



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

A close-up photograph of a young woman with long, dark hair, smiling warmly at the camera. She is wearing a grey business suit jacket and has her hands clasped together, holding a red pen. The background is softly blurred, suggesting an office or professional setting. A large, semi-transparent blue graphic element is overlaid on the bottom half of the image, containing the text for the diploma program.

Graduate 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 **Graduate Diploma in Business Management (GDBM)** programme has been designed to prepare students to achieve a business organisation's sustainable strategic advantage and maintain its effectiveness. It aims to develop critical thinking, problem solving and decision skills that are used in managing a successful business and to work effectively with different organisations and cultures. The programme is of particular interest to people aspiring to middle level managerial roles in large organisations and for those who have a leadership role in smaller organisations. It will also benefit small business owners or entrepreneurs who need the know-how in managing a profitable business.

Programme Objective

This programme provides an in-depth focus on the key business management functions and allows for the acquisition of specialist functional skills and knowledge. At the end of the programme, the student is able to:

- Understand the principles, concepts and techniques of business management.
- Apply the specialist knowledge of business management of organisations in both the private and public sectors.
- Demonstrate the ability to draw on the specialised knowledge covered in the programme contents.

Programme Structure

This 12-month part-time programme covers 6 modules over three semesters:

SEMESTER I	GDBM 101 Marketing Management	GDBM 102 Human Resource Management and Development
SEMESTER II	GDBM 103 Operations Management	GDBM 201 Financial Management
SEMESTER III	GDBM 202 Strategic Management	GDBM 203 International Business Management

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 GDBM programme within three years from the intake he/she is registered in.

Module Outline

GDBM 101 MARKETING MANAGEMENT

To provide students with a good working knowledge of marketing management. Emphasis is placed on the procedures and techniques of decision making in the marketing context. On completing the course, students will be able to apply marketing principles in making marketing decisions.

GDBM 102 HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

This module is designed to explore the current trends and practices of human resource management (HRM) and development (HRD). Specific attention is directed at several HR functions including recruiting practices, selection efficacy, compensation policies, training and development implications and other related topics within the area of HRM and HRD.

GDBM 103 OPERATIONS MANAGEMENT

There are three basic functions of any organisation: Operations, Marketing, and Finance. Operations management is the function that pertains to creation of goods and services. The objectives of this module is to focus on the systematic planning, design, and operation of all processes required for the production of goods and the delivery of services. Operations management spans almost all the

real value-added activities of an organisation including product and process design, customer order management, production, and service delivery. It also includes many supporting value-added activities such as purchasing, material requirements planning, inventory management, project management, and process improvement. These and related topics will be covered.

GDBM 201 FINANCIAL MANAGEMENT

This module aims to teach students how to approach and solve the fundamental financial problems facing all businesses. It covers concepts such as the time value of money, valuation and rates of return, cost of capital, and capital budgeting. Students will learn how capital markets function, about different types of securities and financing instruments that exist, how to manage cash flow and working capital, and about financial forecasting.

GDBM 202 STRATEGIC MANAGEMENT

This module is all about strategy and managing for success. It centres around the theme that a company achieves sustained success if and only if its managers formulate an astute 'game plan', and implement and execute the game plan with proficiency. Strategic management is an integrative module that provides a complete view of the evolving corporate terrain and will show how large and medium-sized companies

can become more effective and productive in the entire business arena. It focuses on seeing the 'big picture'. Students are trained to bring together all of their learned functional skills (i.e. finance, marketing, operations, etc.) and use them to study organisational problems within the context of real-world business case studies.

GDBM 203 INTERNATIONAL BUSINESS MANAGEMENT

The objective of this module is to provide relevant theoretical and practical insights to business management students so that the real world of global business is better understood. This module provides coverage of international business issues, analyses the environment in which international business operates, introduces multinational corporations, global competition, international organisations, treaties and international law, national trade policies and the determinants of competitiveness of firms in international markets.

Application & Administration Details

Entry Requirements

All applicants must possess:

- A degree or similar professional qualifications from a recognised university/institution or;
- A diploma from a local polytechnic with at least 2 years of working experience

The Marketing Institute of Singapore Training Centre 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 marketing 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 three instalments and must be settled prior to the commencement of each semester:

	AMOUNT	7% GST	TOTAL
Semester I	\$ 1,090.00	\$ 76.30	\$ 1,166.30
Semester II	\$ 1,090.00	\$ 76.30	\$ 1,166.30
Semester III	\$ 1,090.00	\$ 76.30	\$ 1,166.30
Grand Total	\$3,270.00	\$ 228.90	\$3,498.90

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\$583.15 (incl. 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)



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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

Funding & Subsidies

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

Award of Diploma

Students who paid all the necessary fees and passed all examinations shall be awarded the **Graduate Diploma in Business Management** and be allowed to use the designatory letters "**Grad 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**

Sign up!