

learning redefined

Quality accredited education. Anytime. Everywhere.



International Diploma and Advanced Diploma in
Business Administration



Study at Informatics • Learning Redefined



Established in 1983, Informatics is one of the largest education and training service provider in Asia. With a global network spanning in more than 20 countries in Asia, Middle East, Africa, Latin America and other region, it offers programmes from foundation programme (for international students) to undergraduate and postgraduate degree completions in the area of Information Technology and Business.

At Informatics, we offer

- Quality higher education programmes awarded by the universities in the Australia and United Kingdom
- Complete progression path for our students
- Different learning modes to accommodate to individual's needs and lifestyle - traditional classroom learning, e-Learning and Capstone (e-Learning with face-to-face tutorial)
- Conducive learning environment and campus lifestyle
- Global employment services for our students

Informatics Academy

Informatics Academy is an awarding body. It ensures that its awards bearing the quality assurance mark is recognised and accepted by employers and universities for employment and transfer credit respectively. The Informatics Academic Governance is the backbone on which the quality of our awards is judged. Collectively, the Academic Council interacts with the International Advisory Panel and thereby empowers Examination Council and Examination Board the authority to grant the Informatics Awards. Represented by a group of respected and experienced academic leaders drawn from universities in the United Kingdom, Australia and the United States of America, each member of the International Advisory Panel of the Informatics Academy, brings with them a wide range of educational leadership and management experience.

Informatics Campus, Singapore Jurong East Campus

The 600,000 sq ft Informatics Campus which can accommodate up to 15,000 students, is one of the largest campuses among the private education schools in Singapore. The Informatics Campus is ideally situated within the education and technology belt in the western part of Singapore. Located next to the bustling suburban Regional Jurong East Town Centre, the campus is well-served by an efficient transportation including the MRT subway interchange, the Jurong Regional Library and many amenities in the vicinity.

Full-Fledged Academic & Sporting Facilities

- 80 academic classrooms and computing labs with a custom-built gaming & animation lab
- 5 full-size lecture theatres
- 2 football/rugby fields, 3 badminton courts, 2 basketball courts, and 2 tennis courts
- Wireless broadband Internet access
- State-of-the-art library and AV library
- Tutorial and counselling rooms
- Revision kiosks



Learning Experience at Informatics

At Informatics, we strive to provide education counselling and support services for students, as well as to facilitate an environment conducive for students to learn, live, and obtain an enriching learning experience. We aim to build the leaders of tomorrow through a specially designed wholesome education programme that places equal emphasis on both academic achievements, as well as non-academic, co-curricular activities. We believe in developing a true leader and a well-rounded individual.



Advancement Pathway

University of Wales (UK)

Bachelor of Science (Hons) in Business Administration
(Finance/Management/Marketing)
Final year

University of Portsmouth (UK)

Bachelor of Arts (Hons) in Business Administration/
Human Resource Management / Marketing
Final year

University of Southern Queensland (Aust)

Bachelor of Business Administration
Final year

Bachelor of Science (Hons) in Business Administration
(Finance/Management/Marketing)
Year 2

International Advanced Diploma in Business Administration
Awarded by Informatics Academy and Validated by NCC Education (UK)

International Diploma in Business Administration
Awarded by Informatics Academy and Validated by NCC Education (UK)

International Diploma in Business Administration

Awarded by Informatics Academy and validated by NCC Education (UK)

Programme Objectives

The programme aim to set about equipping students with a certified strong foundation of Business and Management to:

- Grasp the fundamental principles, theories and concepts relating to the business administration, finance and basic economic function
- Understand the dynamic nature of challenges and opportunities that confront the marketer; how to incorporate the marketing communication mix to the business structure
- Gain broad understanding of the interaction between marketing and business management and relate strategic marketing issues to underlying theoretical concept for appropriate disciplines.



Course Modules

Code	Module Name	Code	Module Name
W1001	Principles of Management	W1005	Accounting
W1002	Principles of Quantitative Methods	W1006	Economics
W1003	Principles of Accounting	W1007	Management I
W1004	Principles of Business Communication	W1008	Marketing

International Advanced Diploma in Business Administration

Awarded by Informatics Academy and Validated by NCC Education (UK)

Programme Objectives

The programme is intended for those seeking a career in Business Administration. It arms prospective students with the knowledge and disciplines required for the effective running of the business.

This programme also satisfies the growing demand for a course offering in-depth study and a high degree of specialisation. It aims to train and prepare students with a blend of educational knowledge and practical experience.

Course Modules

Code	Module Name
W2001	Principles of Business Law
W2002	Quantitative Methods
W2003	Information Technology Management
W2004	Managerial Economics
W2005	Business Finance
W2006	Consumer Behavior
W2008	Marketing Research

Elective Modules

Code	Module Name
W2007	Human Resource Management
B2019	Marketing Communication Strategy



Admission Requirements

International Diploma in Business Administration

Minimum 16 years of age AND, any of the following;

- Students with 3 GCE 'O' levels or 5 GCE 'N' levels (English Medium) are required to complete the Enrichment modules for Critical Thinking and Learning Skills; OR,
- Students with 3 GCE 'O' levels or 5 GCE 'N' levels (Non -English Medium) are required to complete the Enrichment modules for Critical Thinking, Learning Skills and English for Communication; OR,
- Informatics Foundation Programme Certificate OR
- ITE NITEC, COS and NTC Holder OR
- Minimum of 2 passes at GCE 'A' levels OR
- Other equivalent qualifications deemed acceptable by Informatics Academy.

Mature Entry

- Minimum 21 years old with at least 2 years working experience

International Advanced Diploma in Business Administration

- International Diploma in Business Administration OR
- Polytechnic Diploma holders of any discipline or its equivalent OR
- Other qualifications deemed acceptable by Informatics Academy

Programme Duration

International Diploma / Advance Diploma:

Full Time: minimum 8 months

Part Time: minimum 12 months

Intake:

International Diploma

- February / April / June / August / October / December

International Advance Diploma

- April / August / December

Programme Delivery

- Day / evening classes taught by lecturers with industry-experience

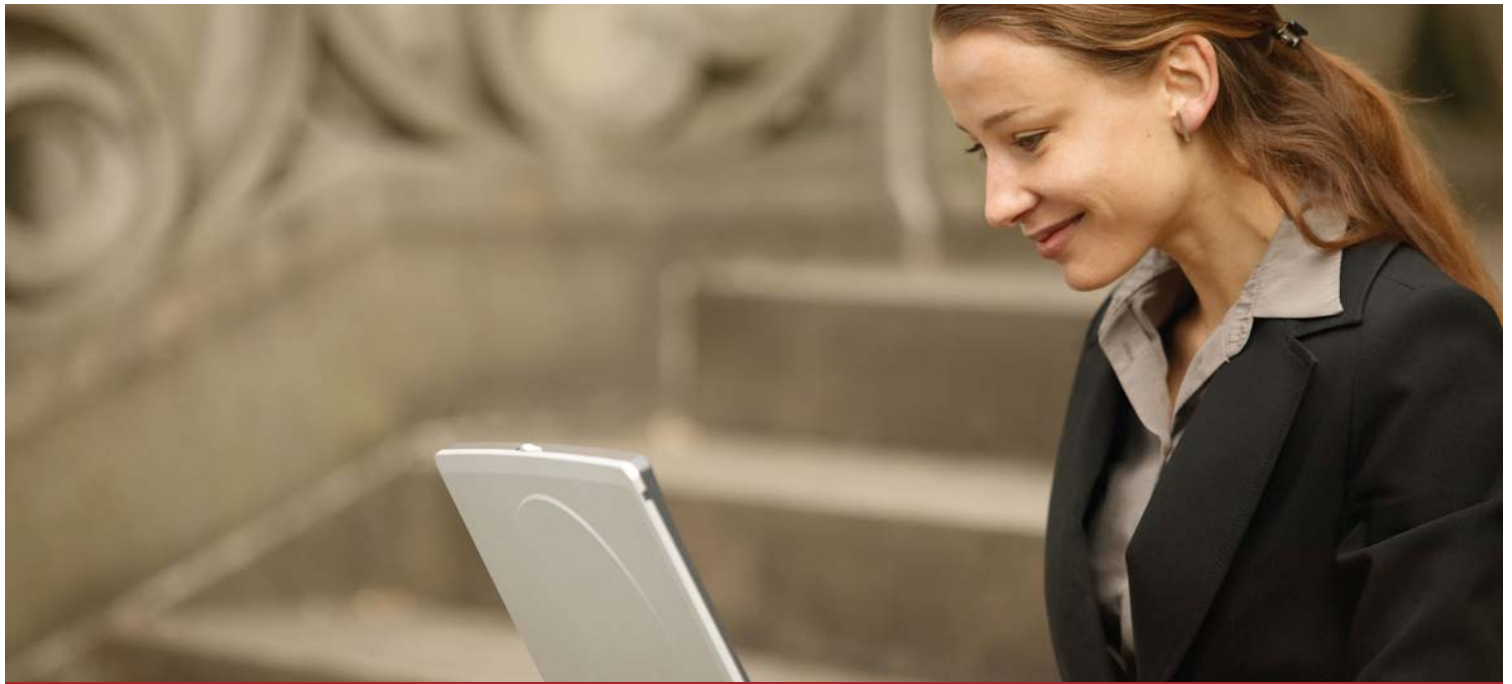
Method of Assessment

- Students are assessed based on coursework / projects / examinations

How to Apply

To apply, applicants must complete and submit the prescribed application forms. The application must be accompanied by the following:

- A one time non-refundable application processing fee
- One certified true copy of educational qualifications (degree, diploma, GCE 'A' and 'O' level certificates) and transcripts showing details of results obtained.
- 2 photocopy of NRIC or passport
- A copy of CV/ Resume



Programme Synopsis:

Enrichment Programme English Communication

The English Communication module is designed to assist students to improve their English language skills. Our Qualifying English Test results will show us which level of English that student of English the student needs to undertake.

Critical Thinking

This enrichment course introduces the use of critical thinking skills to enhance their academic and nonacademic endeavours. Students will develop the ability to reason clearly and critically, and interpretation of information for effective decision-making. Decision-making involves identification of problem and facts, generating the possible courses of action and selecting the best solution. These are essential skills that students should develop not only for academic purposes but more so for professional and personal growth.

Learning skills

The course aims to develop in the students the essential skills in learning including time management, goal setting, stress management, effective research and study skills, group learning and techniques in passing assessments.

International Diploma in Business Administration

W1001 Principles of Management

This unit covers the Principles and Functions of Management. Students are taught the key elements in planning and decision-making and significance of different controls required in an organisation. Students will be able to appreciate the significance of different controls required in organisations, and develop an understanding in the process of organizing the resources of the firm.

W1002 Principles of Quantitative Methods

Rules of numeracy are covered in this unit. It provides some of the basic mathematical data used in graphical form. Students will also be taught to present and analyse simple business data.

W1003 Principles of Accounting

This unit provides students with the basic principles of accounting and their application. Preparation of Trading and Profit & Loss Accounts, Balance Sheets and Cash Flow Reports for sole traders and limited liability companies will be covered. The characteristics of cost behaviour will also be examined in this unit.

W1004 Principles of Business Communication

Business Communication is one of the most important aspects of Business Administration. Students will be taught to present a variety of data in both written and graphical form, and are kept abreast of current development in communications technology. The principles of business communications will also be extensively covered.

W1005 Accounting

This unit demonstrates an understanding of the theoretical framework of accounting and principles underlying accounting statements. Upon completion of this unit students will be able to evaluate the performance and the financial position of organisations from their financial statements.

W1006 Economics

The unit covers what is generally accepted as the subject area of fundamental economic theories, concepts and policies. Economic principles and concepts are applied in decision making in a business environment. An understanding of the general economic environment and its effect upon business organisations and their markets will be acquired at the end of the unit.

W1007 Management I

The objectives, roles, functions and various forms of business organizations as they adapt to a dynamic and changing environment will be covered. An in-depth understanding of the nature of the management process in action will be appreciated. Students will also be taught how to relate to the principles and theories of management to the actual practice as applied to the functional organisation of business and the effective performance of those who work in it.

W1008 Marketing

This unit examines the role and value of marketing in today's increasingly competitive and dynamic environment. The management of the market function will be defined in diverse marketing situations. Marketing principles are covered to analyse, plan, implement and control policies designed to achieve marketing and corporate objectives in both profit and policies designed to achieve marketing and corporate objectives in both profit and non-profit organisations.

International Advanced Diploma in Business Administration

W2001 Principles of Business Law

This unit is designed to enable students to understand the underlying principles of business laws. Students should be able to demonstrate a working knowledge of the law of contract and its practical application. The legal principles relating to sale of goods and customer credit, law of employment and the law of torts will also be covered.

W2002 Quantitative Methods

This unit aims to reach an overall understanding of how and why statistical and mathematical techniques are used in economic and business decisions. Students will demonstrate the ability to analyse, present and interpret statistical data using basic statistical and mathematical procedures.

W2003 Information Technology Management

This unit covers the concepts of information system. Major types of management information systems and how each supports the manager in an organisation. Potential strategic roles of information systems within the organisations are identified. Students will be able to use some basic systems development tools in order to apply Information Systems to business problems.

W2004 Managerial Economics

This unit examines how an organisation can achieve its aims or objectives most efficiently through the application of micro-economic theory and the tools of analysis of decision science such as statistics and quantitative methods. It shows how economic analysis can be used in formulating business policies.

W2005 Business Finance

This module aims to introduce students the basic ideas of business finance. To provide methods of finance-related techniques used for marketing. To also describe the operations of financial markets.

W2006 Consumer Behavior

This module provides students with an understanding of customers' needs and complexity of the Decision Making Unit and Process in both consumer and industrial markets. This ensures that students are able to identify consumer needs through the use of a wide range of available social, cultural and economical factors, which influence consumer behaviour in personal and business scenarios.

W2008 Marketing Research

This module demonstrates the role, purpose and scope of marketing research as an aid to improve marketing management decision making. A wide range of research tools and techniques are examined so as to apply to management marketing problems in consumer organisational contexts. Marketing research plan can also be designed through all the stages, from problem definition to managerial reporting.

Elective modules

W2007 Human Resource Management

The dynamic role of Human Resource Management policies and practices in contemporary organizations is covered in this module. Major philosophies, policies, procedures and practices related to management of human resources will also be taught. An understanding of the influence of differing internal and external environments on current practices and developments in the management of human resources.

B2019 Marketing Communication Strategy

This module is designed to enable students to build a sound theoretical and practical understanding of the formulation of Promotional Strategy and the management of the Marketing Communication process. Students should be able to demonstrate an understanding of the economic and creative justification for Marketing Communications. To develop an understanding of the present limits of Communications Theory and the need to make the process of Marketing Communications more soundly based. To be sensitive to legal and ethical considerations in the implementation of Marketing Communication Strategy.



Informatics Campus • 12 Science Centre Road Singapore 609080 • **Tel: (65) 6880 5880** • **Fax: (65) 6883 2508**
 Email: enquiry@informaticseducation.com • Website: www.informaticseducation.com.sg

Our Student Agreements have been vetted and approved by the Consumer Association of Singapore (CASE); the terms and conditions set out in the Agreement are in accordance with the guidelines of Singapore CASETRUST for Education Award. Please visit our website at www.informaticseducation.com.sg for more details

Information is accurate as the time of print (September 2006).

Information is subject to changes without prior notice.



Applicable to:
 Informatics Computer School
 Thames Business School
 Thames Language School
 Informatics Group Center For Open Learning