



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

A close-up portrait of a young woman with dark hair pulled back, smiling warmly at the camera. She is wearing a dark pinstriped business suit jacket over a white collared shirt. The background is blurred, showing another person in a blue suit and a green lawn. A red, semi-transparent graphic element is overlaid at the bottom of the image, containing the text.

Diploma in Business Management



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The Marketing Institute of Singapore (MIS) was established in 1973 as the national not-for-profit organisation for the marketing profession in Singapore. It is the national professional body for sales and marketing practitioners in Singapore.

The Institute believes in promoting marketing as a philosophy and is dedicated to Creating Marketers through Quality Education. Being one of the oldest and most renowned education and training centres in Singapore, qualifications awarded by MIS are highly regarded and recognised, particularly in the field of Sales and Marketing.

MIS is renowned for its practical and up-to-date theoretical approaches in its training programmes. Over the years, the Institute has graduated many sales and marketing professionals through its series of qualifications: certificates, diplomas, degrees and post-graduate programmes. MIS is also the first marketing professional body in the Asia-Pacific region to be PSB ISO 9000 certified. In 2003, this certification has been converted to ISO 9001: 2000.

As one of the founding members of the Asia Marketing Federation (AMF), MIS is currently the education headquarters of the AMF, an appointment it held since 1992. Given its track record as the foremost marketing institute in Singapore, MIS began to attract international students to its campus since 1998. Over the years, the number of these International students enrolling in MIS has grown tremendously.

MIS is one of the first three private education organisations to attain the CaseTrust for Education Mark – a certification of possessing the foundation for good quality student welfare / protection practices and standards.

Introduction

The **Diploma in Business Management (DBM)** is a professional business management programme specially designed for those who wish to upgrade their knowledge and skills in a business environment, and to advance their career goal.

Programme Objective

The programme aims to provide students with a broad based education in business management. Through a selection of core business modules, students will be equipped with modern business principles and concepts and be trained on developing balanced qualitative and quantitative skills that are required in a practical oriented environment. In addition, there is also strong emphasis on building essential lifelong skills such as communication, cultural-thinking, team-working and interpersonal abilities. The programme prepares students with a global mindset who can then contribute effectively and productively in a competitive business world.

Programme Structure

This 16-month part-time programme covers 12 modules over four semesters:

SEMESTER I	DB 101 Principles of Marketing	DB 102 Principles of Management	DB 103 Principles of Economics
SEMESTER II	DB 104 Financial and Managerial Accounting	DB 105 Business Law	DB 106 Business Statistics
SEMESTER III	DB 107 Business Information Systems	DB 201 Human Resource Management	DB 202 International Management
SEMESTER IV	DB 203 Business Ethics	DB 204 Business Research Methods	DB 205 Business Policy and Strategy

Classes are held two to three times a week from 7.00 pm to 10.00 pm on weekdays or 2.00 pm to 5.00 pm on Saturdays. Delivery mode involves lectures, group discussions, case studies and presentations by students.

All students are required to sit for a written examination for each module at the end of each semester. Students must fulfil the attendance requirement of at least 75% for each module before they are considered eligible to take the end-of-semester examinations.

Students may repeat any single module up to a maximum of two times. However, the student must complete the DBM programme within five years from the intake he/she is registered in.

Module Outline

DB 101 PRINCIPLES OF MARKETING

The module aims to equip students with a good knowledge of the principles and practice of modern marketing. It covers a wide range of modern marketing related topics including marketing orientation, marketing environment, market segmentation, targeting and positioning, the marketing mix, the role of marketing in society and its challenges. In designing and implementing a marketing plan, students will develop skills in applying the marketing concepts and tools to decision making in areas such as product offering, pricing, distribution and promotion.

DB 102 PRINCIPLES OF MANAGEMENT

The managers in modern business today are facing increasingly competitive and uncertain environments. There are new and continual challenges in dealing with political, economical, cultural, technological and environmental factors that would affect managerial decision making, commitment to social responsibility and managerial ethics and the traditional functions of management. The module aims to apply theories and concepts about managing an organisation effectively, and to examine issues relating to contemporary practices in management.

DB 103 PRINCIPLES OF ECONOMICS

This module introduces economic principles, concepts and necessary frameworks applicable in the micro and macro economic environment. Key economic issues will be discussed, for instance, understanding and applications of demand and supply, elasticity, production cost and analysis, market structure, gross domestic product, economic growth, unemployment and inflation, monetary and fiscal policies, international trade and economics.

DB104 FINANCIAL AND MANAGERIAL ACCOUNTING

Students will learn the foundations and applications of financial and managerial accounting. Basic accounting functions and its role in modern organisation will be explored. With a broad coverage of a range of financial and managerial accounting topics, students will benefit from the technical skills that are required in dealing with personal finances or managing small businesses. At the end of the course, students will be able to prepare and analyse financial reports and appreciate how accounting information can be used for management decision making.

DB 105 BUSINESS LAW

The aim of this module is to equip students with a functional familiarity with some major legal principles affecting business persons and business transactions. Students will learn an analytical approach to solve legal problems by recognising legal issues, applying appropriate laws in various commercial scenarios and learn to reach a reasonable solution. The course comprises several legal areas: the meaning of law and its origins, the laws of Singapore, contract law, the law of sale of goods, employment law, law of agency, law relating to business organisations, law of torts in business and introduction to intellectual property law.

DB 106 BUSINESS STATISTICS

This module provides students an introduction to concepts, methods and applications of descriptive and inferential statistics. The objectives are to help students understand various business situations in which a range of statistical techniques are applicable, to develop skills in presenting, summarising and processing sample data, making basic statistical inferences and arriving at appropriate business decisions.

DB 107 BUSINESS INFORMATION SYSTEMS

This module provides students an understanding of the development of information systems in organisations, and discusses relevant issues and challenges faced by managers. Topics include: general system concepts, data and information, framework of information systems in organisations, function and characteristics of transaction processing systems, management information systems, electronic data interchange systems and inter-organisational systems, planning and developing information systems, security, privacy and ethical issues in information systems management.

DB 201 HUMAN RESOURCE MANAGEMENT

Managers are constantly faced with human resource related issues, problems, and decision making. The course aims to equip students with a functional familiarity and a conceptual foundation on the key issues in human resource management (HRM). The core areas of HRM will be taught, including human resource planning, job analysis, recruitment and selection, performance management, training and development, compensation, employee relations and HRM in an international context.

DB 202 INTERNATIONAL MANAGEMENT

This module is designed to familiarise students with current international management theory and practices. It examines, analyses and explains the increasingly complex business environment in which contemporary organisations are operating internationally. Topics include discussion on the emergence and impact of globalisation, examination of the international environmental forces, analysing country differences and cultural diversity, developing and implementing international strategy, understanding the functional areas of the organisation in the global market place and appreciating the role and impact of ethics in an international context.

DB 203 BUSINESS ETHICS

Business ethics underlines many of our business activities. If you think that you are not treated fairly at work, it may be an ethical issue. If you purchase a product or service which does not live up to its promise in the advertisement, there could be an ethical problem. You may be faced with ethical dilemmas when dealing with customers. The module explores the different dimensions of business ethics and provides students with a framework to make moral judgements about the ethical nature of business related activities.

DB 204 BUSINESS RESEARCH METHODS

This module gives an overview of the information gathering function from the perspective of the researchers who gather the information and the managers who use it. The course addresses the design, collection, analysis and reporting of research data relevant to an organisation's needs. Students will learn a fundamental research framework and appreciate the interactions among the parts of the research process so as to arrive a research result with confidence. Students will gain knowledge on the applications of descriptive and inferential statistical concepts in the business environment.

DB 205 BUSINESS POLICY AND STRATEGY

The managers in modern businesses are facing increasingly competitive and uncertain environments. The aim of this course is to provide students with a good knowledge on the formulating, implementing and evaluating of organisational strategy in a complex business environment. Students are expected to gain knowledge and to develop skills on how to manage an organisation, the industry and the external and internal environments in which it operates and making decisions which lead to actions toward implementing those plans.

Application & Administration Details

Entry Requirements

All applicants must possess:

- 2 GCE 'A' level and 2 GCE 'AO' level credits or;
- 5 GCE 'O' level credits or;
- 3 GCE 'O' level credits with minimum 3 years of working experience or;
- Higher National ITE Certificate (Higher NITEC)/ITC or;
- LCCI Diploma in Marketing (Level 3) with 3 GCE 'O' level credits and minimum 2 years of working experience or;
- Marketing Institute of Singapore Training Centre Certificate in Sales and Marketing (CSM)

Those who do not meet the above qualifications but have years of working experience will be considered on a case-by-case basis.

The institute's Board of Studies reserves the right to change the above requirements and selection is at its sole discretion.

Exemptions

The Marketing Institute of Singapore Training Centre Board of Studies recognises a number of academic qualifications with appropriate content for exemption on a module-by-module basis. No exemption will be given for partially completed qualifications. Exemptions, however, will not be considered on the basis of managing experience.

The Marketing Institute of Singapore Training Centre Board of Studies reserves the right to recognise and approve only certain qualifications for exemption. Requests for exemption must be made on the appropriate exemption form at the time of registration. No exemptions shall be given after the course has commenced.

An exemption fee of S\$53.50 (incl. 7% GST) per module will be charged for every module exempted. No course fees will be charged for the modules that are exempted.

Fees

Application Fee

A non-refundable application processing fee of S\$214.00 (incl. 7% GST) is chargeable upon application and submission of documents.

Course Fees

Fees are payable in four instalments and must be settled prior to the commencement of each semester:

	AMOUNT	7% GST	TOTAL
Semester I	\$1,350.00	\$ 94.50	\$1,444.50
Semester II	\$1,350.00	\$ 94.50	\$1,444.50
Semester III	\$1,350.00	\$ 94.50	\$1,444.50
Semester IV	\$1,350.00	\$ 94.50	\$1,444.50
Grand Total	\$5,400.00	\$378.00	\$5,778.00

The course fees cover course materials and lesson delivery and **DO NOT** include textbooks and other miscellaneous charges, if any.

Payment of all fees may be made using cash, cheque, NETS and all major credit cards.

Miscellaneous Fees

Candidates will be allowed to sit for the supplementary examination(s) for the module(s) that they were absent or have failed in the main examinations. However, a supplementary examination fee of S\$53.50 (incl. 7% GST) per module is applicable.

To repeat a failed module, a student must pay a repeat fee of S\$481.50 (incl. of 7% GST) per module and attend classes before he/she is considered eligible to take the examination.

Membership Fees

The Marketing Institute of Singapore is a professional body for sales and marketing practitioners. All successful applicants must be affiliate members of the Institute. The following discounted membership charges apply:

Entrance fee	S\$53.50 (incl. 7% GST)
Annual Subscription	S\$53.50 (incl. 7% GST)

Funding & Subsidies

Skills Development Fund (SDF)

The DBM programme is supported by the SDF under the Pre-approved Scheme. Students on company sponsorship will be eligible for a subsidy of up to 90% of the course fees. Log on to www.skillsconnect.gov.sg for more information.

NTUC Funding

The DBM programme is approved for funding under the NTUC-SEP Scheme for up to 90% of the course fees. Log on to www.ntuc.org.sg for more information.

CDAC Funding

The DBM programme is also approved for funding under the CDAC-SEP Scheme for up to 90% of the course fees. Log on to www.cdac.org.sg for more information.

For Singapore Citizens and Permanent Residents, various bank loans are available too.

Award of Diploma

Students who paid all the necessary fees and passed all examinations shall be awarded the **Diploma in Business Management** and be allowed to use the designatory letters "**Dip B M**" after their names.

All examination questions and the marking of scripts will be moderated and/or examined by the institute's Board of Studies before they are released to students. The decision of the Board is final and no correspondence will be entertained.

CASE-Approved Student Contract

The Marketing Institute of Singapore has been CaseTrusted since 2005. Hence, it is mandatory for all students, or legal guardians, if the student is under the age of 21, to sign the CASE-Approved Student Contract with the institute and opt to undertake the Student Protection Scheme prior to the enrolment of each programme. Log on to www.case.org.sg for more information.

Transfer, Withdrawal, Deferment & Refund Policy

The institute is committed to adhere with full integrity to the various policies that are communicated in its student contract, student handbook, and website, amongst others. Log on to www.mis.edu.sg/education for more information.

Confidentiality Policy

The institute is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of this information to any third party without the prior written consent of the student. All personal particulars obtained are strictly for official use only.

Changes & Amendments

The Marketing Institute of Singapore Training Centre reserves the right to vary, change and amend the entry requirements, course fees, curriculum, module content, examination rules and regulations, lecturers, lecture date, venue and other aspects of the course at any time prior to and during the running of the modules.

Application Procedure

An applicant must complete the prescribed application form and return it together with the following documents:

- **CERTIFIED TRUE COPIES** of educational certificates/degrees/diplomas. Certification may be made by your company or at the Marketing Institute of Singapore Training Centre, in which case, the originals must be presented for verification.
- One passport-sized photograph.
- Payment of **S\$214.00** (incl. 7% GST) as the application processing fee (non-refundable). Please make cheque payable to "**MIS Training Centre**".

The completed application form should be submitted to:

**Marketing Institute of Singapore
Training Centre
Education Consultant
10 Raeburn Park, Block C,
#01-33/02-33,
Singapore 088702**



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Training Centre

Marketing Institute of Singapore Training Centre

10 Raeburn Park, Block C,
#01-33 / 02-33, Singapore 088702

Tel : 65-6411-1711
Fax : 65-6271-8029
Email : education@mis.edu.sg
Website : www.mis.edu.sg/education

All information in this brochure is accurate at the time of printing (June 2010). The Marketing Institute of Singapore Training Centre reserves the right to vary the programme structure, curriculum and any of the specific information in this brochure at any time without prior notice.

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