in all modules. Such purposefulness and consistency serve to build and cement students' mindfulness and astuteness across a range of hospitality aspects.

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

<sup>1</sup>This is a direct honours degree programme, subject to students meeting academic requirements.

# HOSPITALITY BUSINESS



## CURRICULUM STRUCTURE

YEAR  
**1**

**1**  
TRIMESTER

### Introductory Modules for Industry

- Introduction to Tourism Industry
- Fundamentals of Hospitality Business
- Principles of Marketing
- Statistics
- Career and Professional Development 1

**2**  
TRIMESTER

- Industry Attachment

**3**  
TRIMESTER

### Introductory Modules for Business

- Organisational Behaviour and Management
- Economics
- Service Quality Management
- Hospitality Business Law
- Financial and Managerial Accounting

YEAR  
**2**

**1**  
TRIMESTER

### Hospitality Business Core 1

- Financial Management
- Service Innovation
- HR Management
- Information Systems Management
- Elective

**2**  
TRIMESTER

### Hospitality Business Core 2

- Research Methods
- Financial Analysis of Hospitality Operations
- Career and Professional Development 2

### Industry Specialisations

#### Hotel and Integrated Resort Specialisation

- Hotel and Integrated Resort Management
- Environmental Management
- Food and Beverage Management

#### MICE Specialisation

- Event Management
- Venue Management
- Catering and Banquet Management



# HOSPITALITY BUSINESS



## CURRICULUM STRUCTURE

YEAR  
**2**

TRIMESTER  
**3**

- Integrated Work Study Programme

YEAR  
**3**

TRIMESTER  
**1**

- Integrated Work Study Programme

TRIMESTER  
**2**

### Hospitality Business Core 3

- Revenue Management
- Capstone Project
- Elective

### Functional Specialisations

#### Hospitality Sales and Marketing Specialisation

- Hospitality Consumer Behaviour
- Hospitality Sales and Event Services
- Hospitality Interactive Marketing

#### Hotel Real Estate and Investment Specialisation

- Hospitality Business Real Estate Development and Market Analysis
- Hotel Project Management
- Hotel Design

TRIMESTER  
**3**

### Hospitality Business Core 4

- Capstone Project
- Strategic Management
- Change Management in Hospitality
- Elective

### Functional Specialisations

#### Hospitality Sales and Marketing Specialisation

- Hospitality Data Analytics

#### Hotel Real Estate and Investment Specialisation

- Hospitality Investment and Asset Management

# HOSPITALITY BUSINESS



## WHAT TO EXPECT

During the first year of the programme, students will establish cognitive foundations and be introduced to the main sectors in the hospitality industry, which will include the operations of a hospitality business through a four-month Industry Attachment.

In the second year, students will focus on the management of a hospitality business, where they will deepen their knowledge in the domains of their selected Industry Specialisations. The eight-month Integrated Work Study Programme, which begins in the third trimester of the second year, will allow students to gain experience and up-to-date knowledge, preparing them for the selection of Functional Specialisations, and providing them with the opportunity to identify their capstone project topic.

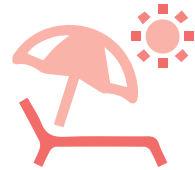
In the third year, the Functional Specialisations will further facilitate students' professional development in specific fields. This will also mark a culmination of their learning experience through an applied research capstone project, where students will combine theoretical and practical knowledge in a real case scenario, allowing them to gain the business acumen needed for management roles in a hospitality business.

## CAREER OPPORTUNITIES

Graduates can look forward to working in, but not limited to, the following occupational fields:



**Hotels**



**Integrated Resorts**



**MICE Companies**



**Hotel Management Companies**



**Tourism and Hospitality Consulting Firms**



**F&B Establishments**



**Tourism Bureaus**



**Tourist Attractions**



**Airlines and Airports**

# HOSPITALITY BUSINESS



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## INDUSTRY ADVISORY COMMITTEE

The members of the Industry Advisory Committee for this programme are:

### **MS JENNIE CHUA (CHAIRPERSON)**

### **MR GERALD LEE (DEPUTY CHAIRPERSON)**

Chief Executive Officer  
FEO Hospitality Asset Management Pte Ltd

### **MR ALOYSIUS ARLANDO**

President  
SACEOS

### **MS CHEE HOK YEAN**

President  
HVS Asia Pacific

### **MR CHOE PENG SUM**

Chief Executive Officer  
Pan Pacific Hotel Group

### **MR KEVIN GOH**

Chief Executive Officer  
The Ascott Limited

### **MR MICHAEL GOH**

President, Dream Cruises and Head of International Sales  
Genting Cruise Lines

### **MR KEITH TAN KEAN LOONG**

Chief Executive Officer  
Singapore Tourism Board

### **MR CHRISTIAN WESTBELD**

General Manager  
Raffles Hotel Singapore

# ADMISSION REQUIREMENTS

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SIT adopts an aptitude-based approach in assessing applicants for admission, by considering the following criteria:

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## MEETING THE MINIMUM ACADEMIC REQUIREMENTS\*

- ◄ Diploma from any local polytechnic
- ◄ GCE A Level
- ◄ International Baccalaureate Diploma (IB)
- ◄ NUS High School Diploma
- ◄ Other Year 12 Equivalent Qualifications



## INTERVIEW PERFORMANCE

All shortlisted applicants will be assessed through interviews. For specific degree programmes, applicants may have to submit portfolios or essays, and/or be assessed through written or technical tests.

\*To help us understand the academic pathway you have taken, please fill in the details of both your entry qualification (i.e. Polytechnic Diploma/A Level/IB or equivalent Year 12 results) and your GCE O Level or equivalent Year 10 results/ITE (Nitec and Higher Nitec) when you apply for admission to SIT. SIT accepts applicants who did not sit for their GCE O Level examination and have come through other forms of secondary or post-secondary education such as the Polytechnic Foundation Programme (PFP).

# ADMISSION REQUIREMENTS

QUALIFICATION	Accountancy	Air Transport Management <sup>^</sup>	Digital Communications and Integrated Media <sup>#</sup>	Hospitality Business
<b>DIPLOMA FROM ANY LOCAL POLYTECHNIC</b>	Completed a local polytechnic diploma.			
	Applicants with relevant diplomas may apply for module exemptions of up to a maximum of three trimesters in the first year.	—		Applicants with relevant diplomas may apply for module exemptions of up to a maximum of three trimesters in the first year.
<b>GCE A LEVEL</b>	Obtained passes in at least two H2 Level subjects and offered General Paper (GP) or Knowledge & Inquiry (KI) in the same sitting, while satisfying the Mother Tongue Language (MTL) requirements.			
<b>INTERNATIONAL BACCALAUREATE DIPLOMA (IB)</b>	Obtained a minimum grade five for at least two HL and one SL subjects and the IB Diploma, while satisfying the Mother Tongue Language (MTL) requirements.			
<b>NUS HIGH SCHOOL DIPLOMA</b>	Obtained the NUS High School Diploma, while satisfying the Mother Tongue Language (MTL) requirements.			
<b>OTHER YEAR 12 EQUIVALENT QUALIFICATIONS</b>	Completed at least 12 years of formal education deemed as acceptable, equivalent qualifications to be considered for admission.			

<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.  
 For up-to-date information, please refer to [SingaporeTech.edu.sg](https://www.singaporetech.edu.sg).

# 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
<b>GCE O LEVEL</b>	Mathematics or Additional Mathematics	B4 C6
<b>POLYTECHNIC FOUNDATION PROGRAMME (PFP)</b>	Equivalent Mathematics Modules	B
<b>GCE A LEVEL</b>	H1 Mathematics or H2 Mathematics	C Pass
<b>INTERNATIONAL BACCALAUREATE (IB)</b>	SL Mathematics HL Mathematics	5 4
<b>NUS HIGH SCHOOL DIPLOMA</b>	Mathematics	C

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.

QUALIFICATION	English Subject	Minimum Grade Required
<b>GCE O LEVEL</b>	English as First Language	B4
<b>IELTS (ACADEMIC)</b>	IELTS	7.5
<b>POLYTECHNIC FOUNDATION PROGRAMME (PFP)</b>	English Modules	B
<b>GCE A LEVEL</b>	General Paper/ Knowledge & Inquiry	C
<b>INTERNATIONAL BACCALAUREATE (IB)</b>	SL 'English A: Language & Literature' or SL 'Literature & Performance'	5
<b>NUS HIGH SCHOOL DIPLOMA</b>	EL4101 or higher (EL5101, 6103) modules	C

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 [SingaporeTech.edu.sg](https://www.singaporetech.edu.sg) for details of the programme-specific requirements.

For up-to-date information, please refer to [SingaporeTech.edu.sg](https://www.singaporetech.edu.sg).

## CONTACT US

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☎ +65 6592 1189 (Main Line)

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✉ Adm.Postgrad@SingaporeTech.edu.sg  
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✉ AcdPrg@SingaporeTech.edu.sg

### FINANCE, BILLINGS AND GIRO

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✉ StudentFinance@SingaporeTech.edu.sg

### REGISTRAR'S OFFICE

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☎ +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

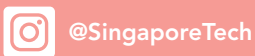
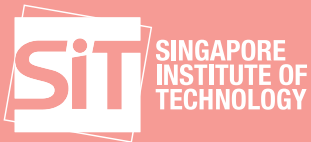
## OPERATING HOURS

The operating hours for all hotlines are from  
Mondays to Fridays, 11:00 am to 3:00 pm.  
Closed on Saturdays, Sundays and Public Holidays.

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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](https://www.singaporetech.edu.sg).



**SINGAPORETECH.EDU.SG**

Singapore Institute of Technology

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REGISTRATION NUMBER: 200917667D