



**DIPLOMA IN BUSINESS  
AND SALES MANAGEMENT**

Course Handbook

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## Course Objective

The Diploma in Business and Sales Management is particularly designed to equip learners with the knowledge to flourish in the business and sales management industry at the managerial level. This course covers the skills and knowledge required to manage a business. Learners are required to demonstrate interpersonal, self-study and research and presentation skills throughout the qualification.

## Course Outcome

The course combines practical career-based elements with several essential underpinning management disciplines that will be invaluable as the individual's career progresses. The course is therefore an ideal preparation for immediate employment in the sector.

The aims are to provide a qualification that:

- Provide learners with the knowledge and skills that will enable them to progress to Advanced Diploma in business related studies;
- Provide learners with the necessary theoretical and practical knowledge of business at the Diploma level and
- Lay the foundation for future professional development

## Course Structure

- **Duration of Study and Contact Hours:**  
12 months (6 months institutional studies + 6 months Industrial Attachment) (Full-time)  
3 hours per day, 5 days a week  
Total Hours: 360 hours + 6 months industrial attachment
- **Modules:**  
**Six (6) Modules**
  - Business Management
  - Marketing and Sales Management
  - Financial Management in Business
  - Effective Business Communication
  - Staff Etiquette and Professional Image
  - Industrial Attachment
- **Mode of Teaching:**  
Face-to-Face Delivery via
  - Lecture Sessions
  - Tutorial Sessions
  - Class Discussion
  - Group Work & Pair Work
  - Practical Sessions
  - Industrial Attachment
- **Teacher to Student Ratio:**  
1:90
- **Medium of Instruction:**  
English

## **Industrial Attachment**

The Industrial Attachment provides students the opportunity to undergo 6 months internship in a business industry. Typical business establishments range from industrial or commercial organization or enterprise. Students will be able to apply their academic learning via hands-on learning in real life scenarios.

The Industrial Attachment forms a critical part of the overall assessment. Students are expected to complete their work-based assessment in the form of the Industrial Attachment Logbook during the 6-month period.

A training work permit is required to undertake the Industrial Attachment. The application for training work permit is subject to approval by the Ministry of Manpower. Students who are unable to secure the training work pass will have to successfully complete and submit an assignment for the module under IA.

## **Course Modules and Outline**

### **1) BUSINESS MANAGEMENT**

The module focuses on the different management functions of business organizations in the business environment. It describes how managers should manage resources and activities in such a way that organizations can operate their business in a profitable manner.

### **2) MARKETING AND SALES MANAGEMENT**

This module aims to develop learners' knowledge on marketing and sales skills in the business industry. Learners will also learn about marketing mix components and explain the environmental factors which influence consumer and organizational decision-making processes.

### **3) FINANCIAL MANAGEMENT IN BUSINESS**

The module introduces learners to the concepts of financial accounting and accounting skills required for preparation and analysis of financial statements. Learners will also learn about the operation of a business in terms of the elements of costs.

### **4) EFFECTIVE BUSINESS COMMUNICATION**

This module focuses on the effective communication in business. It includes a review of business letters, formal and informal reports, and oral presentation. Learners will also learn about different communication methods and barriers of communication.

### **5) STAFF ETIQUETTE AND PROFESSIONAL IMAGE**

This module focuses on the staff etiquette and professional image. Learners will learn about personal hygiene and how to maintain a good personal grooming at the workplace.

### **6) INDUSTRIAL ATTACHMENT**

Through a 6-month industrial attachment, this module aims to introduce learners to a range of managerial functions within the business industry.

## **Graduation Requirements**

Students will be awarded the Diploma in Business and Sales Management if they achieve at least a Pass grade in all 6 modules of the course and has a minimum of 90% of attendance rate for the whole duration of the course.

Students who successfully completed the Diploma in Business and Sales Management can progress onto the Advanced Diploma qualifications in business management related studies.

## Admission Requirements

### Age Requirement:

Minimum 18 years of age

### Language Requirements:

Minimum C6 in English Language for GCE 'O' Level or regional equivalent

### Academic Requirements:

Minimum 3 GCE O Level credits (minimum C6 in any 3 subjects) or NITEC (in any field) or Certificate in Business Management or regional equivalent

### Mature Candidates:

- Are 30 years and above at the time of registration; and
- Have at least 8 years of verifiable working experience; and
- Provide a detailed resume with contact details of past and present employers

All applicants are subjected to the School's assessment of eligibility for entry into the programme.

## Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

## Course Fees

Course Fees	Price (SGD\$) (With GST, if any)
Tuition Fees	4,250
Examination Fees	300
Course Material Fees	450
School Administration Fee	100
Fee Protection Scheme	200
Student Pass Application and Issuance Fees	180
Medical Insurance	120
<b>Total Course Fees Payable</b>	<b>5,600</b>

Miscellaneous Fees	Price (SGD\$) (With GST, if any)
Student Pass Renewal Processing Fees	216
School Application Fees (Non-refundable)	324
Medical Check-Up	54
Re-Mark Examination Fee / Certificate Reprint	162
Re-Examination Fee / Late Entry Exam Fee (per module)	108
Late Payment Fee (per month)	54

## Course Assessment

- **Modes for Assessment:**

The students will be assessed through two (2) components:

- 1) Written Examination
- 2) Industrial Attachment Logbook / Assignment

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>BM</b>	Business Management	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>MSM</b>	Marketing and Sales Management	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>FMB</b>	Financial Management in Business	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>EBC</b>	Effective Business Communication	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>SEPI</b>	Staff Etiquette and Professional Image	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>IA</b>	Industrial Attachment	Industrial Attachment Logbook / Assignment	1	100%
<b>Total</b>				<b>100%</b>

- **Overall Grade Structure for each module:**

High Distinction	Distinction	Merit	Pass	Fail
90 – 100%	80 – 89%	60 – 79%	50 – 59%	Below 50%

- **Assessment Schedule**

<b>Module</b>	<b>Duration</b>	<b>Assessment Schedule</b>
<b>BM</b>	Weeks 1 – 5	Week 5 – Written Examination
<b>MSM</b>	Weeks 1 – 5	Week 5 – Written Examination
<b>FMB</b>	Weeks 1 – 5	Week 5 – Written Examination
<b>EBC</b>	Weeks 1 – 5	Week 5 – Written Examination
<b>SEPI</b>	Weeks 1 – 4	Week 4 – Written Examination
<b>IA</b>	6 Months IA	Industrial Attachment Logbook / Assignment

**Note:**

Actual dates of the assessments may vary to better fit students' learning progress. Students will be informed by the class lecturer if there are changes.