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SYNOPSIS

FOR

GCE COURSES
1. PREPARATORY COURSE FOR SINGAPORE-CAMBRIDGE GCE O LEVEL EXAMINATION

Learning Outcomes
Upon completion of the course, students will be provided with necessary lessons and knowledge so that at the end of the programme they can understand the topics well and answer exam questions with confidence.

COURSE SYNOPSIS (Refer to www.seab.gov.sg)

MATHEMATICS (SUBJECT CODE 4016)
The course will provide students with the fundamental mathematical knowledge and skills. It will enable students to:

- acquire the necessary mathematical concepts and skills for continuous learning in mathematics and related disciplines, and applications to the real world;
- develop the necessary process skills for the acquisition and application of mathematical concepts and skills;
- develop the mathematical thinking and problem solving skills and apply these skills to formulate and solve problems.

ADDITIONAL MATHEMATICS (SUBJECT CODE 4038)
The course will prepare students adequately for A Level H2 Mathematics and H3 Mathematics, where a strong foundation in algebraic manipulation skills and mathematical reasoning skills are required. The course will enable students to:

- Acquire the necessary mathematical concepts and skills for continuous learning in mathematics and related disciplines, and for application to the real world;
- Develop the necessary process skills for the acquisition and application of mathematical concepts and skills;
- Develop the mathematical thinking and problem solving skills and apply these skills to formulate and solve problems;
- Understand and use mathematical concepts and skills in a variety of contexts;
- Organize and analyse data and information;
- Solve higher order thinking problems;

ENGLISH (SUBJECT CODE 1127)
The course will prepare students to be able to communicate effectively in English. It will enable students to:

- Listen to, read and view with understanding, accuracy and critical appreciation, a wide range of fiction and non-fiction texts;
- Speak, write and make presentations in internationally acceptable English, that is grammatical, fluent and appropriate for purpose, audience and culture;
- Speak and write for academic purposes and creative expression, using inventive and creative language;
- Think through, interpret and evaluate fiction and non-fiction texts;
- Acquire how to use language to evoke responses and construct meaning, how to present information and how to create impact by using different modes of presentation;
- Interact effectively with people from their own or different cultures;
- Read passages with good pronunciation and clear articulation;
- Interpret and explain the situations in the picture with supporting details;
- Give a personal response to the theme of the picture and the passage;

CHINESE (SUBJECT CODE 1162)
See syllabus at:
**SCIENCE (SUBJECT CODE 5116)**

**Physics:** The course provides students with a coherent understanding of energy, matter and their relationships. It focuses on investigating natural phenomena and then applying patterns, models, principles, theories and laws to explain the physical behaviour of the universe. Modern physics, developed to explain the quantum properties at the atomic and sub-atomic level, is built on knowledge of the classical theories and concepts. It also aims to promote acquisition of scientific expertise and understanding and to develop values and attitudes relevant to science.

**Chemistry:** It greatly emphasizes on the understanding and application of scientific concepts and principles. It focuses on the finite life of world resources and hence the need for recycling and conservation; economic considerations in the chemical industry such as the availability and cost of raw materials and energy; social, environmental, health and safety issues relating to the chemical industry.

**PRINCIPLES OF ACCOUNTS (SUBJECT CODE 7092)**

The course aims to develop an understanding of the principles and concepts of accounting and their applications in a variety of business situations. Students will acquire basic knowledge in double entry and develop the ability to prepare, present, analyse and interpret financial statements. It will enable students to acquire knowledge and understanding of fundamental accounting concepts, principles and procedures in the context of business aims and activities; develop skills in preparing, analysing and interpreting accounting information and understanding their applications; develop skills of numeracy, information technology literacy, communication, enquiry, presentation and interpretation, developing attitude of accuracy, orderliness and logical though and an appreciation of professional ethics.

**COMBINED HUMANITIES (SUBJECT CODE 2192)**

**Social Studies (Core)**

It aims for students to enable to understand issues that affect the socio-economic development, the governance and the future of Singapore; learn from the experiences of other countries to build and sustain a politically viable, socially cohesive and economically vibrant Singapore; and develop thinking and process skills which are essential for lifelong and independent learning.

**History (Elective)**

It aims to provide students with a global perspective of the complexities of the international relations. It highlights the importance of understanding and interpreting history in all its complexity – people, events, issues, periods, turning points, themes and sources. It also aims to equip students with the necessary skills to make reasoned and informed choices. It enables students to understand history in its settings, understand points of view in history, process historical information and develop critical and creative thinking.

**Geography (Elective)**

It aims to enable students to acquire knowledge of the characteristics and distribution of physical and human phenomena, develop an understanding of the processes of affecting the physical and human environments, provide a holistic understanding of the physical – human relationships, develop skills in acquiring, communicating and applying geographical knowledge, develop an informed concerns about the quality of the environment and the future of the human habitat, and thereby, enhance student’s sense of responsibility for the care of the Earth and its people and develop awareness of contrasting opportunities and constraints which people face in local, regional and global environments.

**Mode of assessment / examination**

- Registration of Examination: February / March
- Chinese Listening Comprehension and Oral Exam: June / July
- English Listening Comprehension and Oral Exam: August
- Other Subjects written exam: October / November
- Examination results will be released in January the following year.
Statements of Result
All candidates who have sat the GCE O-Level examination will receive their result slips upon the release of results. Successful candidates will be notified by post to collect the certificate by March of the following year.

Awarding Body: Ministry of Education, Singapore and University of Cambridge International Examinations

Pre-requisites
Minimum age: 15
Academic qualification: A Pass in Sec3 level in home country
Proficiency Level: At least a pass in Sec3 Level English with a mark of 40
Duration: Part-time and Full-Time: 10 months
Mode of delivery: Classroom based teaching
2. PREPARATORY COURSE FOR GENERAL CERTIFICATE OF EDUCATION (NORMAL LEVEL)

Learning Outcomes
Upon completion of the course, students will be provided with necessary lessons and knowledge so that at the end of the programme they can understand the topics well and answer exam questions with confidence.

COURSE SYNOPSIS

ENGLISH (SUBJECT CODE A1189)
The course will prepare students to be able to communicate effectively in English. It will enable students to:
- Listen to, read and view with understanding, accuracy and critical appreciation, a wide range of fiction and non-fiction texts;
- Speak, write and make presentations in internationally acceptable English, that is grammatical, fluent and appropriate for purpose, audience and culture;
- Speak and write for academic purposes and creative expression, using inventive and creative language;
- Think through, interpret and evaluate fiction and non-fiction texts;
- Acquire how to use language to evoke responses and construct meaning, how to present information and how to create impact by using different modes of presentation;
- Interact effectively with people from their own or different cultures;
- Read passages with good pronunciation and clear articulation;
- Interpret and explain the situations in the picture with supporting details;
- Give a personal response to the theme of the picture and the passage;

MATHEMATICS (SUBJECT CODE 4042)
The course will enable students to:
- Understand and use mathematical concepts and skills in a variety of contexts;
- Organize and analyse data and information; formulate problems into mathematical terms and select and apply appropriate techniques of solution;
- Solve higher order thinking problems; interpret mathematical results and make inferences; write mathematical explanation and arguments.

SCIENCE (SUBJECT CODE 5155)
The course will enable students to:
- Provide through well-designed studies of experimental and practical science, a worthwhile educational experience for all students whether or not they go on to study science beyond this level, and to enable them to acquire sufficient understanding and knowledge to become confident citizens in a technological world, able to take or develop an informed interest in matters of scientific import, recognise the usefulness and limitations of scientific method and to appreciate its applicability in other disciplines and in everyday life; be suitably prepared for studies beyond Normal Level which for many candidates will be vocational courses or another year of study to GCE O Level Science Examination.
- Promote an awareness that the study and practice of science are co-operative and cumulative activities and are subject to social, economic, technological, ethical and cultural influences and limitation;

ADDITIONAL MATHEMATICS (SUBJECT CODE 4039)
The general aims of Additional Mathematics are to enable students to:
- Understand and use mathematical concepts and skills in a variety of contexts;
- Organize and analyse data and information; formulate problems into mathematical terms and select and apply appropriate techniques of solution
- Solve higher order thinking problems; interpret mathematical results and make inferences; write mathematical explanation and arguments;
PRINCIPLES OF ACCOUNTS (SUBJECT CODE 7091)
The general aims of the subject are to enable students to
- Acquire knowledge and understanding of fundamental accounting concepts, principles and procedures in the contexts of business aims and activities;
- Develop skills in preparing and analysing accounting information;
- Developing an understanding of the role of accounting in providing an information system for monitoring and decision making;
- Developing skills of numeracy, information technology literacy, communication, inquiry and presentation;
- Developing attitude of accuracy, orderliness and logical thought and an appreciation of professional ethics;

CHINESE (SUBJECT CODE 1172)
See syllabus at:

COMBINED HUMANITIES (SUBJECT CODE 2193)

Social Studies (Core)
It aims for students to enable to understand issues that affect the socio-economic development, the governance and the future of Singapore; learn from the experiences of other countries to build and sustain a politically viable, socially cohesive and economically vibrant Singapore; and develop thinking and process skills which are essential for lifelong and independent learning.

Geography (Elective)
The course aims to enable students to acquire knowledge of the characteristics and distribution of physical and human phenomena, develop an understanding of the processes of affecting the physical and human environments, provide a holistic understanding of the physical – human relationships, develop skills in acquiring, communicating and applying geographical knowledge, develop an informed concerns about the quality of the environment and the future of the human habitat, and thereby, enhance student’s sense of responsibility for the care of the Earth and its people and develop awareness of contrasting opportunities and constraints which people face in local, regional and global environments.

History (Elective)
It aims to provide students with a global perspective of the complexities of the international relations. It highlights the importance of understanding and interpreting history in all its complexity – people, events, issues, periods, turning points, themes and sources. It also aims to equip students with the necessary skills to make reasoned and informed choices. It enables students to understand history in its settings, understand points of view in history, process historical information and develop critical and creative thinking.

Mode of assessment / examination
Registration of Examination: March
Chinese Listening Comprehension and Oral Exam: July/ August
English Listening Comprehension and Oral Exam: July
Other Subjects written exam: September/ October
Examination results will be released in December of the examination year.

Statements of Result
Successful candidates will be notified by post to collect the certificate by February of the following year. Certificates not claimed within one year of the collection period will be destroyed and no replacement will be available. Candidate who obtained at least a Grade D or better one or more subjects will receive a Singapore-Cambridge General Certificate of Education Normal (Academic) Level.
Awarding Body: Ministry of Education, Singapore and University of Cambridge International Examinations

Pre-requisites
Minimum age: 15
Academic qualification: A Pass in Sec2 level in home country
Proficiency Level: At least a pass in Sec2 Level English with a mark of 40
Duration: Part-time and Full-Time: 9 months
Mode of delivery: Classroom based teaching
3. PREPARATORY COURSE FOR GENERAL CERTIFICATION EDUCATION (GCE) ADVANCED LEVEL

Learning Outcomes
Upon completion of the course, students will be provided with necessary lessons and knowledge so that at the end of the programme they can understand the topics well and answer exam questions with confidence.

SYNOPSIS

GENERAL PAPER (SUBJECT CODE 8806) H1

The course aims to enable students to achieve the following outcomes:

- Understand the world better in which they live by fostering a critical awareness of continuity and change in the human experience;
- Demonstrate their understanding of the nature of knowledge by appreciating the inter-relationship of ideas from across disciplines;
- Broaden their global outlook while enabling them to remain mindful of shard historical and social experiences both within Singapore and regionally;
- Develop maturity of thought and apply critical reading and creative thinking skills;
- Develop skills of clear, accurate and effective communication;
- Develop the skills of evaluation of arguments and opinions;
- Promote extensive and independent reading and research;

Upon completion of the course, the students are expected to demonstrate a broad and mature understanding of a range of subject matter from the humanities and culture as well as science and technology, including some issues of significance to Singapore, comprehension, interpretation and application of a range of subject matter, and effective communication and proficient use of language appropriate to students at this level.

MATHEMATICS (SUBJECT CODE 8864)

The main focus of the subject is for the understanding and application of basic concepts and techniques of statistics. The course will enable students to

- Understand and apply mathematical concepts and skills in a variety of contexts, including the manipulation of mathematical expressions and use of graphic calculator;
- Reason and communicate mathematically through mathematical explanation, arguments and proofs, and inferences;
- Solve unfamiliar problems; translate common realistic contexts into mathematics; interpret and evaluate mathematical results and use the results to make predictions or comments on the context.

PHYSICS (SUBJECT CODE 8866)

The course aims to equip students with knowledge and understanding in relation to

- Scientific phenomena, facts, laws, definitions, concepts, theories, vocabulary, terminology, conventions, instruments and apparatus;
- Handle, apply, and evaluate information to locate, select, organise and present information from a variety of sources; translate information from one form to another, manipulate numerical and other data; use information to identify patterns, report trends, draw inferences and report conclusion; apply knowledge including principles to novel situations; evaluate information and hypothesis; and demonstrate an awareness of the limitations of physical theories and models;

CHEMISTRY (SUBJECT CODE 8872)

It emphasizes on the understanding and application of scientific concepts and principles. It aims for students to develop skills that will be of long term value in an increasingly technological world rather than focusing on large quantities of factual material which may have only short term relevance.

It aims to provide, through well-designed studies of experimental and practical chemistry, a worthwhile educational experience for all students, whether or not they go on to study science beyond this level and in particular to enable them to acquire sufficient understanding and knowledge to become confident citizens in a technological world, able to take or develop an informed interest in matters of scientific import, to recognise...
the usefulness, and limitations, of scientific method and to appreciate its applicability in other disciplines and in everyday life;

**PRINCIPLES OF ACCOUNTING (SUBJECT CODE 9755 H2)**

It aims to provide students with a foundation course in accounting at a breadth and depth appropriate to the A level. It is designed to provide students with a sound understanding of financial and management accounting procedures and an appreciation of its role in the society. It aims to develop and understanding of the concepts, principles and practices of accounting and the ability to apply them in a variety of business and personal situations; develop and understanding of the role of accounting as an information system for monitoring, problem-solving, and decision-making in changing economic, social and technological environments; develop a critical approach to analysing and evaluating accounting policies and procedures; and develop skills of communication, analysis, interpretation and presentation of both qualitative and quantitative accounting information.

**ECONOMICS (SUBJECT CODE H1 8819)**

It will provide the basis for a broad understanding of economics. Specifically the course will enable students to develop an understanding of fundamental economic principles, theories and concepts and of the methods of analysis used by an economist, the ability to use of the tools of economic reasoning to explain, analyse and resolve economic issues, and evaluate policy decisions, the habit of reading critically, from a variety of sources, to gain information about the changing economic activities and policies at the national and international levels, and the ability to use evidence in making rational arguments in economic context and understand the roles of various economic agents.

**ENGLISH LANGUAGE AND LINGUISTICS (SUBJECT CODE 9727)**

The course covers different text types: written, spoken, multi-model materials that are represented in the paper and most of the materials are drawn from such areas such transcriptions of everyday conversations, speeches and radio interviews, etc.

Areas of focus in this subject are

- Reasons for language variation and change, language changer over the past 100 years in spelling, grammar, lexis, meaning, etymology, pronunciation, conventions and style, terms and concepts related to language variation, regional/ social/ stylistic variation and change in the English and how new varieties of English reflect the society they are situated in, attitudes to different varieties of the English language, the role of standard English, English as a world language and the impact of new communications technology on the use of the English language;
- The influence of culture on language in general, how language shapes our perspectives in the discourse of different institutions, how language is used to produce, reproduce or challenge social values and attitudes, how texts produce representations of identity and why and how some groups seek to differentiate themselves through language;

**Mode of assessment / examination**

- Registration of Examination: March
- Chinese Listening Comprehension and Oral Exam: July
- Other Subjects written exam: November/ December
- Examination results will be released in March of the following year.

**Statements of Result**

Candidate who passes at least one subject at H1 Level or H2 Level will receive a Singapore-Cambridge General Certificate of Education Advanced Level. For H1 and H2 subjects, the pass grades are A to E, with A being the highest pass grade and E the lowest. The S (sub-pass) or Ungraded, both of which indicate that the candidate has failed to obtain a pass in the subject, will not appear on the Certificate. Certificates not claimed within one year of the collection period will be destroyed and no replacement will be available.
Pre-requisites
Minimum age: 16
Academic qualification: At least an overall Pass in GCE O level with a min C6 in English and Mathematics OR Overall Pass in High School Level in home country
Proficiency Level: At least a C6 at GCE O Level English or obtain 40 marks in JE Educational College Sec 4 Level English written exam
Duration: Part-time and Full-Time: 10 months
Mode of delivery: Classroom based teaching
SYNOPSIS

FOR

LANGUAGE COURSES
4. CERTIFICATE IN ENGLISH FOR FOREIGN STUDENTS (ELEMENTARY LEVEL)

Learning Outcomes
Upon completion of the course, students will develop in their basic practical communication abilities such as listening and speaking, deepening the understanding of language and culture, and fostering a positive attitude toward communication through English.

Areas for emphasis
1) Language Activities: Listening, Speaking, Reading & Writing

* **Listening activities** enable students to understand phrases and expressions related to areas of most immediate priority by using clearly and slowly articulated speeches which are intended for lower proficiency level speakers;
* **Speaking activities** aim to help students to ask for and provide personal information, describe situations that are quite commonly used; Dialogues pertaining to daily conversations (i.e. greetings, working in the office, telephone calls, having meals at Hawker centres or Food Courts)
* **Reading activities** enable students to understand short simple texts containing the highest frequency vocabulary
* **Writing activities** enable students to describe the common things around their lives in a simple and straightforward way

2) Situations and Functions:
**Situations** where fixed expressions are often used and which are relevant to student’s life
**Functions** which are commonly used in daily communication

3) Vocabulary and Topics:
That draws on simple and common vocabulary and terms for the expressions of basic communicative needs.

4) Grammar: It enables students to build simple sentences and structures correctly

Evaluation Criteria and methods
**Homework** is checked for completeness, accuracy, and/or understanding
**Class work** is evaluated overall by the teacher; quizzes, multiple choice, short answers and/or open-response items are given as needed to check comprehension and development of skills
**Monthly test** consists of multiple choice, short answer
**Completion test** (to be issued certificates) is a combination of proficiency and achievement tests:
**Pass Mark:** 50
**Credit:** 65
**Distinction:** 75

* **Qualitative and quantitative assessments** are made on students throughout the course. The qualitative one is the overall evaluation by class teacher and the quantitative one is the students’ performance in the monthly test. To proceed to the higher level in English, students are required to get average score of 70 throughout the course and get 75 in the test taken at the end of the previous course.

Pre-requisites
**Minimum age:** 9
**Academic qualification:** A pass in Primary 5 Level Education in home country
**Proficiency Level:** Obtain JE Educational College English Placement test mark between 10 and 30
**Duration:** Part-time and Full-Time: 6 months
**Mode of delivery:** Classroom based teaching
5. CERTIFICATE IN ENGLISH FOR FOREIGN STUDENTS (INTERMEDIATE LEVEL)

Learning Outcomes
Upon completion of the course, students will develop their abilities to understand what they listen to or read and to convey information, ideas, etc. by speaking or writing in English, and foster a positive attitude toward communication through dealing with a wide variety of topics.

Areas for emphasis:
1) Language Activities
   Communicative Activities (Students have to play the role of senders and receivers of information, ideas etc.)
   Integrating reading activities with listening, speaking and writing activities
   Writing down information, ideas, etc. in English in accordance with the situation and the purpose, and to foster a positive attitude toward communicating by utilizing these abilities
   Situations and functions
   Reading: To be able to read with a large degree of independence, adapting styles and speed of reading to different texts and purposes and having acquired different reading techniques such as skimming and scanning depending on the purpose of reading
   Speaking: To be able to acquire a clear and natural pronunciation and intonation
   Listening: To be able to follow extended speech
   Writing: To enable students to produce formal writing in a natural and smooth way

2) Situations for communication on an individual groups or in groups or communication aimed at a larger number of people and situations for creative communication

3) Functions for smoothing human relationship, transmitting feelings and information, ideas and intentions, instigation actions etc.

4) Language elements: Sentence Patterns and grammar
   Topics and vocabulary: A variety of suitable topics in accordance with the level of students' mental, physical and linguistic development, as well as their interests and concerns, covering topics that relate to the daily lives etc.

5) Teaching Methods: Incorporating team-teaching, pair work, group work, etc. as appropriate and utilizing audio visual teaching materials, communication networks, etc. Moreover, classes are composed with students from different lands or countries, thus developing students' communication abilities and to deepen their international understanding.

Evaluation Criteria and methods
- **Homework** is checked for completeness, accuracy, and/or understanding.
- **Class work** is evaluated overall by the teacher; quizzes, multiple choice, short answers and/or open-response items are given as needed to check comprehension and development of skills;
- **Quizzes**, multiple choice, short answers and open-ended items are given as needed to check comprehension and development of skills
- **In written responses**, emphasis is placed on organization, focus, elaboration, accuracy, and depth of understanding
- **Essay and composition assignments** are given in timed and untimed settings and are assessed based on organization and individuality
- **Monthly test** consists of multiple choice, short answer;
- **Completion test** (to be issued certificates) is a combination of proficiency and achievement tests:
  - **Pass Mark:** 50
  - **Credit:** 65
  - **Distinction:** 75

Qualitative and quantitative assessments are made on students throughout the course. The qualitative one is the overall evaluation by class teacher and the quantitative one is the students’ performance in the monthly test. To proceed to the higher level in English, students are required to get average score of 70 throughout the course and get 75 in the test taken at the end of the previous course.
Pre-requisites
Minimum age: 9
Academic qualification: A pass in Primary 5 Level Education in home country
Proficiency Level: Obtain JE Educational College English Placement test mark between 31 and 44
Duration: Part-time and Full-Time: 6 months
Mode of delivery: Classroom based teaching
6. CERTIFICATE IN ENGLISH FOR FOREIGN STUDENTS (ADVANCED LEVEL)

Learning Outcomes
Upon completion of the course, students will improve their ability to read for a variety of purposes, plan and write for a wide variety of purposes and audiences, apply standard English grammar and usage, speak effectively and listen responsively, develop and apply higher order (critical) thinking skills.

Areas for emphasis
- Word-attack skills
- Text-attack skills (syntactical processing)
- Schema Activation
- Integrated Aural/Oral Skills
- Reference skills/Study skills
- Integrating four language skills

Reading: Reading sophisticated advanced level expository texts, distinguishing main ideas and supporting points, evaluating the persuasiveness of arguments and evidence, critique assumptions, and making relevant inferences etc.

Writing: Planning and writing well-focused, logically organized, thoroughly developed, and coherent extended advanced level compositions

Writing Process: Demonstrating in-depth knowledge of the writing process and pre-writing, planning, drafting, revising, editing, and proofreading

Syntax and Stylistics: Distinguishing between different styles of written English and evaluating the appropriateness of a particular style, tone, or voice for a given audience; Varying sentence shape and structure for emphasis and effect

Grammar: Have a good command of a broad lexical repertoire, good commands of idiomatic expressions and colloquialism,

Evaluation Criteria and methods
- Homework is checked for completeness, accuracy, and/or understanding.
- Class work is evaluated overall by the teacher; quizzes, multiple choice, short answers and/or open-response items are given as needed to check comprehension and development of skills;
- Quizzes, multiple choice, short answers and open-ended items are given as needed to check comprehension and development of skills
- In written responses, emphasis is placed on organization, focus, elaboration, accuracy, and depth of understanding
- Essay and composition assignments are given in timed and untimed settings and are assessed based on organization and individuality
- Monthly test consists of multiple choice, short answer;
- Completion test (to be issued certificates) is a combination of proficiency and achievement tests:
  - Pass Mark: 50
  - Credit: 65
  - Distinction: 75

* Qualitative and quantitative assessments are made on students throughout the course. The qualitative one is the overall evaluation by class teacher and the quantitative one is the students’ performance in the monthly test.

Pre-requisites
Minimum age: 9
Academic qualification: A pass in Primary 5 Level Education in home country
Proficiency Level: Obtain at least JE Educational College English Placement test mark 45
Duration: Part-time and Full-Time: 6 months
Mode of delivery: Classroom based teaching
7. PREPARATORY COURSE FOR INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM (IELTS) EXAMINATION

Learning Outcomes
Upon completion of the course, students will be familiar with the different question types that students will find in IELTS and give them guided practice in each of them, and to help students to develop the skills they need to be useful.

Course Synopsis
The course will focus on four parts corresponding to the four IELTS modules. For each module, the course will enable students to develop their skills through focussed exercises with detailed guidance. Once students have developed their skilled, they can put what they have learnt into practice.

Pre-requisites
Minimum Age: 16 years
Academic Qualifications: A Pass in Sec1 level in home country
Proficiency Level: At least a pass in Sec1 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Mode of delivery: Classroom-based teaching with AV facilities

Two versions of the test
IELTS has two versions – Academic and General Training,
• The Academic test is for those who want to study at a tertiary level in an English-speaking country.
• The General Training test is for those who want to do work experience or training programs, secondary school or migrate to an English-speaking country.
• All candidates take the same Listening and Speaking tests but different Reading and Writing tests.

Areas for emphasis: Examination Techniques and strategies
Skills for the Listening Module – the course will focus on previewing and predicting, listening for specific information and checking and rewriting
Skills for the Reading Module – the course will provide students with techniques for previewing, interpreting the instructions and questions, scanning the text for specific answers and working out unfamiliar vocabulary
Skills for the Writing Module – the course provide students with guidance on preparation, writing introductory sentence (general statement and thesis statement), body paragraph, concluding sentence and skills in editing (grammatical structure, sentence structure, vocabulary, spelling, main ideas, connective words, etc)
Skills for the Speaking Modules – the course will help students to be proficient in extended discourses, provide students with questions likely to be asked, elicitation, speculation and attitude, conclusion, coping with the interview

Test Format and Duration
IELTS has four parts – Listening (30 minutes), Reading (60 minutes), Writing (60 minutes) and Speaking (11–14 minutes). The total test time is 2 hours and 45 minutes. The Listening, Reading and Writing tests are done in one sitting. The Speaking test may be on the same day or up to seven days before or after the other tests.
IELTS Exams
IELTS is available on 48 fixed dates a year – up to four times a month, depending on local demand. Check all the test dates for the year or go to your nearest centre to see its next test date.

IELTS Test Scores
There is no pass or fail in IELTS. Candidates are graded on their performance in the test, using scores from 1 to 9 for each part of the test – Listening, Reading, Writing and Speaking. Your results from the four parts then produce an Overall Band Score.
This unique 9-band system measures scores in a consistent manner – wherever and whenever the test is taken. It is internationally recognised and understood, giving you a reliable international currency.

IELTS 9-band scale
Each band corresponds to a level of English competence. All parts of the test and the Overall Band Score can be reported in whole and half bands, eg 6.5, 7.0, 7.5, 8.0.

Band 9: Expert user: has fully operational command of the language: appropriate, accurate and fluent with complete understanding;
Band 8: Very good user: has fully operational command of the language with only occasional unsystematic inaccuracies and inappropriacies. Misunderstandings may occur in unfamiliar situations. Handles complex detailed argumentation well;
Band 7: Good user: has operational command of the language, though with occasional inaccuracies, inappropriacies and misunderstandings in some situations. Generally handles complex language well and understands detailed reasoning.
Band 6: Competent user: has generally effective command of the language despite some inaccuracies, inappropriacies and misunderstandings. Can use and understand fairly complex language, particularly in familiar situations.
Band 5: Modest user: has partial command of the language, coping with overall meaning in most situations, though is likely to make many mistakes. Should be able to handle basic communication in own field.
Band 4: Limited user: basic competence is limited to familiar situations. Has frequent problems in understanding and expression. Is not able to use complex language.
Band 3: Extremely limited user: conveys and understands only general meaning in very familiar situations. Frequent breakdowns in communication occur.
Band 2: Intermittent user: no real communication is possible except for the most basic information using isolated words or short formulae in familiar situations and to meet immediate needs. Has great difficulty understanding spoken and written English.
Band 1: Non-user: essentially has no ability to use the language beyond possibly a few isolated words.
Band 0: Did not attempt the test: No assessable information provided.

Issuance of Test Report Form
Test Report Form will be posted to candidates 13 calendar days after the test date. All test centres will post Test Report Form to students. Students only receive one copy. Some test centres provide SMS alerts and an online results service.

Re-sitting the test
There is no limit on sitting the test. However, IELTS recommends students do additional study before taking the test again.
8. CERTIFICATE IN GENERAL ENGLISH COURSE

Learning Outcomes
Upon completion of the course, students will develop in their basic practical communication abilities such as listening and speaking, deepening the understanding of language and culture, and fostering a positive attitude toward communication through English.

Aim
- To build up student’s basic and fundamental knowledge of English
- To enable to identify relevant data, facts and instructions appropriately from simple texts
- To enable to produce basic formulaic text reasonably accurately using basic structures and conventions
- To enable to take any action necessary from the stimulus material
- To enable to refer to dictionary or other reference material to clarify and confirm meaning
- To convey of the written material to enable readers to understand the message

Topics
- Introduction to English Language
- Dialogues pertaining to daily conversations (i.e. greetings, working in the office, telephone calls, having meals at Hawker centres or Food Courts)
- Simple Grammar
- Pronunciation
- Basic office or place of work descriptions
- Basic job and roles in a work context
- Basic work or business related instructions and directions
- Standard business or work-related messages
- Linguistic Competence – structures, Concepts, vocabulary and functions

Areas for emphasis
1) Language Activities: Listening, Speaking, Reading & Writing

2) Situations and Functions:
   Situations where fixed expressions are often used and which are relevant to student’s life
   Functions which are commonly used in daily communication

3) Vocabulary and Topics:
   That draws on simple and common vocabulary and terms for the expressions of basic communicative needs.

4) Grammar: It enables students to build simple sentences and structures correctly

Evaluation Criteria and methods
Homework is checked for completeness, accuracy, and/or understanding
Class work is evaluated overall by the teacher; quizzes, multiple choice, short answers and/or open-response items are given as needed to check comprehension and development of skills
Monthly test consists of multiple choice, short answer
Completion test (to be issued certificates) is a combination of proficiency and achievement tests:
Pass Mark: 50
Credit: 65
Distinction: 75

* Qualitative and quantitative assessments are made on students throughout the course. The qualitative one is the overall evaluation by class teacher and the quantitative one is the students’ performance in the monthly test. To proceed to the higher level in English, students are required to get average score of 70 throughout the
course and get 75 in the test taken at the end of the previous course.

**Pre-requisites**

Minimum age: 7  
Academic qualification: Completed Primary 1 Level Education  
Proficiency Level: Pass in PRIMARY 1 English  
Duration: Part-time and Full-Time: 3 months  
Mode of delivery: Classroom based teaching
This JLPT course prepares students to sit for the Japanese Language Proficiency Test (JLPT), jointly organized by The Japan Foundation and The Association of International Education, commissioned by the Japanese Government. There are **five levels in the JLPT examination** – Level N1, N2, N3, N4 and N5. Students can take the level according to their ability and study. Students will be tested in the language knowledge covering vocabularies, grammar, comprehension and listening. Students are required to understand Japanese used in everyday situations and in a variety of circumstances.

**Learning Outcomes**

Upon completion of the course, students will get used to the kind of questions and the time for answering JLPT questions, improve in their grammar and vocabulary, improve Kanji reading and writing skills, gain experience and confidence to take the exams after being provided with real exam questions and acquire vocabulary, advanced grammar and idioms to increase comprehension.

**Course Synopsis**

1. **Level N5**: This course is for those who don't know Japanese language at all. It aims to help students master the basic elements of grammar, know around 100 Kanji words and 800 words, have the ability to engage in simple conversation and to read and write short simple sentences. The course will focus on the very fundamentals of the language and promote well rounded development in the aspects of reading, writing, listening and speaking.

2. **Level N4**: This course will enable students to master grammar to a certain level, know around 300 Kanji and 1500 words, have ability to take part in everyday conversation and to read and write simple sentences. We will focus more on grammar and will touch on the various forms of words.

3. **Level N3**: This course will enable students to master grammar to a relatively high level, know around 1000 Kanji and 6000 words, and have the ability to converse, read and write about matters of a general nature. This level continues to build on to the next higher level by reinforcing the grammar forms previously learnt while adding new content in the form of authentic situation, role-plays and topical discussions.

4. **Level N2**: This course will enable students to master grammar to a high level, know around 2000 kanji and 10000 words, and have an integrated command of the language sufficient for life in Japanese society, providing a useful base for study at a Japanese university. It will focus on listening skills, reading comprehension passages and cover high level of grammar. Upon completion of this level, 70 – 80% of the grammar will have been covered.

5. **Level N1**: This is a further advanced level and a continuation of the N2 level and further expands on vocabulary. Reading requiring deep understanding will be covered in this level.

**Pre-requisites**

- Minimum age: 9
- Academic qualification: Pass in P6 level in home country
- Proficiency Level: At least a pass in P6 Level English with a mark of 40
- Duration: Part-time: 8 months
- Mode of delivery: Classroom-based teaching with AV facilities

**Exams: July / December**
Overall pass marks and sectional pass marks of the new Japanese-Language Proficiency Test (N4-N5)
Pass/fail is determined by the examinees’ total score and also their total for each scoring section. In other words, the total score needs to be at or above the point required for passing (overall pass mark), and scores of individual scoring sections need to be at or above the minimum point required for passing (sectional pass marks).

Overall pass marks and sectional pass marks for N4 and N5 are shown in the table below.

<table>
<thead>
<tr>
<th>Level</th>
<th>Overall pass marks</th>
<th>Language Knowledge (Vocabulary/Grammar)</th>
<th>Reading</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>N4</td>
<td>90 points</td>
<td>38 points</td>
<td>19 points</td>
<td></td>
</tr>
<tr>
<td>N5</td>
<td>80 points</td>
<td>38 points</td>
<td>19 points</td>
<td></td>
</tr>
</tbody>
</table>

Overall pass marks and sectional pass marks of the new Japanese-Language Proficiency Test (N1-N3)
Pass/fail is determined by the examinees' total score and also their total for each scoring section. In other words, the total score needs to be at or above the point required for passing (overall pass mark), and scores of individual scoring sections need to be at or above the minimum point required for passing (sectional pass marks).

Overall pass marks and sectional pass marks for N1 through N3 are shown in the table below.

<table>
<thead>
<tr>
<th>Level</th>
<th>Overall pass mark</th>
<th>Language Knowledge (Vocabulary/Grammar)</th>
<th>Reading</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>N1</td>
<td>100 points</td>
<td>19 points</td>
<td>19 points</td>
<td>19 points</td>
</tr>
<tr>
<td>N2</td>
<td>90 points</td>
<td>19 points</td>
<td>19 points</td>
<td>19 points</td>
</tr>
<tr>
<td>N3</td>
<td>95 points</td>
<td>19 points</td>
<td>19 points</td>
<td>19 points</td>
</tr>
</tbody>
</table>

Certificate Issuance
Japanese-Language Proficiency Test Certificate of Result and Scores" is issued for successfully completed levels including those of the old test for the purpose of admission to advanced education or finding employment. This certificate contains fail/pass results and scores for each scoring section. It can be used as official proof for schools and companies.
SYNOPSIS

FOR

AEIS COURSES
10. PREPARATORY COURSE FOR GOVERNMENT SCHOOLS (PRIMARY LEVELS)

About AEIS Test
International students who are interested in studying in mainstream government schools (primary and secondary) must take a centralized admission test conducted by the Ministry of Education. The test is held in September and October each year so that foreign students can join the schools in January of the following year. This admission scheme which is known as the Admissions Exercise for International Students (AEIS), will involve a centralized test on English and Mathematics, and applicants who pass the test will be offered a place in a suitable school. The scheme is for new international students seeking admission into Primary 2–5 and Secondary 1–3 of Singapore government schools.

Use of Optical Answer Sheet (OAS)
For multiple-choice questions, applicants are required to use a pencil to shade the answers on the Optical Answer Sheet (OAS). The OAS will be issued to applicants together with the test papers.

Age Requirement for Admission into Government School

<table>
<thead>
<tr>
<th>Age as at 1 Jan 2011</th>
<th>Appropriate Test</th>
<th>Content Level Tested</th>
<th>Possible Level / Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 to 7+</td>
<td>P2/P3</td>
<td>P1/P2</td>
<td>P2 or P1 or unsuccessful</td>
</tr>
<tr>
<td>8 to 8+</td>
<td>P2/P3</td>
<td>P1/P2</td>
<td>P3 or P2 or P1 or unsuccessful</td>
</tr>
<tr>
<td>9 to 9+</td>
<td>P4/P5</td>
<td>P3/P4</td>
<td>P4 or P3 or P2 or unsuccessful</td>
</tr>
<tr>
<td>10 to 10+</td>
<td>P4/P5</td>
<td>P3/P4</td>
<td>P5 or P4 or P3 or unsuccessful</td>
</tr>
<tr>
<td>11 to 11+</td>
<td>P4/P5</td>
<td>P3/P4</td>
<td>P5 or P4 or unsuccessful</td>
</tr>
<tr>
<td>12 to 12+</td>
<td>P4/P5</td>
<td>P3/P4</td>
<td>P5 or unsuccessful</td>
</tr>
</tbody>
</table>

About the Course
This preparatory course aims to prepare international students for entry into Singapore’s mainstream government schools. The course focuses mainly on English and Mathematics which are tested in the major entrance examination the Admission Exercise for International Students (AEIS) Test and individual schools’ entrance tests. Our classroom/exam-based curriculum strives to help students achieve the competency level required to sit for the stated examination.

Students will be assessed through two different subjects:
- English: Grammar, Vocabulary, Reading Comprehension and Writing
- Mathematics

(Course content is based on the AEIS Test Format provided in the MOE, Singapore website: www.moe.gov.sg http://www.moe.gov.sg/education/admissions/international-students/admissions-exercise/)

Our course content conforms strictly to the MOE syllabus. The whole course is very intensive and is conducted in English so as to help students to improve their English proficiency within a short period of time. Teaching methods are based on the syllabuses and curriculum used by the government schools in Singapore and the textbooks used are selected from MOE-approved publishers. Our course is designed to provide students with specific examination skills, mastery of the English language and a broad understanding of the culture and learning environment in local government schools.

Exam: October every year

Learning Outcomes
Upon completion of the course, foreign students seeking admission into Singapore Government schools will be well equipped with knowledge and skills to sit for the government Primary School Qualifying Entrance test and upon passing the Entrance Test (AEIS) obtained admission to the government school in Singapore.

Eligibility Criteria

COURSE SYNOPSIS

UPDATED: JUNE 2015
Applicants should meet the following minimum entry requirements:
- Permissible age range for Primary level
- Schooling up to and including potential admission level

**General Curriculum Structure**

**Primary 2 – 5**

To prepare students with the fundamental understanding of English language and Mathematics by providing a good foundation in basic English grammar, exposure to common vocabulary themes, a good foundation in basic mathematical skills as taught in local schools, and ample opportunity to practise AEIS examination type questions.

**Course Syllabus**

Each level program is a 6-month classroom based intensive program with a focus on English Language and Mathematics.

**English**

This course aims for students to be equipped to be competent in the English language to prepare them for their entry exams to primary and secondary education in Singapore. Students will be taught the various components in their English examination according to their academic level and develop their skills in reading and writing. Students will be taught grammar, vocabulary, reading comprehension and composition writing. All the exercises and assignment are marked and graded and remedial lessons are provided to help them to know their weak areas. The content of the course is based on the syllabus laid out by the Ministry of Education of Singapore (English language syllabus 2001) [http://www.moe.gov.sg/education/syllabuses/english-language-and-literature/files/english-primary-secondary.pdf](http://www.moe.gov.sg/education/syllabuses/english-language-and-literature/files/english-primary-secondary.pdf)

The course covers the following main topics: Grammar, Composition, Comprehension, Cloze passages, and Vocabulary.

For composition, students are provided the sample compositions and taught the techniques on how to write a good composition. They are taught how to improve their content, choice of words/ vocabulary, formation of good and effective grammar patterns to produce simple but coherent short compositions for their writing section.

At the end of the Preparatory Course, students will be able to communicate effectively in English. They will be able to:
- Listen to, read and view with understanding fiction and non-fiction texts from print.
- Express themselves in well-constructed sentences both orally and in writing.
- Demonstrate proficiency in writing of compositions.
- Answer comprehension questions from given passages.
- Demonstrate proficiency on comprehension cloze.

**PRIMARY LEVEL COURSES**

1. **Preparatory Course for Admission to Government School Primary 2**

   The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
   1. Simple Reading passages
   2. Multiple-choice questions on Comprehension
   3. Language use
   4. Primary 1 Mathematics

**Pre-requisites**

Minimum Age: 7 years

Academic Qualifications: Pass in P1 level in home country or pass in JE educational College P1 level English and Mathematics Placement test with an mark of 40

Proficiency Level: At least a pass in P1 Level English with an mark of 40

Mode of delivery: Classroom-based teaching
2. **Preparatory Course for Admission to Government School Primary 3**
   The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
   1. Simple Reading passages
   2. Multiple-choice questions on Comprehension
   3. Language use
   4. Primary 2 Mathematics

**Pre-requisites**
Minimum Age: 8 years
Academic Qualifications: Pass in P3 level in home country or pass in JE educational College P2/P3 level English and Mathematics Placement test with an mark of 50
Proficiency Level: At least a pass in P2/P3 Level English with an mark of 50
Mode of delivery: Classroom-based teaching

3. **Preparatory Course for Admission to Government School Primary 4**
   The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
   1. Comprehension Cloze Passages
   2. Composition Writings (with minimum 100 words)
   3. Vocabulary Exercises
   4. Grammar Exercises
   5. Comprehension (multiple-choice questions)
   6. Primary 3 Math (Singapore Standard)

**Pre-requisites**
Minimum Age: 9 years
Academic Qualifications: Pass in P3 level in home country or pass in JE educational College P2/P3 level English and Mathematics Placement test with an mark of 40
Proficiency Level: At least a pass in P2/P3 Level English with an mark of 40
Mode of delivery: Classroom-based teaching

4. **Preparatory Course for Admission to Government School Primary 5**
   The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
   1. Comprehension Cloze Passages
   2. Composition Writings (with minimum 100 words)
   3. Vocabulary Exercises
   4. Grammar Exercises
   5. Comprehension (multiple-choice questions)
   6. Primary 4 Math (Singapore Standard)

**Pre-requisites**
Minimum Age: 10 years
Academic Qualifications: Pass in P4 level in home country or pass in JE educational College P4 level English and Mathematics Placement test with an mark of 40
Proficiency Level: At least a pass in P4 Level English with a mark of 40
Mode of delivery: Classroom-based teaching

**Issuance of Test Result**
Applicants who pass the AEIS centralised test would be offered a place in a suitable school, based on available school vacancies and their performance in the centralised test, while unsuccessful applicants will also be notified.
11. PREPARATORY COURSE FOR ADMISSION TO GOVERNMENT SCHOOLS SECONDARY LEVELS

About AEIS Test
International students who are interested in studying in mainstream government schools (primary and secondary) must take a centralized admission test conducted by the Ministry of Education. The test is held in September and October each year so that foreign students can join the schools in January of the following year. This admission scheme which is known as the Admissions Exercise for International Students (AEIS), will involve a centralized test on English and Mathematics, and applicants who pass the test will be offered a place in a suitable school. The scheme is for new international students seeking admission into Primary 2–5 and Secondary 1–3 of Singapore government schools.

Use of Optical Answer Sheet (OAS)
For multiple-choice questions, applicants are required to use a pencil to shade the answers on the Optical Answer Sheet (OAS). The OAS will be issued to applicants together with the test papers.

Age Requirements for Admissions into Secondary School

<table>
<thead>
<tr>
<th>Level</th>
<th>Permissible Age Range</th>
<th>Content level Tested</th>
<th>Possible Level / Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sec 1</td>
<td>12 to 14+ years old</td>
<td>Pri 6</td>
<td>Sec 1 or unsuccessful</td>
</tr>
<tr>
<td>Sec 2</td>
<td>13 to 15+ years old</td>
<td>Sec 1</td>
<td>Sec 2 or unsuccessful</td>
</tr>
<tr>
<td>Sec 3</td>
<td>14 to 16+ years old</td>
<td>Sec 2</td>
<td>Sec 3 or unsuccessful</td>
</tr>
</tbody>
</table>

Exam: October every year

About the Course

This preparatory course aims to prepare international students for entry into Singapore’s mainstream government schools. The course focuses mainly on English and Mathematics which are tested in the major entrance examination the Admission Exercise for International Students (AEIS) Test and individual schools’ entrance tests. Our classroom/exam-based curriculum strives to help students achieve the competency level required to sit for the stated examination. Students will be assessed through two different subjects:

- English: Grammar, Vocabulary, Reading Comprehension and Writing
- Mathematics

(Course content is based on the AEIS Test Format provided in the MOE, Singapore website: www.moe.gov.sg http://www.moe.gov.sg/education/admissions/international-students/admissions-exercise/)

Our course content conforms strictly to the MOE syllabus. The whole course is very intensive and is conducted in English so as to help students to improve their English proficiency within a short period of time. Teaching methods are based on the syllabuses and curriculum used by the government schools in Singapore and the textbooks used are selected from MOE-approved publishers. Our course is designed to provide students with specific examination skills, mastery of the English language and a broad understanding of the culture and learning environment in local government schools.

Learning Outcomes
Upon completion of the course, foreign students seeking admission into Singapore Government schools will be well equipped with knowledge and skills to sit for the government Secondary School Qualifying Entrance test and upon passing the Entrance Test (AEIS) obtained admission to the government school in Singapore.
Eligibility Criteria
Applicants should meet the following minimum entry requirements:
- Permissible age range for Secondary level
- Schooling up to and including potential admission level

General Curriculum Structure
Secondary 1 - 3
To prepare students with the fundamental understanding of English language and Mathematics by providing a good foundation in basic English grammar, exposure to common vocabulary themes, a good foundation in basic mathematical skills as taught in local schools, ample opportunity to practice AEIS examination type questions

Course Syllabus
Each level program is a 6-month classroom based intensive program with a focus on English Language and Mathematics.

English
This course aims for students to be equipped to be competent in the English language to prepare them for their entry exams to primary and secondary education in Singapore. Students will be taught the various components in their English examination according to their academic level and develop their skills in reading and writing. Students will be taught grammar, vocabulary, reading comprehension and composition writing. All the exercises and assignment are marked and graded and remedial lessons are provided to help them to know their weak areas. The content of the course is based on the syllabus laid out by the Ministry of Education of Singapore (English language syllabus 2001) [http://www.moe.gov.sg/education/syllabuses/english-language-and-literature/files/english-primary-secondary.pdf](http://www.moe.gov.sg/education/syllabuses/english-language-and-literature/files/english-primary-secondary.pdf)
The course covers the following main topics: Grammar, Composition, Comprehension, Cloze passages, and Vocabulary.
For composition, students are provided the sample compositions and taught the techniques on how to write a good composition. They are taught how to improve their content, choice of words/ vocabulary, formation of good and effective grammar patterns to produce simple but coherent short compositions for their writing section.
At the end of the Preparatory Course, students will be able to communicate effectively in English. They will be able to:
- Listen to, read and view with understanding fiction and non-fiction texts from print.
- Express themselves in well-constructed sentences both orally and in writing.
- Demonstrate proficiency in writing of compositions.
- Answer comprehension questions from given passages.
- Demonstrate proficiency on comprehension cloze.

Secondary Level Courses

1. Preparatory Course for Admission to Government School Secondary 1

The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
1. Comprehension Cloze Passages
2. Composition Writings (with the minimum words between 200 - 300 words)
3. Vocabulary Exercises
4. Grammar Exercises
5. Comprehension (multiple-choice questions)
6. Primary 6 Math (Singapore Standard)
Pre-requisites
Minimum Age: 12 years
Academic Qualifications: Pass in P6 level in home country or pass in JE educational College P5 level English and Mathematics Placement test with an mark of 40
Proficiency Level: At least a pass in P6 Level English with an mark of 40
Mode of delivery: Classroom-based teaching

2. Preparatory Course for Admission to Government School Secondary 2
The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
1. Comprehension Cloze Passages
2. Composition Writings (with the minimum words between 250 – 350 words)
3. Vocabulary Exercises
4. Grammar Exercises
5. Comprehension (multiple-choice questions)
6. Secondary 1 Math (Singapore Standard)

Pre-requisites
Minimum Age: 13 years
Academic Qualifications: Pass in Sec1 level in home country or pass in JE educational College Sec1 level English and Mathematics Placement test with an mark of 40
Proficiency Level: At least a pass in Sec1 Level English with an mark of 40
Mode of delivery: Classroom-based teaching

3. Preparatory Course for Admission to Government School Secondary 3
The course contents are strictly in line with the Singapore Ministry of Education Syllabus.
1. Comprehension Cloze Passages
2. Composition Writings (with the minimum words between 300 – 400 words)
3. Vocabulary Exercises
4. Grammar Exercises
5. Comprehension (multiple-choice questions)
6. Secondary 2 Math (Singapore Standard)

Pre-requisites
Minimum Age: 14 years
Academic Qualifications: Pass in Sec2 level in home country or pass in JE educational College Sec2 level English and Mathematics Placement test with an mark of 40
Proficiency Level: At least a pass in Sec2 Level English with an mark of 40
Mode of delivery: Classroom-based teaching

Issuance of Test Result
Applicants who pass the AEIS centralised test would be offered a place in a suitable school, based on available school vacancies and their performance in the centralised test, while unsuccessful applicants will also be notified.
PREPARATORY COURSE
FOR
LONDON CHAMBER OF COMMERCE AND INDUSTRY
PEARSON LCCI COURSES
1. REPARATORY COURSE FOR LCCI LEVEL 3 DIPLOMA IN MARKETING

Learning Outcomes
This course enables students to obtain a good knowledge of Marketing, Advertising, Public Relations, Selling & Sales Management and Customer Service Skills. It is most suitable for either those who wish to pursue a career in Marketing, Advertising or Public Relations, or those currently working in this field and wish to obtain a recognised formal qualification.

Pre-requisites
Minimum age: 16
Academic qualification: At least an overall pass in GCE O Level OR At least an overall Pass in Sec3 Levels with two years working experiences in related field for adult learners OR Overall Pass in High school Level in Home Country
Proficiency Level: At least a pass in Sec3 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 9 months, Full-time: 6 months
Mode of delivery: Classroom-based teaching

Module Synopsis
1. LEVEL 3 CERTIFICATE IN MARKETING
The module enables students to develop a broad, strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research. It provides candidates with a sound knowledge of current trends and changes in marketing practice, the ability to apply this understanding to real life scenarios, and illustrate their understanding through the use of real experiences of marketing.

Assessment Frequency: On demand and Series 2, 3, 4

2. LEVEL 3 CERTIFICATE IN PUBLIC RELATIONS
The module aims to develop students in a broad understanding of the nature, roles and organisation of public relations and the key areas of media relations and media activities. It is suitable for people working in PR agencies or associated organisations or in the marketing department of an organisation.

Assessment Frequency: On demand and Series 2, 3, 4

3. LEVEL 3 CERTIFICATE IN SELLING AND SALES MANAGEMENT
The module aims to develop students in selling skills and techniques, an understanding of sales administration and the ability to manage the sales process.

Assessment Frequency: On demand and Series 2, 3, 4

4. LEVEL 3 CERTIFICATE IN ADVERTISING
Students can develop their knowledge and understanding of advertising as part of the marketing of products, services and organisations. It also provides students with the relevant advertising messages within the constraints of law and codes of practice and an awareness of the principles of delivering relevant messages to the selected target audiences.

Assessment Frequency: On demand and Series 2, 3, 4

5. LEVEL 2 CERTIFICATE IN CUSTOMER SERVICE
This module enables students to develop their knowledge and understanding of the concepts in developing and delivering good customer service and the ability to apply these to realistic situations. It provides candidates with an appreciation of the systems and procedures that enhance the delivery of reliable and effective customer service, an understanding of personal behaviours and processes that enhance and influence service delivery, and the application of these behaviours and processes within the job role.

Assessment Frequency: On demand
3. PREPARATORY COURSE FOR LCCI LEVEL 2 DIPLOMA IN MARKETING

Learning Outcomes
This course enables students to understand the role of marketing in all businesses. Students will learn how marketing fits into the organization of a corporate structure; how to identify values wanted by customers; how to provide values to customers; how to communicate values to customers;

Pre-requisites
Minimum age: 16
Academic qualification: A Pass in Sec2 level in home country and obtain certificate in MS Office Skills
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time and Full-time: 6 months
Mode of delivery: Classroom-based teaching

Module Synopsis
1. LEVEL 2 CERTIFICATE IN MARKETING
   The module enables students to develop a broad understanding across a wide range of marketing activities, including advertising, PR, sales promotion and market research. It provides candidates with a sound knowledge of current trends and changes in marketing practice and to illustrate their understanding through the use of real experiences of marketing.
   Assessment Frequency: On demand and Series 2, 3, 4

2. LEVEL 2 CERTIFICATE IN CUSTOMER SERVICE
   Students can develop their knowledge and understanding of the concepts in developing and delivering good customer service. It provides candidates with an appreciation of the systems and procedures that enhance the delivery of reliable and effective customer service, an understanding of personal behaviours and processes that enhance and influence service delivery, and the application of these behaviours and processes within the job role. The qualification is suitable for people intending to work in a customer service advisory role.
   Assessment Frequency: On demand

3. LEVEL 2 CERTIFICATE IN PRACTICAL ICT SKILLS
   This module can develop and progress student’s practical ICT skills. It aims to enable candidates to develop their understanding and practical ability across the key areas of Word Processing, Spreadsheet, Database, Presentation Software and Email, Internet and IT Security at the respective levels.
   Assessment Frequency: On demand
4. PREPARATORY COURSE FOR LCCI GROUP DIPLOMA IN ACCOUNTING

Learning Outcomes
The aim of this course is to equip candidates with the knowledge as well as the understanding of the concepts and techniques involved in the preparation of accounting information, in the analysing of costing behaviour and the assessing of resource control.

Pre-requisites
Minimum age: 16
Academic qualification: At least a GCE O Level OR At least an overall Pass in Sec3 Levels with two years working experiences in related field for adult learners OR Overall Pass in High school Level in Home Country Proficiency Level: At least a pass in Sec3 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 9 months, Full-time: 6 months
Mode of delivery: Classroom-based teaching

Module Synopsis

1. LEVEL 3 CERTIFICATE IN ACCOUNTING
   This module builds upon students’ ability to prepare and interpret accounts for different types of businesses, in accordance with basic accounting conventions and current UK accounting practice. It also develops candidates’ ability to apply the key principles in decision making.
   Assessment Frequency: On demand and Series 2, 3, 4

2. LEVEL 3 CERTIFICATE IN BUSINESS STATISTICS
   This module enables students to develop a knowledge and understanding of more advanced statistical techniques and the ability to apply this knowledge and understanding in solving business problems.
   Assessment Frequency: On demand and Series 2, 3, 4

3. LEVEL 3 CERTIFICATE IN COST ACCOUNTING
   This module aims to develop students’ understanding of the advanced aspects of the processing of cost accounting information, how this can be used for the purposes of short-term planning, control and decision making within business organisations and the ability to apply these in business settings.
   Assessment Frequency: On demand and Series 2, 3, 4

4. LEVEL 3 CERTIFICATE IN MANAGEMENT ACCOUNTING
   This module aims to develop students’ ability to use management accounting information for the purposes of planning and controlling business resources and their ability to critically analyse information for both short term and long term decision making. It can help students who work or intend to work in a senior role where they have to analyse data to forecast and control daily activities.
   Assessment Frequency: On demand and Series 2, 3, 4

5. LEVEL 3 CERTIFICATE IN ADVANCED BUSINESS CALCULATIONS
   This module aims to build up students’ knowledge, understanding and ability to perform a variety of advanced calculations and apply data to solve problems associated with the financial aspects of business. It can help students working or intending to work in a finance-related role, or those that want to develop these skills for academic progression.
   Assessment Frequency: On demand and Series 2, 3, 4
5. PREPARATORY COURSE FOR LCCI LEVEL 3 DIPLOMA IN COMPUTERISED ACCOUNTING

Learning Outcomes
Upon completion of the course the students will be equipped with the knowledge as well as the understanding of the concepts and techniques involved in the preparation of computerised accounting information, in the analysis of costing behaviour and in the assessment of resource control.

Pre-requisites
Minimum age: 16
Academic qualification: A Pass in Sec2 level in home country and obtain certificate in MS Office Skills
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 9 months, Full-time: 6 months
Mode of delivery: Classroom-based teaching

Module Synopsis
1. LEVEL 3 CERTIFICATE IN ACCOUNTING
   It aims to enable students to understand accounting information deriving from all sources and acquire the ability to prepare accounting statements and data in accordance with basic accounting conventions and current accounting practice.
   Assessment Frequency: On demand and Series 2, 3, 4

2. LEVEL 3 AWARD IN COMPUTERISED ACCOUNTING SKILLS (MYOB)
   It aims to enable students to handle company accounts, to acquire ability to track profitability of department and jobs, multicurrency transactions, debtor management, advanced inventory management, year-end procedures and maintenance and the ability to customise and generate reports, enter monthly budgets and compare company performance against budgets.
   Assessment Frequency: On demand

3. LEVEL 3 CERTIFICATE IN BUSINESS STATISTICS
   This module enables students to develop a knowledge and understanding of more advanced statistical techniques and the ability to apply this knowledge and understanding in solving business problems.
   Assessment Frequency: On demand and Series 2, 3, 4

4. LEVEL 3 CERTIFICATE IN COST ACCOUNTING
   This module aims to develop students' understanding of the advanced aspects of the processing of cost accounting information, how this can be used for the purposes of short-term planning, control and decision making within business organisations and the ability to apply these in business settings.
   Assessment Frequency: On demand and Series 2, 3, 4

5. LEVEL 3 CERTIFICATE IN MANAGEMENT ACCOUNTING LEVEL 3
   This module aims to develop students' ability to use management accounting information for the purposes of planning and controlling business resources and their ability to critically analyse information for both short term and long term decision making. It can help students who work or intend to work in a senior role where they have to analyse data to forecast and control daily activities.
   Assessment Frequency: On demand and Series 2, 3, 4

6. LEVEL 3 CERTIFICATE IN ADVANCED BUSINESS CALCULATIONS
   The aim of this module is to provide learners a broad knowledge and understanding of advanced business calculations in relation to simple and compound interest, stock exchanges, business ownership, profitability and liquidity, investment appraisal, bankruptcy, depreciation of business assets and index numbers; the ability to apply this knowledge and understanding in a business situation, knowledge and understanding of related terminology.
   Assessment Frequency: On demand and Series 2, 3, 4
6. PREPARATORY COURSE FOR LCCI LEVEL 3 PRIVATE SECRETARY’S DIPLOMA

Learning Outcomes
The course aims to provide students with the competency to handle letters, reports and business documents, sound theoretical knowledge of secretarial abilities and attributes the ability and technical expertise to produce business communications from written instructions in an appropriate, consistent and coherent form.

Pre-requisites
Minimum age: 16
Academic qualification: At least an overall pass in GCE O Level OR At least an overall Pass in Sec3 Levels with two years working experiences in the related field for adult learners OR Overall Pass in High school Level in Home Country AND basic MS Office knowledge
Proficiency Level: At least a pass in Sec3 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 9 months, Full-time: 6 months
Mode of delivery: Classroom-based teaching and computer lab room

1. LEVEL 3 CERTIFICATE IN BUSINESS ADMINISTRATION
This module aims to enable students to develop an understanding of administration and organization, knowledge of administration systems and procedures, and understanding of a range of business services and management support.
Assessment Frequency: Series 3, 4

2. LEVEL 3 CERTIFICATE IN BUSINESS PRACTICE
This module aims for students to develop and demonstrate their knowledge of the main functions of business activity and their understanding of an individual’s contribution to the overall business organisation.
Assessment Frequency: On demand and Series 2, 3, 4

3. LEVEL 2 CERTIFICATE IN ENGLISH FOR BUSINESS
This module helps students to develop their reading, writing, listening and speaking business English language skills. It is intended for students who have achieved a sound understanding of English in a business context and who are able to communicate in a familiar business situation effectively. It will provide practical and realistic communicative tasks which are necessary in a real work environment. This unit will provide excellent, clear, systematic guidelines to help candidates achieve their aims and, in this increasingly qualification world, an undoubted edge to those wishing to operate in international business circles.
Assessment Frequency: On demand and Series 2, 3, 4

4. LEVEL 3 CERTIFICATE IN TEXT PRODUCTION
The module enables students to transcribe business documents from printed and handwritten copy to a mailable standard. Students are supposed to have knowledge of standard layouts for routine business documents. Level 3 requires accurate keyboarding at 45-50 wpm and the paper comprises approximately 950 words.
Assessment Frequency: Series 2, 3, 4
7. PREPARATORY COURSE FOR LCCI LEVEL 3 DIPLOMA IN BUSINESS ADMINISTRATION

Learning Outcomes
This course will enable students to demonstrate a general understanding of the needs for the efficient business administration, effective day-to-day business administration and knowledge and skills in business administration in a business environment. Upon completion of this course students will be able to demonstrate the need for effective work practices, administration systems and procedures, show awareness of the importance of accurate and timely information and effective business communication, plan business meetings, events and travel, demonstrate a general understanding of the influences on business organisation, understand the importance of specialisation in a business context.

Pre-requisites
Minimum age: 16
Academic qualification: At least an overall pass in GCE O Level or at least an overall Pass in Sec3 level with two years working experience in the related field for adult learners OR overall pass in High School level in home country
Proficiency Level: At least a pass in Sec3 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time and Full-time: 6 months
Mode of delivery: Classroom-based teaching and computer lab room

Module Synopsis
1. LEVEL 3 CERTIFICATE IN BUSINESS ADMINISTRATION
   This module aims to enable students to develop an understanding of administration and organization, knowledge of administration systems and procedures, and understanding of a range of business services and management support.
   Assessment Frequency: Series 3, 4

2. LEVEL 3 CERTIFICATE IN BUSINESS PRACTICE LEVEL 3
   This module aims for students to develop and demonstrate their knowledge of the main functions of business activity and their understanding of an individual’s contribution to the overall business organisation.
   Assessment Frequency: On demand and Series 2, 3, 4

3. LEVEL 3 CERTIFICATE IN PRACTICAL ICTSKILLS LEVEL 3
   This module is catered for students who want to develop and progress their practical ICT skills, who are working or intending to work in a business administrative or secretarial role. It enable students to develop their understanding and practical ability across the key areas of Word Processing, Spreadsheet, Database, Presentation Software and Email, Internet and IT Security at the respective levels.
   Assessment Frequency: On demand
8. PREPARATORY COURSE FOR LCCI LEVEL 1 CERTIFICATE IN BOOK-KEEPING

Learning Outcomes
It aims to develop students' understanding of the basic principles of recording business transactions, and their ability to maintain records and prepare final accounts for sole traders. It is catered for those working or intending to work in areas of business that will involve the recording of financial transactions.

Pre-requisites
Minimum age: 16
Academic qualification: Lower secondary education
Proficiency Level: English at Lower Secondary Level
Duration: Part-time: 3 months
Mode of delivery: Classroom-based teaching

Module Synopsis
The module will focus on the development of student's ability to demonstrate an understanding of the Accounting equation and basis of double-entry book-keeping, how to prepare journal entries and ledger accounts by using the double entry system, how to prepare prime entry records for purchases, sales, returns and cash, how to prepare journal entries, how to prepare a trial balance and the final accounts for sole traders, an understanding of banking facilities and the operations of the cash book, how to prepare a bank reconciliation statement, how to make adjustments for accruals and prepayments in the final accounts, an understanding of the entries necessary for the depreciation of fixed assets, how to make entries relating to the writing off of bad debts, an understanding of the distinction between capital and revenue expenditure, how to correct errors in the accounts of sole traders and an understanding of the use of control accounts as a check on the sales and purchases ledger.

Assessment Frequency: On demand and Series 2, 3, 4
9. PREPARATORY COURSE FOR LCCI LEVEL 2 CERTIFICATE IN BOOK-KEEPING AND ACCOUNTS

Learning Outcomes
This module is based on the International Accounting Standards, further develops students’ understanding of the accounting principles for recording business transactions, as well as their ability to prepare and interpret accounts for different types of businesses. It is catered for those working or intending to work in a role that involves maintaining financial records and preparing final accounts.

Pre-requisites
Minimum age: 16
Academic qualification: At least an overall pass in Sec2 level with Book-Keeping Level 1 knowledge
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 4.5 months
Mode of delivery: Classroom-based teaching

Module Synopsis
It covers the following topics: advanced aspects of the syllabus for Level 1 Book-keeping, partnerships, limited liability companies, incomplete records, manufacturing accounts, stock valuation, non-trading organisations, control accounts, suspense accounts, calculation and interpretation of ratios and operation, by the use of ratios, of simple financial statements

Assessment Frequency: On demand
PREPARATORY COURSE FOR LCCI LEVEL 3 CERTIFICATE IN COMPUTERISED ACCOUNTING

Learning Outcomes
The module aims to develop students' ability to manage a computerised accounting system in order to provide management information. Upon completion of the course, students will learn how to process non-routine accounting transactions and print and analyse reports such as the Profit and Loss and Balance Sheet.

Pre-requisites
Minimum age: 16
Academic qualification: A Pass in Sec2 level in home country and obtain certificate in MS Office Skills
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 9 months, Full-time: 6 months
Mode of delivery: Classroom-based teaching and IT Room

Module Synopsis
Applicants for this qualification must at least have book-keeping and accounting knowledge and skills equivalent to the LCCI Level 2 Book-keeping and Accounts qualification. This module is catered for those working or intending to work in an advanced accounting role.
The module aims to develop students’ competence in using computerised accounting software to produce accurate, professional and well-presented accounting information employing an appropriate range of accounting procedures. The module covers the following topics: Company Accounts, Track Profitability of Departments and jobs, Multi-Currency Transactions, Debtor Management, Advanced Inventory Management, Year-End Procedures and Maintenance and Reports and Analysis.

Assessment Frequency: On demand
PREPARATORY COURSE FOR LCCI LEVEL 2 CERTIFICATE IN ENGLISH FOR BUSINESS

Learning Outcomes
This module aims to enable students to develop their ability to write apt and accurate English suited to the stated purpose, understand and write English using formats that are current and common in business, communication, adopt the tone, form, layout, content and composition appropriate to the requirements of a given situation, understand spoken and recorded Business English at the defined level and participate in conversations.

Pre-requisites
Minimum age: 16
Academic qualification: Secondary education with command in English
Proficiency Level: English at Secondary Level
Duration: Part-time: 3 months
Mode of delivery: Classroom-based teaching

Module Synopsis
The module covers the following topics: Preparing and writing Business letters, company leaflets, business reports, Business-related articles, lists and/or structured notes, memos and company notices.
For ‘Reading and Writing’ the course covers the topics: Business letters, company leaflets, business reports, business-related articles, lists and structured notes, memos and company notices.
For ‘the English for Business Speaking Test’, the module covers the commercial and business focus, and students will be trained for their competence in English within a general business and commercial contexts.
For the Listening Test, the topics covered in the module are – Personal information, travel information, work information, business transactions, instructions and arrangements.
Assessment Frequency: On demand & Series 2, 3, 4
12. PREPARATORY COURSE FOR LCCI LEVEL 3 CERTIFICATE IN ENGLISH FOR BUSINESS

Learning Outcomes
The module aims to enable students to develop the ability to understand and write English used in a variety of ways within a range of business contexts, employ appropriate business formats and styles to produce a range of business documents for different audiences and purposes, understand spoken and recorded Business English at the defined level, participate in conversations and discussions and make an oral presentation on a business-related topic.

Pre-requisites
Minimum age: 16
Academic qualification: Secondary education with command in English
Proficiency Level: English at Secondary Level
Duration: Part-time: 4 months
Mode of delivery: Classroom-based teaching

Module Synopsis
The module covers the following topics: composing a business letter, drafting an internal company report, business-related text comprehension, and business-related text and data conversion and reformulation.

Reading and Writing: Composing a business letter, drafting an internal company report, business-related text comprehension and business-related text and data conversion and reformulation
Speaking: Earning a living, production and sale of goods, trade, money, transport, communications, education, travel and tourism
Listening: personal information, travel information, work information, business transactions, instructions and arrangements
Assessment Frequency: On demand & Series 2, 3, 4
13. PREPARATORY COURSE FOR LCCI LEVEL 2 CERTIFICATE IN CUSTOMER SERVICE

**Learning Outcomes**
The module aims to enable students to develop knowledge of the elements of good customer service, the ability to apply these elements to realistic situations, an understanding of personal behaviours that enhance service delivery, competence in applying these behaviours to given circumstances.

**Pre-requisites**
Minimum age: 16
Academic qualification: Secondary education with command in English
Proficiency Level: English at Secondary Level
Duration: Part-time: 3 months
Mode of delivery: Classroom-based teaching

**Module Synopsis**
The module is catered for those who are working, or intending to work in an environment where direct contact with internal and/or external customers forms a major part of their work. The module will focus on students to develop their knowledge and understanding of the concepts in developing and delivering good customer service. It provides students with an appreciation of the systems and procedures that enhance the delivery of reliable and effective customer service, an understanding of personal behaviours and processes within the job role. This course is catered for those intending to work in a customer service advisory role.

**Assessment Frequency: On demand**
14. PREPARATORY COURSE FOR LCCI LEVEL 3 CERTIFICATE IN CUSTOMER SERVICE

Learning Outcomes
The module aims to enable students to develop knowledge of the functions of customer service, an appreciation of systems and procedures that enhance delivery of reliable and effective service, an understanding of personal behaviours that influence service delivery and the use of real or imaginary examples to illustrate understanding.

Pre-requisites
Minimum age: 16
Academic qualification: Secondary education with command in English
Proficiency Level: English at Secondary Level
Duration: Part-time: 3 months
Mode of delivery: Classroom-based teaching

Module Synopsis
This module is intended for those who are working, or intending to work, in an environment where customer service is seen as a competitive advantage. The level requires an understanding of the complexities involved in delivering customer service in a variety of organisational structures. Successful candidates should have the skills necessary to implement and evaluate changes to systems, procedures, and/or behaviours. The module covers such topics as the developing role of customer service, delivering reliable service, communicating with internal & external customers, handling & solving customer problems & complaints and influencing improvement & effective change. Students will develop their knowledge and understanding of the concepts in developing and delivering good customer service and the ability to apply these to realistic situations. It provides candidates with an appreciation of the systems and procedures that enhance the delivery of reliable and effective customer service, an understanding of personal behaviours and processes that enhance and influence service delivery, and the application of these behaviours and processes within the job role. The qualification is suitable for people working, or intending to work in a customer service supervisory role.

Assessment Frequency: On demand
COURSE SYNOPSIS

FOR

ACCA COURSES
1. PREPARATORY COURSE FOR CERTIFIED ACCOUNTING TECHNICIAN (CAT) EXAMINATION

CAT is a technician-level professional qualification awarded by the ACCA, providing students with strong foundation in accountancy, IT and various aspects of management. CAT is an open entry qualification and there is no limit given to complete the qualification, offering both young and mature students who have no formal qualifications the opportunity to pursue an internationally recognized qualification.

This course is designed to equip students with the necessary technical skills and knowledge required to fulfill an accounting role to technician level. It also provides a firm foundation of knowledge and the opportunity to fast track towards becoming a professional accountant. With this CAT qualification, students will be able to support financial managers in any type of business all over the world. Successful completion of the whole qualification will enable you to become a Certified Accounting Technician and use the designated letters CAT. ACCA Certified Accounting Technician (CAT) qualification is internationally recognised and highly regarded.

The CAT programme is accredited by ACCA (UK) and CAT (Singapore) Ltd. This programme is aimed to provide professional development opportunities for those who wish to pursue a career in the finance and accounting sectors.

Learning Outcome
With this qualification, students will be able to support financial managers in any type of business all over the world. Upon completion of the examinations students will be able to call themselves a Certified Accounting Technician and use the designation CAT after their name.

SYNOPSIS
Introductory Level

Paper 1 – Recording Financial Transactions
To develop knowledge and understanding of the operational aspects of maintaining accounting systems and procedures relating to invoicing, receipts and payments, recording income and expenditure, the preparation of ledger accounts, and the preparation of an initial trial balance

Paper 2 – Information for Management Control
- To develop the ability to use a computer system safely and effectively and to understand the need for data and information to be kept confidential and secure
- To develop knowledge and understanding of how organisations provide basic management information for decision-making, planning and control

Intermediate Level

Paper 3 – Maintaining Financial Records
To develop knowledge and understanding of the techniques used to maintain accounting records and prepare final accounts of unincorporated entities.

Paper 4 – Accounting for Costs
To develop knowledge and understanding of how organisations record, analyse and report current and future costs and revenue data for use within the organisation

Advanced Level

Paper 5 – Managing People and Systems
To develop knowledge and understanding of the role of a manager in an effective, efficient, safe and secure accounting environment (This includes the co-ordination of work, activities, the maintenance of an effective accounting system, people management, personal effectiveness an health and safety and security issues within the workplace)
Paper 6 – Drafting Financial Statements
To understand and apply the techniques used to prepare year-end financial statements of partnerships and limited companies, which comply with legislation and accounting standards, and to interpret financial statements and the relationships between their elements using ratio analysis

Paper 7 – Planning, Control & Performance Management
To develop knowledge and understanding of the application of management accounting techniques to support the management processes of planning, decision-making, control and performance measurement

2 options from

Paper 8 – Implementing Audit Procedures
To develop knowledge and understanding of the audit process from the planning stage through to the reporting stage and the techniques used in the conduct of internal and external audits

Paper 9 – Preparing Taxation Computations
To develop the ability to prepare computations of tax liability for both individuals and businesses resident in the UK for the purposes of income tax, corporation tax, capital gains tax and value added tax. In addition, to develop knowledge and understanding of the manner in which dealings must be conducted with the Inland Revenue and Customs & Excise, including knowledge of the statutory timescales for the submission of claims and returns and the due dates for the payment of tax liabilities

Paper 10 – Managing Finances
To develop knowledge and understanding of the way organisations finance their operations, plan and control cash flows, optimise their use of working capital and allocate resources to capital expenditure projects

Assessment Mode: Written & Practical
Assessment frequency: June/December

Benefits of Certified Accounting Technician (CAT)
The ACCA CAT qualification is recognised all around the world as one of the most comprehensive accounting qualifications. ACCA CAT will provide a solid foundation in finance and accounting and completion of the CAT qualification will give exemption from the first three papers of the ACCA Qualification and help students pursue a career towards becoming a professional ACCA qualified accountant.

Mode of Instruction
Through a variety of methods, including lecture, discussion, case-studies, practical exercise and assessments

Assessment
Students will be required to take a total of nine modules with common examinations conducted in June and December. All candidates must pass all the modules before being awarded by ACCA for the CAT certification.

Career Opportunities
Students are normally recruited by leading firms in the accounting profession, while others choose careers in banking, insurance, industry or local government. Graduates choose to pursue careers with an accountancy firm whilst others complete their professional training in industry or the public sector. Others seek careers in consultancy; banking and finance; retailing; marketing or teaching.

Progression to ACCA
CAT graduates attempting to pursue the ACCA qualification are granted exemption from the Knowledge Module (3 papers) and thus may progress directly to the Skills Module (6 papers).

Career Prospects
CAT graduates will be able to support Financial Managers in any type of business, both locally and internationally.
Pre-requisites
Minimum age: 16
Academic qualification: At least a Pass in Sec3 level in home country with basic accounting knowledge.
Proficiency Level: At least a pass in Sec3 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time 12 months/ Part-time 18 months
Mode of delivery: Classroom-based teaching
2. PREPARATORY COURSE FOR ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA) EXAMINATION

Learning Outcomes
Upon completion of the former, along with the completion of the Professional Ethics Module, students can proudly use the ACCA designation and join the elite few: elite with endless professional opportunities.

COURSE SYNOPSIS

ACCA Knowledge Modules

F1 Accountant in Business
To introduce knowledge and understanding of the business and its environment and the influence this has on how organizations are structured and on the role of the accounting and other key business functions in contributing to the efficient, effective and ethical management and development of an organization and its people and systems.

F2 Management Accounting
To develop knowledge and understanding of how to prepare and process basic cost and quantitative information to support management in planning and decision-making in a variety of business contexts.

F3 Financial Accounting
To develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparation of basic financial statements.

ACCA Skills Modules

F4 Corporate & Business Law
To develop knowledge and skills in the understanding of the general legal framework, and of specific legal areas relating to business, recognising the need to seek further specialist legal advice where necessary.

F5 Performance Management
To develop knowledge and skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision-making, performance evaluation, and control.

F6 Taxation
To develop knowledge and skills relating to the tax system as applicable to individuals, single companies and groups of companies.

F7 Financial Reporting
To develop knowledge and skills in understanding and applying accounting standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyse and interpret those financial statements.

F8 Audit & Assurance
To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.

F9 Financial Management
To develop knowledge and skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions.

ACCA Essentials Modules

P1 Professional Accountant
To develop relevant knowledge, skills and exercise professional judgement in carrying out the role of accountant relating to governance, internal control, compliance and the management of risk within an organization, in the context of an overall ethical framework.
P2 Corporate Reporting
To apply knowledge, skills and exercise professional judgement in the application and evaluation of financial reporting principles and practices in a range of business contexts and situations

P3 Business Analysis
To apply relevant knowledge, skills and exercise professional judgement in assessing strategic position, determining strategic choice, and implementing strategic action through beneficial business process and structural change; coordinating knowledge systems and information technology and by effectively managing quality processes, projects, and people within financial and other resource constraints

Options (Two to be Completed)

P4 Advanced Financial Management
To apply relevant knowledge, skills and exercise professional judgement as expected of a senior financial executive or advisor, in taking or recommending decisions relating to the financial management of an organisation

P5 Advanced Performance Management
To apply relevant knowledge, skills and exercise professional judgement in selecting and applying strategic management accounting techniques in different business contexts and to contribute to the evaluation of the performance of an organization and its strategic development

P6 Advanced Taxation
To apply relevant knowledge, skills and exercise professional judgement in providing relevant information and advice to individuals and businesses on the impact of the major taxes on financial decisions and situations

P7 Advanced Audit & Assurance
To analyse, evaluate and conclude on the assurance engagement and other audit and assurance issues in the contexts of best practice and current developments

Entry Criteria
Minimum entry requirements:
• Two A Levels and three GCSEs or equivalent in five separate subjects, including English and Mathematics.

Mature Student Entry Route (MSER):
• Normally over age 21
• Must pass the equivalent of Papers F2, Management Accounting and F3, Financial Accounting within two years before further progression to the ACCA exams is permitted. If student is over 21 years old and does not fulfil the entry requirements of the Professional Examination Route, they will automatically be considered for the MSER (mature Student Entry Route).

ASSESSMENT MODE: WRITTEN/ PRACTICAL
ASSESSMENT FREQUENCY: ACCA’s exam sessions take place over an eight-day period in June and December, with one exam scheduled each day. Our exams are held at the same time throughout the world to ensure maximum security;

Award Criteria
• Transcript will be given for each subject passed (50% mark)
• A certificate will be awarded after clearing F1 – F9 subjects
• Total 14 papers are to be cleared with up to 10 years
• In order to become an ACCA-qualified accountant, student will need to complete the practical experience requirement as well as passing your exams and the professional ethics module. More information can be found at http://www.accaglobal.com
• Minimum 75% attendance is required for each subject to qualify for a Certificate of Attendance if requested.

Exam results
The quickest way to receive exam results is via email. Student must register for this service through myACCA and to make sure that they keep their e-mail address up to date.
Pre-requisites
Minimum age: 18
Academic qualification: Obtained at least an overall pass in GCE O or A level with at least a C6 in Mathematics OR a Diploma in any field
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time 36 months/ Part-time 36 months
Mode of delivery: Classroom-based teaching
SYNOPSIS

FOR

IT COURSES
1. DIPLOMA IN INFORMATION TECHNOLOGY

Semester I
* S101 Essentials of IT Technology
* S102 Essentials of Computer Hardware
* S103 Graphics Interface & Tools
* S104 Essentials of Internet

Semester II
* S205 Internet Application Development
* S206 Operating System
* S207 C Program Designs
* S208 Database Management Systems

Course Learning Outcomes
Upon completion of the course, students will learn how IT hardware, software and systems are designed and developed, and how they are deployed through wired and wireless networks in a secure manner; students will be provided with extensive hands-on sessions in software development; and students will be provided with education that mirrors the needs of the working world, and train students to meet the demands of the industry;

Course Synopsis
This Course gives a detailed knowledge in computer fundamentals and information technology to the students. The Diploma in Information Technology (DIT) programme equips students with a strong foundation in core Information Technology (IT) skills and networking. Students will be technically-relevant and skilled, and will be equipped with strong analytical, creative thinking and lifelong learning skills. They will gain the essential practical skills required for the computing and information processing field. It also allows students to gain hands-on experience in the applications of database systems using Microsoft Access, which is widely used by small businesses and departments of large corporations. The Syllabus covers introduction to Information technology, essentials of Computer hardware, Programming in C, and Programme designing Concepts.

Pre-requisites
Minimum age: 16
Academic qualification: At least an overall pass in GCE 'N' level with basic knowledge in MS Office Package OR an overall Pass in secondary education in home country with basic knowledge of MS Office Package.
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time 12 months/ Part-time 12 months
Mode of delivery: Classroom-based teaching

The Diploma also provides an ideal stepping stone for students who wish to further their education in Advanced Diploma in Information Technology.
2. ADVANCED DIPLOMA IN INFORMATION TECHNOLOGY

Learning Outcomes
Upon completion of the course, students will have flexibility of studying tools and techniques, which are widely used in industry; gain hands-on practice on practical knowledge, gears learners up to be adequately prepared for work in industry; prepares learners for making a significant contribution to the IT industry; be more marketable, as they will possess training in current technologies; gain better chances of employment in many IT fields such as IT specialists, IT consultants, Software Engineer, Network Engineer, Systems Programmer, IS Analyst, Application Analyst; enhance knowledge that can be directly applicable to career development; and be able to participate in more project-based curriculum

Course Synopsis
This is an industry related course but is more intensive as compared to the Diploma in Information Technology. It equips students with a higher level of industrial skills, and enables them to be more proficient in the areas of networking, programming and multimedia.

Semester I
* S1 301 Data Structures and Algorithms
* S1 302 Object-Oriented Programming Design and C
* S1 303 Multimedia
* S1 304 Data Communication & Networking

Semester II
* S2 405 Java
* S2 406 Software Engineering
* S2 407 Computer Marketing

Pre-requisites
Minimum age: 16
Academic qualification: Obtain Diploma in IT or Professional Certificate in IT related field
Proficiency Level: At least a pass in Sec2 Level English in home country or obtain English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time 12 months/ Part-time 12 months
Mode of delivery: Classroom-based teaching
3. CERTIFICATE IN ADVANCED IT OFFICE PROFESSIONAL PACKAGE

Learning Outcomes
Upon completion of the course, students will be able to apply advanced texts, paragraphs, column and table formatting, use the spreadsheet application to produce advanced spreadsheet outputs, understand key database concepts and use a relational database application, to understand presentation planning and sign considerations and use the presentation application to produce advanced presentation outputs.

Module Synopsis
1. Advanced Microsoft Word
Upon completion of the module, the students will be able to apply advanced text, paragraph, column, and table formatting, converting text to a table and vice versa; work with referencing features like footnotes, endnotes, and captions; create tables of contents, indexes and cross-reference; enhance productivity by using fields, forms and templates; apply advanced mail merge techniques and work with automation features like macros; use linking and embedding features into integrate data; collaborate on and review documents and work with master documents and subdocuments and apply document security features; and work with watermarks, sections, and headers and footers in a document;

2. Advanced Microsoft Excel
This module will require the students to use the spreadsheet application to produce advanced spreadsheet outputs. Upon completion of the module, students will be able to apply advanced formatting options such as conditional formatting and customised number formatting and handle worksheet; use functions such as those associated with logical, statistical, financial and mathematical operations; create charts and apply advanced chart formatting features; work with tables and lists to analyse, filter and sort data and create and use scenarios; validate and audit spreadsheet data; enhance productivity by working with named cell ranges, macros and templates; use linking, embedding and importing features to integrate data; and collaborate on and review spreadsheet and apply spreadsheet security data;

3. Advanced Microsoft Access
This module requires students to understand key database concepts and use a relational database application to create an advanced database structure and outputs. Upon completion of the module, students will be able to understand key concepts of database development and usage; create a relational database using advanced table, update, delete and append data, refine queries using wildcards, parameters and calculations; use of controls and sub-forms to enhance forms and improve functionality; create report controls to perform calculations and create sub-reports and enhance report presentation; enhance productivity by working with macros and use linking and importing features to integrate data;

4. Advanced Microsoft PowerPoint Presentation
This module requires students to understand presentation planning and sign considerations and use the presentation application to produce advanced presentation outputs. Upon completion of the course, students will be able to understand target audience and venue considerations in presentation planning; create and modify templates and format slide backgrounds; enhance a presentation using built-in drawing and image tools; apply advanced chart formatting features and create and edit diagrams; insert movies and sound and apply built-in animation features; use linking, embedding, importing and exporting features to integrate data; and work with custom slide shows, apply slide show settings and control a slide show

Pre-requisites
Minimum age: 16
Academic qualification: Obtain Certificate in MS Office
Proficiency Level: At least a pass in P4 Level English with a mark of 40
Duration: Part-time: 2.5 months
Mode of delivery: Classroom-based teaching
COURSE SYNOPSIS

FOR

BUSINESS COURSES
Learning Outcomes

This programme aims to equip aspiring students with the knowledge and skills to find employment. Students who want to acquire basic knowledge of business and management skills so as to secure specific jobs in management such as marketing co-coordinator; Students who desire to acquire the required knowledge and skills of the Diploma programme but do not meet the Diploma entry requirements.

There are 4 modules in this course and are as follows:
- Fundamental Business Management
- Business Mathematics
- Introduction to Accounting
- Fundamentals of Marketing

Module Synopsis

1. Fundamental Business Management

This module covers the foundation of management. In this subject, you will be introduced to the key topics in traditional management which includes planning, organizing, leading and controlling. Besides focusing on these processes, you will also learn the management skills which are relevant in today's world.

Learning Outcome

At the end of this module the learner will:

a. Understand the nature and purpose of business and its needed resources, the accountability of those who own or manage the business.
b. Understand the structure and classification of Business.
c. Know the business objectives and perspectives of stakeholders.
d. Understand the different terms and relevant sources of finance for specific purposes.
e. Why is the need for human resource planning and its importance?
f. Understand the theory of motivation and how management uses this theory in practice.

2. Business Mathematics

Mathematics is part of our lives and touches us every day in one way or another. The business communities depend very much on this to conduct its day to day business. It takes students from the most elementary number processes, number sequence, bank interest, percentages, probability, statistics and index number to master analysis and reasoning techniques. This subject has made it possible for students to progress on to do accounting with little difficulty. Many large and small companies as well as non-profit service organizations practice the subject. Mathematics and statistics, the major philosophies of mathematical thinking and practice, and how mathematics and statistics are used by different kinds of organizations are presented in this module.

Learning Outcome

At the end of this module the learner will:

a. Understand the rules of numeracy and how to apply in calculations.
b. Able to construct and use Graphs, Charts and Diagrams.
c. Understand and application of statistical methods.
d. Understand and application of Laws of Probability.
3. Introduction to Accounting

This module is an introductory course in financial accounting theory and practice. It introduces basic accounting concepts and practices that are essential for students who have no background in accounting completing a course in business studies. It covers the complete accounting cycle and critical accounting areas including cash receivables, inventories and fixed assets.

Learning Outcome

At the end of this module the learner will

a. Understand the nature and scope of Accounting.
b. What are double entry bookkeeping entries and how to prepare a trial balance that reflects any adjustments necessary in the finance of a business.
c. Understand and prepare a set of final annual accounts, with the necessary adjustments for a sole proprietor, a private limited company or a partnership.
d. Understand the term of cash flow and the need for cash flow statement.
e. Able to interpret financial ratio analysis of a company's accounts.
f. What are the different elements of cost?
g. Understand the concept of budgeting and budgetary control and its importance.

4. Fundamentals of Marketing

This unit provides a backdrop to the importance of marketing in terms of what marketing is, and how it is defined. It focuses on the role of marketing, its cross-functional importance and its contribution to business success. It also looks at the role of marketing as a service provider within the organization.

Learning Outcome

At the end of this module the learner will

a. Understand the definition of Marketing and the meaning of marketing in exchange transaction process.
b. Explain the importance of Marketing in the integrated business function contributing to the organisation success.
c. How do we identify, target and satisfy customers?
d. What is marketing strategy and planning?
e. Understand and explain the key elements the marketing mix.
f. Understand the opportunity and threats of internal and external environment.
g. Understand and explain how internal and external relationships could affect business and the importance of networking in developing and enhancing business relationships.
h. Explain how to develop and maintain effective and efficient customer service to better foster Long term customer loyalty.

Pre-requisites for Certificate in Business Management

Minimum age: 15
Academic qualification: A pass in Sec 2 Level Education in home country
Proficiency Level: English Language proficiency with 40% marks in JE College English Language Placement Test or IELTS 4.0 or equivalent
Duration: Full-time: 3 months Part-time: 4 months
Mode of delivery: Classroom-based teaching
Pre-requisites for Certificate in Business Management (Mandarin)
Minimum age: 15
Academic qualification: A pass in Sec 2 Level Education in home country
Proficiency Level: Secondary 2 or equivalent with a pass in Mandarin or Completed year 9 in mandarin
Duration: Full-time: 3 months Part-time: 4 months
Mode of delivery: Classroom-based teaching
2. DIPLOMA IN BUSINESS MANAGEMENT

Course Learning Outcomes
This programme aims to equip aspiring students with the knowledge and skills to find employment with junior management prospects in general business or to continue your professional or academic studies in related field. There are 7 modules in this course and are as follows:

- The Business Environment
- Financial Accounting
- Organisational Behaviour
- Human Resource Management
- Marketing Policy, Planning and Communication
- Principles of Business Law
- Managing the Customer Relationship

Course Synopsis
1. The Business Environment

The units aims to give learners a comprehensive understanding of the significance of the environment for business; the structure and organisation of business; the competitive and political environment facing business and the impact of the macro-economic environment and of the global economy on business.

Learning Outcome
At the end of this module the learner will

a. Understand the significance of the environment on business activity.
b. Understand the structure and organisation of business.
c. Understand the competitive and political environment facing business.
d. Understand the impact of macro-economic environment on business.
e. Understand the influence of the global economy on business.
f. Understand the impact of socio-cultural influences and technology on business decisions.

2. Financial Accounting

This module aims to give learners a critical understanding of the framework of financial accounting; how to prepare, present and analyse financial statements and consolidated financial statement; how to prepare statements of Comprehensive Income/Financial position/Changes in Equity/Cash Flows and Capital structure and gearing.

Learning Outcome
At the end of this module the learner will

Understand the framework of financial accounting.

a. Know how to prepare and present the financial statements of companies in accordance with internationally generally accepted accounting practice (IGAAP) under international Financial Reporting Standards.
c. Know how to analyse and interpret financial statements for a range of users.
d. Know how to prepare and present consolidated financial statements in accordance with IGAAP.
e. Understand the capital structure and gearing of a business.
3. Marketing Policy, Planning and Communication

This unit aims to give learners a comprehensive understanding of the nature of marketing and how to evaluate its role and value in different contexts; the marketing mix (7Ps); how to formulate and evaluate marketing plans; the contributions of information, market research and technology; environmental factors, environmental scanning and external audits; buyer behaviour at all level and segmentation, targeting and positioning (STP).

Learning Outcome

At the end of this module the learner will

a. Understand the creative nature of marketing and know how to evaluate the role and value of marketing in a variety of business contexts.

b. Understand the marketing mix concept (7Ps) and its role in the formulation of an integrated marketing plan in both domestic and international markets.

c. Know how to formulate and evaluate marketing plans at domestic and international levels.

d. Understand the role of information and research in marketing decision making and the influence technology has had on these activities in recent years.

e. Understand the macro and micro environmental factors affecting marketing decisions and how to conduct environmental scanning and external audits.

f. Understand consumer and organisational buyer behaviour and the main influences at individual, household and organisational level.

gh. Understand segmentation targeting and positioning tools and techniques and be able to develop and implement STP strategies in an appropriate and creative manner.

4. Organisational Behaviour

This unit aims to give learners a comprehensive understanding of the importance of organisational behaviour; the individual’s contribution to the organisation; motivation theories and job design; job satisfaction and dissatisfaction; group in organisations; leadership theories; conflict and conflict resolution and communication processes.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of organisational behaviour in successfully managing a dynamic environment.

b. Understand the individual’s contribution to organisational behaviour and performance by recognising the importance of personality, perception, attitudes and learning.

c. Understand motivation, the various content and process theories and their implications for management and job re-design approaches to improve motivation.

d. Understand about job satisfaction and its relationship to job performance together with stress, frustration reactions and the necessary management action to overcome them.

e. Understand the nature, skill, significance and effectiveness of groups in organisations.

f. Understand leadership theories and examine the key variables that determine the effectiveness of leadership in practice.

g. Understand the nature of conflict and various approaches to securing conflict resolution.

h. Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications.
5. Human Resource Management

This unit aims to give learners a comprehensive understanding of the importance of a professional approach to HRM; people resourcing; employee development, reward and recognition and employee relations; the full range of HRM functions and key developments in the HRM agenda.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation's employees.
b. Understand the roles of effective and efficient people resourcing (planning, recruitment and selection) in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.
c. Understand the theory and practice related to the full range of HRM functions (learning, performance management, reward/recognition and employee relations).
d. Understand the content and significance of key development in the HRM arena, especially High Performance Working (HPW), employee engagement, employer branding, and self-managed learning.

6. Principles of Business Law

This unit aims to give learners a comprehensive understanding of the main sources and types of law and their purposes; different types of business organisation, director's duties and liabilities; the essentials of contract law and its use in today's society; the law agency, duties and liabilities of agents and principals; contracts of and for services and implied duties of an employer and employees.

Learning Outcome

At the end of this module the learner will

a. Understand the main sources and types of law.
b. Understand the different types of business organisation.
c. Understand the essential elements of a contract.
d. Understand the law on discharge and breach of a contract.
e. Know and understand the legal rules in relation to agency.
f. Know the legal rules in relation to the areas of employment law.

7. Managing the Customer Relationship

The unit aims to give learners a comprehensive understanding of how customer service contributes to organisational objectives; how to improve customer services performance in an organisation; how to improve customer service levels in different settings; how to manage the customer interface and the role of front-line staff in customer service.

Learning Outcome

At the end of this module the learner will

a. Understand the contribution Customer service makes to achieving organisational objectives.
b. Know how to improve customer service performance in an organisation.
c. Know how to manage the customer interface.
d. Know how to improve customer service levels in specific contextual settings.
e. Understand the role and impact of front-line staff in the delivery of customer service.

**Pre-requisites**
Minimum age: 17
Academic qualification: Obtained at least a C6 at GCE O Level in any three subjects OR Completed high school education OR A Diploma in any field OR a Certificate in Business field
Proficiency Level: English Language proficiency with obtain 40% marks in JE College English Language Placement Test
Duration: Full-time: 12 months
Mode of delivery: Classroom-based teaching

The Diploma also provides an ideal stepping stone for students who wish to further their education in Advanced Diploma in Business Management.
3. ADVANCE DIPLOMA IN BUSINESS MANAGEMENT

Learning Outcomes
This programme aims to equip aspiring students with the knowledge and skills to find employment with junior management prospects in general business or to continue your professional or academic studies in related field. There are 7 modules in this course and are as follows:

- The Business Environment
- Financial Accounting
- Organisational Behaviour
- Human Resource Management
- Marketing Policy, Planning and Communication
- Principles of Business Law
- Managing the Customer Relationship

Module Synopsis
1. The Business Environment

The units aims to give learners a comprehensive understanding of the significance of the environment for business; the structure and organisation of business; the competitive and political environment facing business and the impact of the macro-economic environment and of the global economy on business.

Learning Outcome
At the end of this module the learner will

a. Understand the significance of the environment on business activity.
b. Understand the structure and organisation of business.
c. Understand the competitive and political environment facing business.
d. Understand the impact of macro-economic environment on business.
e. Understand the influence of the global economy on business.
f. Understand the impact of socio-cultural influences and technology on business decisions.

2. Financial Accounting

This module aims to give learners a critical understanding of the framework of financial accounting; how to prepare, present and analyse financial statements and consolidated financial statement; how to prepare statements of Comprehensive Income/Financial position/Changes in Equity/Cash Flows and Capital structure and gearing.

Learning Outcome
At the end of this module the learner will

a. Understand the framework of financial accounting.
b. Know how to prepare and present the financial statements of companies in accordance with internationally generally accepted accounting practice (IGAAP) under international Financial Reporting Standards.
d. Know how to analyse and interpret financial statements for a range of users.
e. Know how to prepare and present consolidated financial statements in accordance with IGAAP.
f. Understand the capital structure and gearing of a business.
3. Marketing Policy, Planning and Communication

This unit aims to give learners a comprehensive understanding of the nature of marketing and how to evaluate its role and value in different contexts; the marketing mix (7Ps); how to formulate and evaluate marketing plans; the contributions of information, market research and technology; environmental factors, environmental scanning and external audits; buyer behaviour at all level and segmentation, targeting and positioning (STP).

Learning Outcome

At the end of this module the learner will

a. Understand the creative nature of marketing and know how to evaluate the role and value of marketing in a variety of business contexts.
b. Understand the marketing mix concept (7Ps) and its role in the formulation of an integrated marketing plan in both domestic and international markets.
c. Know how to formulate and evaluate marketing plans at domestic and international levels.
d. Understand the role of information and research in marketing decision making and the influence technology has had on these activities in recent years.
e. Understand the macro and micro environmental factors affecting marketing decisions and how to conduct environmental scanning and external audits.
f. Understand consumer and organisational buyer behaviour and the main influences at individual, household and organisational level.
g. Understand segmentation targeting and positioning tools and techniques and be able to develop and implement STP strategies in an appropriate and creative manner.

4. Organisational Behaviour

This unit aims to give learners a comprehensive understanding of the importance of organisational behaviour; the individual’s contribution to the organisation; motivation theories and job design; job satisfaction and dissatisfaction; group in organisations; leadership theories; conflict and conflict resolution and communication processes.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of organisational behaviour in successfully managing a dynamic environment.
b. Understand the individual’s contribution to organisational behaviour and performance by recognising the importance of personality, perception, attitudes and learning.
c. Understand motivation, the various content and process theories and their implications for management and job re-design approaches to improve motivation.
d. Understand about job satisfaction and its relationship to job performance together with stress, frustration reactions and the necessary management action to overcome them.
e. Understand the nature, skill, significance and effectiveness of groups in organisations.
f. Understand leadership theories and examine the key variables that determine the effectiveness of leadership in practice.
g. Understand the nature of conflict and various approaches to securing conflict resolution.
h. Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications.
5. Human Resource Management

This unit aims to give learners a comprehensive understanding of the importance of a professional approach to HRM; people resourcing; employee development, reward and recognition and employee relations; the full range of HRM functions and key developments in the HRM agenda.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation's employees.

b. Understand the roles of effective and efficient people resourcing (planning, recruitment and selection) in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.

c. Understand the theory and practice related to the full range of HRM functions (learning, performance management, reward/recognition and employee relations).

d. Understand the content and significance of key development in the HRM arena, especially High Performance Working (HPW), employee engagement, employer branding, and self-managed learning.

6. Principles of Business Law

This unit aims to give learners a comprehensive understanding of the main sources and types of law and their purposes; different types of business organisation, director's duties and liabilities; the essentials of contract law and its use in today's society; the law agency, duties and liabilities of agents and principals; contracts of and for services and implied duties of an employer and employees.

Learning Outcome

At the end of this module the learner will

a. Understand the main sources and types of law.

b. Understand the different types of business organisation.

c. Understand the essential elements of a contract.

d. Understand the law on discharge and breach of a contract.

e. Know and understand the legal rules in relation to agency.

f. Know the legal rules in relation to the areas of employment law.

7. Managing the Customer Relationship

The unit aims to give learners a comprehensive understanding of how customer service contributes to organisational objectives; how to improve customer services performance in an organisation; how to improve customer service levels in different settings; how to manage the customer interface and the role of front-line staff in customer service.

Learning Outcome

At the end of this module the learner will

a. Understand the contribution Customer service makes to achieving organisational objectives.

b. Know how to improve customer service performance in an organisation.
c. Know how to manage the customer interface.
d. Know how to improve customer service levels in specific contextual settings.
e. Understand the role and impact of front-line staff in the delivery of customer service.

Pre-requisites
Minimum age: 18
Academic qualification: A Diploma in the field of Business OR Diploma in any other fields with minimum 2 years working experience in Business-related field
Proficiency Level: Obtained at least a C6 at GCE O Level English OR Certificate in English at Level 3 OR English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time: 12 months
Mode of delivery: Classroom-based teaching
Learning Outcomes
This programme aims to equip aspiring students with a sound foundation for understanding contemporary business issues, understand concepts in management, develop skills to analyze real world business issues, demonstrate enhanced capability in analytical, diagnostic, investigative and writing skills. There are 5 modules in this course and are as follows:

- The Business Environment
- Financial Accounting
- Organisational Behaviour
- Marketing
- Project Management

Module Synopsis
1. The Business Environment

The units aims to give learners a comprehensive understanding of the significance of the environment for business; the structure and organisation of business; the competitive and political environment facing business and the impact of the macro-economic environment and of the global economy on business.

Learning Outcome
At the end of this module the learner will

a. Understand the significance of the environment on business activity.
b. Understand the structure and organisation of business.
c. Understand the competitive and political environment facing business.
d. Understand the impact of macro-economic environment on business.
e. Understand the influence of the global economy on business.
f. Understand the impact of socio-cultural influences and technology on business decisions.

2. Financial Accounting

This module aims to give learners a critical understanding of the framework of financial accounting; how to prepare, present and analyse financial statements and consolidated financial statement; how to prepare statements of Comprehensive Income/Financial position/Changes in Equity/Cash Flows and Capital structure and gearing.

Learning Outcome
At the end of this module the learner will

a. Understand the framework of financial accounting.
b. Know how to prepare and present the financial statements of companies in accordance with internationally generally accepted accounting practice (IGAAP) under international Financial Reporting Standards.
d. Know how to analyse and interpret financial statements for a range of users.
e. Know how to prepare and present consolidated financial statements in accordance with IGAAP.
f. Understand the capital structure and gearing of a business.

3. Marketing

This unit aims to give learners a comprehensive understanding of the nature of marketing and how to evaluate its role and value in different contexts; the marketing mix (7Ps); how to formulate and evaluate marketing plans; the contributions of information, market research and technology; environmental factors, environmental scanning and external audits; buyer behaviour at all level and segmentation, targeting and positioning.

Learning Outcome

At the end of this module the learner will

a. Understand the creative nature of marketing and know how to evaluate the role and value of marketing in a variety of business contexts.
b. Understand the marketing mix concept (7Ps) and its role in the formulation of an integrated marketing plan in both domestic and international markets.
c. Know how to formulate and evaluate marketing plans at domestic and international levels.
d. Understand the role of information and research in marketing decision making and the influence technology has had on these activities in recent years.
e. Understand the macro and micro environmental factors affecting marketing decisions and how to conduct environmental scanning and external audits.
f. Understand consumer and organisational buyer behaviour and the main influences at individual, household and organisational level.
g. Understand segmentation targeting and positioning tools and techniques and be able to develop and implement STP strategies in an appropriate and creative manner.

4. Organisational Behaviour

This unit aims to give learners a comprehensive understanding of the importance of organisational behaviour; the individual’s contribution to the organisation; motivation theories and job design; job satisfaction and dissatisfaction; group in organisations; leadership theories; conflict and conflict resolution and communication processes.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of organisational behaviour in successfully managing a dynamic environment.
b. Understand the individual’s contribution to organisational behaviour and performance by recognising the importance of personality, perception, attitudes and learning.
c. Understand motivation, the various content and process theories and their implications for management and job re-design approaches to improve motivation.
d. Understand about job satisfaction and its relationship to job performance together with stress, frustration reactions and the necessary management action to overcome them.
e. Understand the nature, skill, significance and effectiveness of groups in organisations.
f. Understand leadership theories and examine the key variables that determine the effectiveness of leadership in practice.
g. Understand the nature of conflict and various approaches to securing conflict resolution.
h. Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications.

5. Project Management

The Project management is an extended piece of work requiring empirical fieldwork and the gathering of primary data.

**Pre-requisites for Diploma in Business Studies**
Minimum age: 17
Academic qualification: Obtained at least a C6 at GCE 'O' Level in any three subjects OR Completed high school education OR A Diploma in any field OR a Certificate in Business field
Proficiency Level: English Language proficiency with obtain 40% marks in JE College English Language Placement Test
Duration: Part-time: 6 months
Mode of delivery: Classroom-based teaching

**Pre-requisites for Diploma in Business Studies (Mandarin)**
Minimum age: 17
Academic qualification: Obtained at least a C6 at GCE O Level in any three subjects OR Completed high school education OR A Diploma in any field OR a Certificate in Business field
Proficiency Level: Obtained at least a C6 at GCE O Level Chinese OR Minimum 9 years formal education in Chinese
Duration: Part-time: 6 months
Mode of delivery: Classroom-based teaching
5. ADVANCED DIPLOMA IN BUSINESS STUDIES / ADVANCED DIPLOMA IN BUSINESS STUDIES (MANDARIN)

Learning Outcomes
This programme aims to equip aspiring students with a sound foundation for understanding contemporary business issues, Understand concepts in management, Develop skills to analyze real world business issues, Demonstrate enhanced capability in analytical, diagnostic, investigative and writing skills. There are 6 modules in this course and are as follows:

- Human Resource Management
- Strategic Marketing Management
- Managing in Organisations
- Managing the Customer Relationship
- Management Accounting
- Project and Research Management

Module Synopsis
1. Human Resource Management

This unit aims to give learners a comprehensive understanding of the importance of a professional approach to HRM; people resourcing; employee development, reward and recognition and employee relations; the full range of HRM functions and key developments in the HRM agenda.

Learning Outcome
At the end of this module the learner will

a. Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation's employees.
b. Understand the roles of effective and efficient people resourcing (planning, recruitment and selection) in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.
c. Understand the theory and practice related to the full range of HRM functions (learning, performance management, reward/recognition and employee relations).
d. Understand the content and significance of key development in the HRM arena, especially High Performance Working (HPW), employee engagement, employer branding, and self-managed learning.

2. Strategic Marketing Management

This unit aims to give learners a critical understanding of the concepts and processes of strategic development and marketing planning; the importance of strategic marketing analysis and research; how an organisation determines and achieves its strategic marketing plans; strategic marketing for different business contexts and the impact of technological advances.

Learning Outcome
At the end of this unit participants will

a. Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.
b. Understand the importance of strategic marketing analysis and research and how today’s global, dynamic, and highly competitive business environment influences the process of strategic development and marketing planning.

c. Understand how organisations determine their strategic direction and know how to identify and evaluate the various ways in which this can be achieved.

d. Understand how to implement, measure and control strategic marketing plans.

e. Understand how strategic marketing can be applied to a range of business contexts including the small to medium-sized sector.

f. Understand the impact that technological advances have on strategic marketing and be able to incorporate such advances into strategic marketing plans.

3. Managing in Organisations

The unit aims to give learners a critical understanding of different approaches to organisation theory; organisational structure and design; managerial processes; organisational strategy and goals; the effects of external and internal pressures; organisational chance and development.

Learning Outcome

At the end of this unit participants will

a. Be able to compare and evaluate alternative approaches to organisation theory.

b. Understand the key elements in organisation structure and design.

c. Understand managerial processes within an organisational context.

d. Understand the concepts of organisational strategy and organisational goals and their relationship to organisational effectiveness and efficiency.

e. Understand the need for organisational responsiveness to ensure continued effectiveness in the light of external/internal pressures.

f. Understand the processes of organisational change and organisational development.

4. Managing the Customer Relationship

The unit aims to give learners a comprehensive understanding of how customer service contributes to organisational objectives; how to improve customer service performance in an organisation; how to improve customer service levels in different settings; how to manage the customer interface and the role of front-line staff in customer service.

Learning Outcome

At the end of this module the learner will

a. Understand the contribution Customer service makes to achieving organisational objectives.

b. Know how to improve customer service performance in an organisation.

c. Know how to manage the customer interface.

d. Know how to improve customer service levels in specific contextual settings.

e. Understand the role and impact of front-line staff in the delivery of customer service.

5. Management Accounting

This unit introduces the use of accounting information for management planning and decision making. Topics covered will include the different types of costing and costing analysis. In addition, budgeting and control is also be included.
6. Project and Research Management

The unit aims to give learners a critical understanding of the preliminary stages of a project; and research management and is an extended piece of work requiring empirical fieldwork and the gathering of primary data and critical understanding of the preliminary stages of a project; how to analyse the project work.

Pre-requisites For Advanced Diploma in Business Studies
Minimum age: 18
Academic qualification: A Diploma in the field of Business OR Diploma in any other fields with minimum 2 years working experience in Business-related field
Proficiency Level: Obtained at least a C6 at GCE ’O’ Level English OR Certificate in English at Level 3 OR English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Part-time: 6 months
Mode of delivery: Classroom-based teaching

Pre-requisites For Advanced Diploma in Business Studies (Mandarin)
Minimum age: 18
Academic qualification: A Diploma in the field of Business OR Diploma in any other fields with minimum 2 years working experience in Business-related field
Proficiency Level: Obtained at least a C6 at GCE O Level Chinese OR Diploma in Business field taught in Mandarin
Duration: Part-time: 6 months
Mode of delivery: Classroom-based teaching
Learning Outcomes
This course is recommended for those who are employed at managerial level who wish to achieve a Masters level qualification. The theoretical knowledge cover in this programme is sufficient to equip you with the necessary foundation needed in a Master programmes. The Post Graduate Diploma is comprised of five units and is as follows:

- Strategic Business Management and Planning
- Management of Financial Resources and Performance
- Leadership, Change and People Performance
- Corporate Strategy, Governance and Ethics in the Global Environment
- Research Methods and their Application to Marketing

Module Synopsis

1. Strategic Business Management and Planning

The unit aims to give learner a strategic understanding of the nature, scope for strategic business management and planning in international organisations; the classical and contemporary model, concepts and tools used in business strategy and planning; how organisations identify and develop their goals and values; the impact of political, economic, social, technological, environmental and legal factors; the key forces that represent both opportunities and threats; the strategy process to achieve of competitive advantage; the future challenges affecting strategic business management and planning.

Learning Outcome

At the end of this unit participants will

a. Understand the nature, scope and need for strategic business management and planning in international profit and not-for-profit organisations.

b. Understand a range of classical and contemporary models, concepts and tools in business strategy and planning.

c. Understand the processes by which organisations identify and develop their goals and values.

d. Understand the impact of political, economic, social, technological, environmental and legal factors on an organisation.

e. Understand the key forces that represent both opportunities and threats to organisations whether for profit or not for profit.

f. Understand the strategy process for an organisation to achieve competitive advantage.

g. Understand the future challenges affecting strategic business management and planning.

2. Management of Financial resources and Performance

The unit aims to give learners a strategic understanding of the evaluation of performance using financial statements; the use of management accounting information in the planning and control of resources; how contemporary management accounting methodology can support the management and control of resources; the management and performance of resources in business strategy and planning; alternative financing to achieve organisational objectives; the use of financial data in long-term capital decision making; the international aspects of financial strategy and how organisations manage risk.

Learning Outcome

At the end of this unit participants will
a. Know how to use financial statements to evaluate performance and appreciate the limitations of such analysis.
b. Know how to use management accounting information in the planning and control of an organisation’s resources and appraise its effectiveness.
c. Know how to critically appraise and evaluate contemporary management accounting methodology to support the effective management and control of resources.
d. Know how to identify and critically assess the management and performance of tangible and intangible resources in business strategy and planning.
e. Understand organisational objectives and alternative finance available to fund the achievement of these objectives.
f. Know how to use financial data, techniques and tools to evaluate long term capital decisions.
g. Understand the international aspects of financial strategy.
h. Understand the sources and consequences of risk for organisations and know how these risks may be managed.

3. Leadership, Change and People Performance

This unit aims to give learner a strategic understanding of how the workforce can contribute to competitive advantage and the strategic vision and values; strategies for people resourcing, retention and development; strategies for employee commitment and engagement; leadership approaches linked to High Performance Working (HPW); the theories, concepts and tools associated with organisational change; the capabilities associated with the management of change and promotion of an HPW culture.

Learning Outcome

At the end of this unit participants will

a. Understand the contribution that an organisation’s workforce can make to competitive advantage and the advancement of the strategic vision and values.
b. Understand and be able to apply strategies for people resourcing, retention and development.
c. Understand strategies for enhancing employee commitment and engagement within an organisation, using incentives and other mechanisms.
d. Understand the potential value of leadership approaches linked to High Performance Working (HPW) at all levels in the organisation (strategic, managerial and operational/tactical).
e. Understand and be able to apply the theories, concepts and tools associated with organisational change.
f. Know how to apply the capabilities associated with the effective and efficient management of change, and to maximise the contribution of people within an HPW culture.

4. Corporate Strategy, Governance and Ethics in the Global Environment

The units aims to give learners a strategic understanding of how to analyse the business environment and the development of an international business organisation; the dynamics between and organisation’s resources, products or services and its environment; how to evaluate business ethics from a global perspective; the concepts and perspectives of corporate governance; corporate social and environmental responsibility; how to manage corporate governance and ethics to achieve corporate goals; how to implement and monitor governance and ethical issues in developing a corporate strategy.

Learning Outcome

At the end of this unit participants will

a. Know how to analyse the business environment and development of an international business organisation.
b. Understand the dynamics between an organisation’s resources, product/services and its environment.

c. Know how to evaluate business ethics from a global perspective.

d. Understand the concepts and perspectives of Corporate Governance in an international organisation.

e. Understand the impact of corporate social and environmental responsibility on organisations and society.

f. Understand how organisations manage corporate governance and ethics so as to achieve corporate goals.

g. Know how to effectively implement and monitor ethical and governance issues in developing an appropriate corporate strategy.

5. Research Methods and their Application to Marketing

This unit aims to give learners a strategic understanding of the role of research methods in business, management and marketing; research design and an evaluation of different research approaches; setting research objectives, developing hypotheses and the planning of a research project; management, business and marketing theory and literature search relevant to the project; organising and executing data collection surveys using methodologies appropriate to the required data; analysing and evaluating the evidence (data collected); reporting the findings/how to write up a business consultancy report.

Learning Outcome

At the end of this unit participants will

a. Understand the role of research methods, within the context of management, marketing and business.

b. Be able to compare and contrast research methodologies that relate to management, business and marketing research.

c. Be able to develop research designs from quantitative and qualitative perspectives.

d. Be able to set research objectives and plan a research project.

e. Understand management, business and marketing theory and the relevant literature from varied sources that contribute to the research project.

f. Be able to determine a specific marketing related research issue, set research objectives, plan and carry out a research project, critically analyse and evaluate evidence, and report the findings and outcomes.

g. Know how to design the data collection surveys from quantitative and qualitative perspectives, evaluate the contrasting research methodologies and determine the best approaches to obtain the required data.

h. Be able to write up the results of the project as a business consultancy report.

Pre-requisites

Minimum age: 20
Academic qualification: Obtained a Degree qualification in any field
Proficiency Level: Obtained at least a C6 at GCE O or A Level English OR Certificate in English at Level 3 OR English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time: 8 months
Mode of delivery: Classroom-based teaching
COURSE SYNOPSIS

FOR

TRAVEL, TOURSIM AND

HOSPITALITY MANAGEMENT

COURSES
7. DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY MANAGEMENT

Course Learning Outcomes
This programme aims to help students to develop their understanding of management in the context of travel, tourism and hospitality (TTH). It will give you an overview of the TTH industry. I will equip you to find employment with junior management prospects particular in the TTH sector or to continue your professional or academic studies in the related field. The course consists of 5 theoretical modules which are conducted face to face over a period of six months and another six months of industrial attachment to know the practical aspect of the TTH industry. The theoretical modules are as follows:

- Organisational Behaviour
- Travel, Tourism and Hospitality
- Human Resource Management
- Managing the Customer Relationship
- Travel, Tourism and Hospitality Operations Management

Course Synopsis
1. Organisational Behaviour

This unit aims to give learners a comprehensive understanding of the importance of organisational behaviour; the individual’s contribution to the organisation; motivation theories and job design; job satisfaction and dissatisfaction; group in organisations; leadership theories; conflict and conflict resolution and communication processes.

Learning Outcome
At the end of this module the learner will

a. Understand the importance of organisational behaviour in successfully managing a dynamic environment.
b. Understand the individual’s contribution to organisational behaviour and performance by recognising the importance of personality, perception, attitudes and learning.
c. Understand motivation, the various content and process theories and their implications for management and job re-design approaches to improve motivation.
d. Understand about job satisfaction and its relationship to job performance together with stress, frustration reactions and the necessary management action to overcome them.
e. Understand the nature, skill, significance and effectiveness of groups in organisations.
f. Understand leadership theories and examine the key variables that determine the effectiveness of leadership in practice.
g. Understand the nature of conflict and various approaches to securing conflict resolution.
h. Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications.

2. Travel, Tourism and Hospitality

The unit aims to give learners a comprehensive understanding of the evolution and development of tourism; different forms of tourism demand; the concept of tourism supply and the tourism supply chain; the economic, socio-cultural and environmental impact of tourism; sustainable tourism and tourism planning and tourism forecasting and future trends.
Learning Outcome

At the end of this module the learner will

a. Understand the evolution and development of tourism.

b. Understand the different forms of tourism demand and the factors affecting demand for tourism.

c. Understand the concept of tourism supply and understand how different sectors work together in the tourism supply chain.

d. Understand the economic, socio-cultural and environmental impacts of tourism.

e. Understand the principles of sustainable tourism and the tourism planning process.

f. Understand the role of tourism forecasting and understand current and future trends in tourism.

3. Human Resource Management

This unit aims to give learners a comprehensive understanding of the importance of a professional approach to HRM; people resourcing; employee development, reward and recognition and employee relations; the full range of HRM functions and key developments in the HRM agenda.

Learning Outcome

At the end of this module the learner will

a. Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation’s employees.

b. Understand the roles of effective and efficient people resourcing (planning, recruitment and selection) in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.

c. Understand the theory and practice related to the full range of HRM functions (learning, performance management, reward/recognition and employee relations).

d. Understand the content and significance of key development in the HRM arena, especially High Performance Working (HPW), employee engagement, employer branding, and self-managed learning.

4. Managing the Customer Relationship

The unit aims to give learners a comprehensive understanding of how customer service contributes to organisational objectives; how to improve customer services performance in an organisation; how to improve customer service levels in different settings; how to manage the customer interface and the role of front-line staff in customer service.

Learning Outcome

At the end of this module the learner will

a. Understand the contribution Customer service makes to achieving organisational objectives.

b. Know how to improve customer service performance in an organisation.

c. Know how to manage the customer interface.

d. Know how to improve customer service levels in specific contextual settings.

e. Understand the role and impact of front-line staff in the delivery of customer service.
5. Travel, Tourism and Hospitality Operations Management

This unit aims to give learners a critical understanding of the key features of operations management in the Travel, Tourism and Hospitality (TTH) industry; the role of operating systems in delivering customer service; the role of Information Communication Technology (ICT) in the development of operational systems; the key features of services and their implications for operations; standardisation and its impact on operations, service and consumer satisfaction; the role of front-line staff; health and safety responsibilities for employees and guests.

Learning Outcome

At the end of this module the learner will

a. Understand the key features of operations management in travel, tourism and hospitality businesses.
b. Understand the role operating systems in travel, tourism and hospitality play in delivering service to customers
c. Understand the role of evolving technologies, in particular, ICT in the development of operational systems in travel, tourism and hospitality.
d. Understand the key features of services and their implications for operations in travel, tourism and hospitality.
e. Understand the role of customer feedback in enhancing services and operations in travel, tourism and hospitality.
f. Understand how the concept of standardisation, in particular McDonaldisation, impacts on operations, service and consumer satisfaction in travel, tourism and hospitality.
g. Understand the role of front-line staff in travel, tourism and hospitality operations.
h. Understand the health and safety issues in the management of TTH operations from the perspective of both employees and guests.

Pre-requisites

Minimum age: 18
Academic qualification: Obtained at least a C6 at GCE O Level in any three subjects OR Completed high school education OR A Diploma in any field OR a Certificate in Tourism field
Proficiency Level: English Language proficiency with 40% marks in JE College English Language Placement Test
Duration: Full-time: 12 months
Mode of delivery: Classroom-based teaching

The Diploma also provides an ideal stepping stone for students who wish to further their education in Advanced Diploma in Travel, Tourism and Hospitality Management.
8. ADVANCE DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY MANAGEMENT

Learning Outcomes
This programme aims to help students to develop a critical understanding of management in the context of travel, tourism and hospitality (TTH). It will give you an overview of the TTH industry and equip you to find employment with management prospects particular in the TTH sector or to continue your professional or academic studies in the related field. The course consists of 5 theoretical modules which are conducted face to face over a period of six months and another six months of industrial attachment to familiarize with the practical aspect of management in the TTH industry. The theoretical modules are as follows:

- Strategic Hospitality Management
- International Travel, Tourism and Hospitality
- Strategic Marketing Management
- Strategic Human Resource Management
- Project Management

Module Synopsis
1. Strategic Hospitality Management

This units aims to give learners a critical understanding of the nature, scope, function and organisation of facilities management in the hospitality business; the management of events; the design and development of hospitality facilities; principles of environmental best practice; Information Communication Technology (ICT) in the management of hotel premises; legal obligations and how to measure the performance of hospitality facilities.

Learning Outcomes
At the end of this unit participants will

a. Understand the nature, scope function and organisation of facilities management in the hospitality business.
b. Understand the impact of events on the operation and profitability of hospitality businesses.
c. Understand the principles of the design and development of contemporary hospitality facilities.
d. Be able to apply the principles of environmental best practice in the context of hospitality facilities.
e. Understand the value of outsourcing in the hospitality industry and be able to analyse strategies for its management and control.
f. Understand the role and uses of ICT in the planning and operation of hotel premises.
g. Understand the legal obligations of hospitality and facilities managers.
h. Be able to evaluate different approaches to measuring the performance of hospitality facilities.

2. International Travel, Tourism and Hospitality (ITTH)

The unit aims to give learners a critical understanding of the process of internationalisation and the role of multinational TTH corporations; theories of internationalisation; how theories of cultural differences in management can be applied to the TTH context; the interplay between organisational design and practices in international TTH organisations; foreign direct investment and its impact on the development of ITTH; strategic business development model; the impact of national and cultural factors on the utilisation of resources; the relationship between internationalisation and sustainability within the TTH sector.
Learning Outcome

At the end of this unit participants will

a. Understand the process of internationalisation in the context of TTH and assess the role of multinational travel, tourism and hospitality corporations in influencing management practice.

b. Be able to critically apply theories of internationalisation to the travel, tourism and hospitality context.

c. Be able to critically apply theories that explain cultural differences in management practice within a travel, tourism and hospitality (TTH) context.

d. Understand the interplay between organisational design and practices in international travel, tourism and hospitality organisations and their impact on management policy and practice.

e. Understand the role foreign direct investment in the TTH sector, including its benefits and limitations.

f. Understand the role of strategic business development models in the internationalisation of TTH organisations.

g. Understand the impact of national and cultural factors on the utilisation of resources (financial, brand, product, human) in travel, tourism and hospitality.

h. Understand the relationship between internationalisation in travel, tourism and hospitality and issues of sustainability within the sector.

3. Strategic Marketing Management

This unit aims to give learners a critical understanding of the concepts and processes of strategic development and marketing planning; the importance of strategic marketing analysis and research; how an organisation determines and achieves its strategic marketing plans; strategic marketing for different business contexts and the impact of technological advances.

Learning Outcome

At the end of this unit participants will

a. Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.

b. Understand the importance of strategic marketing analysis and research and how today’s global, dynamic, and highly competitive business environment influences the process of strategic development and marketing planning.

c. Understand how organisations determine their strategic direction and know how to identify and evaluate the various ways in which this can be achieved.

d. Understand how to implement, measure and control strategic marketing plans.

e. Understand how strategic marketing can be applied to a range of business contexts including the small to medium-sized sector.

f. Understand the impact that technological advances have on strategic marketing and be able to incorporate such advances into strategic marketing plans.

4. Strategic Human Resource Management

This unit aims to give learner a critical understanding of the nature and benefits of an HR strategy; links between corporate strategy and operational HR activities; the design, monitoring and evaluation of an HR strategy; strategies for people resourcing, learning and development, employee relations, performance management and reward.
Learning Outcome

At the end of this unit participants will

a. Understand the nature and benefits of taking a strategic approach to the management and development of people.

b. Understand the positioning of an organisation’s HR strategy as the bridge between its corporate strategy and higher order purposes and its lower level human resource activities.

c. Understand the design, monitoring and evaluation of a HR strategy.

d. Understand the strategies for people resourcing.

e. Understand the strategies for learning and development within organisations.

f. Understand the strategies for employee relations.

g. Understand the strategies for performance management and reward.

5. Project Management

The unit aims to give learners a critical understanding of the preliminary stages of a project; how to analyse the project work content and risks in order to obtain estimates and tenders; detailed project planning; monitoring and control; project team structures and management strategies; managing quality and change; closure and review of projects.

Learning Outcome

At the end of this unit participants will

a. Be able to initiate the preliminary stage of a project.

b. Be able to analyse the project work content and associated risks in order to obtain estimates and tenders.

c. Be able to create a detailed project plan.

d. Understand how the progress of a project can be monitored and controlled.

e. Know how to organize a suitable team structure for the project personnel and devise strategies for leading them effectively.

f. Understand the management of quality and change within a project.

g. Know about the recommended activities and required reports in the closure and review of a project.

Pre-requisites

Minimum age: 18

Academic qualification: A Diploma in the field of Tourism and Hospitality OR Diploma in any other fields with minimum 2 years working experience in Tourism-related field

Proficiency Level: English Language proficiency with 40% marks in JE College English Language Placement Test

Duration: Full-time: 12 months

Mode of delivery: Classroom-based teaching