

FYIT SINGAPORE



CaseTrust
Be Sure

Diploma & Higher Diploma in Business Administration



FYIT Business School



FYIT SINGAPORE

FY Institute of Technology, Singapore was founded to fulfil the education needs of professionals and young adults who wish to expand their formal education within and outside their fields of expertise through a blend of Eastern and Western pedagogies.

FYIT collaborates with reputable foreign universities in the delivery of degree programs and has developed its own proprietary range of industry specific Certificate, and Higher Diploma programs. These programs specialize in Logistics, Information Technology, Arts Design, Tourism & Hospitality, Finance & Accountancy, Business Management, Journalism, Law and Languages

Our Senior Advisor

FYIT is honored to have Professor Cham Tao Soon, ex-President of the Nanyang Technological University and well-known educationalist, as the special advisor to guide the academic development of the institute.

Resume of Professor Cham Tao Soon

Present Appointment:

University Distinguished Professor, (Former President, 1981 - 2002), Nanyang Technological University Republic of Singapore.

Academic Qualifications:

BE (Malaya), 1964; BSc (London), 1967; PhD (Cambridge), 1968; Hon. DUniv (Strathclyde), 1994; Hon. DUniv (Surrey), 1995; Hon. DTech (Loughborough), 1996; Hon. DUniv (Soka), 1997; Hon. DEng (Sheffield), 2002

Scholarships:

• Singapore State Scholar (1960 -64), Commonwealth Scholar, UK (1965 - 68)

Professional Qualifications:

• Fellow of the Institution of Engineers, Singapore, Fellow of the Institution of Mechanical Engineers, UK
• Professional Engineer (Civil Engineering, Mechanical Engineering, Marine Engineering)

Membership of Foreign Academy/Award:

• Chevalier des Palmes Academiques, France, 1979 • Royal Swedish Academy of Engineering Sciences (IVA), 1984 • The Royal Academy of Engineering, UK (FREng), 1998

Honours:

• Half Blue (Cambridge), 1968
• Public Administration Gold Medal - Pingat Pentadbiran Awam, Emas, (Singapore National Day Honours 1986)
• Honorary Professor, Huazhong University of Science and Technology, People's Republic of China, 1994
• Honorary Fellowship, Institution of Engineers, Singapore, 1994
• Eminent Fellow, The Chartered Institute of Building, UK, 1996
• Honorary Fellow, St Catharine's College, University of Cambridge, 1996
• 5th ASEAN Achievement Awards in Education, 1997
• Honorary Professor, University of Electronic Science & Technology of China, 1997
• Honorary Professor, Southwest Jiaotong University, China, 1997
• The Distinguished Service Order, 2003 (Singapore National Day Awards 2003)

Other Appointments:

• Held Currently -NatSteel Ltd (Chairman)
• Singapore Press Holdings Ltd (Deputy Chairman)
• Robinson & Company Ltd
• TPA Strategic Holdings Ltd
• Land Transport Authority
• Singapore International Foundation
• Member, Council of Presidential Advisers
• Chairman, Singapore-China Foundation
• Member, Governing Board of the Lee Kuan Yew School of Public Policy
• Governing Council, Singapore Quality Award (Chairman)
• Rhodes Scholarship (Oxford University), Selection Committee (Chairman)
• The Oxford and Cambridge Society of Singapore (President)
• Chairman, Nanyang Academy of Fine Arts Foundation & Council
• Special Advisor, Governing Council, Singapore Institute of Management
• Honorary Advisory Council, Singapore Computer Society
• Board of Governors, Chinese Heritage Centre
• College of Reviewers for New Opportunities Fund Canada Foundation for Innovation (CFI)
• Academic Advisor, Ritsumeikan Asia Pacific University, Japan
• Advisory Committee, the Association of Aerospace Focused Enterprises (AAFE)



Diploma

1. Introduction to Management

This module seeks to equip students with the basic knowledge and skills required to support their own learning and skill development needs in the context of an organisation's goals and objectives. It also seeks to equip students with skills and knowledge to gather, organize and apply workplace information in the context of an organisation's work processes and management systems. This module also seeks to equip students with the knowledge of management theories and skills that can be applied by managers in the dynamic business environments so as to meet the organisation's mission and goals.

2. Introduction to Economics

This module seeks to equip students with the basic knowledge economic environment within which a business operates. Be able to describe the economic problem, classify economic systems and identify changes in contemporary economic systems including scarcity, production curve analysis and resource ownership. Be able to describe the determinants of supply and demand, the nature of equilibrium, and illustrate changes in equilibrium. Be able to describe the characteristics of the four main types of market structures, describe common restrictive market behaviour, government interference in markets including perfect competition, monopolistic competition, oligopoly and monopoly. Be able to explain the role of financial institutions, the nature of money, credit creation and the role of the central bank. Be able to explain the reasons for trade between countries, the composition and direction of trade, the balance of payments, exchange rates and influence of trade flows on the domestic economy. Be able to explain the circular flow macro-economic model, national income equilibrium and factors causing fluctuations in equilibrium. Be able to describe the process of structural change and explain the causes of contemporary economic problems of unemployment and inflation. Be able to explain the meaning and measurement of economic growth and development, the determinants of and barriers to economic growth and development, and internal and international obstacles to such growth and development.

3. Introduction to Computing

This module seeks to equip students with computer literacy skills, which will support them in other modules as well as application to practical life. Application of spreadsheets and word processing; the use of presentation software and database are essential business skills which executives today are equipped with to manage their daily work activities.

4. Introduction to Accounting

This module seeks to equip students with the basic knowledge of accounting theories that can be applied in business environments to meet specific organizational objectives. It covers the maintenance of financial records for a business. It includes activities such as the maintenance of daily financial records, including reconciliation of debtors' and creditors' systems and preparing and maintaining a general ledger and preparation of a trial balance. It also includes activities associated with the monitoring of cash control for accounting purposes.

5. Introduction to Marketing

This course is designed to equip you with the foundation and understanding of business marketing, both in theory and application, essentially a "concepts-through-implementation" run-through of the marketing arena. It also focuses on the marketing concept, marketing environment, product, price, channels of distribution (place) and promotion.

6. Business Statistics

This module aims to equip students with a better understanding of Statistics and its applications. With a reduced focus on computations (hand calculations), there will be a greater emphasis

on concepts and the proper use of Statistics to analyse data. There will be ample opportunities for students to work with real data (whenever possible) to apply statistical methods to resolve likely problems in realistic situations, in the various fields.

7. Work Environment

This subject is aimed at students understanding of the function and structure of business organizations, the rights and responsibilities of employers and employees, and the impact of change in the work environment. Understanding of these functions and legislation is crucial to the understanding of how they affect business operation, especially in regard to Occupational health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination policies.

8. Entrepreneurship

The purpose of this Module is to equip the students with an introduction to the nature and identity of an entrepreneur, and along with an exploration and identify the student's own entrepreneurial potential. In addition, to provide student with the basic information on how to start a new venture, the nature of investment and manage of an existing business. The Entrepreneur needs to understand the legal implications and business ethics, when carrying out business. The application of creative thinking skills not only to develop new ideas by submitting a business plan based on a business model, but also problem-solving arising in the process of the venture. They will learn the foundation knowledge of creating an entrepreneur, types of business entities, business financing and its sources.

9. Business Communications

This module will give the students an understanding of the importance of effective oral, written, visual and electronic communication in the modern business world. Furthermore, they will be exposed to the various forms of interpersonal and intra-group, internal and external communication that are crucial elements for organisational effectiveness. These elements encompass reports, meetings, interviews, negotiations, conflict management and image communication.

The business communications module has a heavier emphasis on practical application. Students will be assessed on the application of the relevant theories taught in the classes.

10. Business Information Systems

In businesses today, we see the emergence of a new digital firm. Global business opportunities afforded by electronic business and electronic commerce combined with the exponential change in technology power and capacity has fuelled the creation of this digital firm. Every aspect of the firm is not only touched by the digital process, but has been transformed by it.

Managing information systems has become a task for all levels of managers and all functional areas of the business. In today's digital firm there is no escaping the opportunities (as well as the challenges) that technology brings. The focus of this module is to let students understand the nature of the digital firm and the key issues in organizing and managing it. Managers of digital firms need to identify the challenges facing their firms; understand the technologies that will help them meet these challenges; design business processes to take advantage of the technologies; and create management procedures and policies to implement the required changes.

Higher Diploma

1. Business Quantitative Methods

This module seeks to equip students with the basic knowledge of a calculator, or computer, percentage adjustments to common commercial situations including those requiring algebraic

manipulation of formulae. Be able to explain the concepts of time value of money and be able to perform calculations involving simple interest. Be able to distinguish between simple and compound interest and perform calculations involving compound interest. Be able to define an annuity, list examples of simple annuity, and apply formulae to solve practical problems. Be able to calculate depreciation rates using the straight-line, reducing balance (diminishing-value), and units -of-production methods. Be able to compute simple financial ratios, and investment ratios; understand concepts on consumer credit, mortgages, inventory, taxes, and investment.

2. Financial Management

This module seeks to equip students with the knowledge of finance in corporate world. It equip student with necessary tools to evaluate the various investments the organisation makes. Enable the students to understand the various sources of capital and fund available for the business to utilise and what the costs of using such resources are.

3. Business Law

This module seeks to equip students with the knowledge and skills of business or mercantile law in the commercial world. It encompasses the study of commercial law principles, Law of Torts, Contract Law, Insurance law and Consumer Law. Students are taught the methodology in analysis of case law & study using the principle of Law.

4. Human Resource Management

The academic notes covered in this module aims to provide students with the basic understanding and application of how human resource management can be strategise and functioned effectively to enable the achievement of organisational goals. The primary purpose is that students should gain skills in managing people, using the human resource activities such as recruitment and selection, compensation, job analysis and design, performance appraisal and training and development, etc. The module commences with human resource strategy and planning, which outlines the significant role the human resource manager can play to achieve the ultimate goals and mission objectives of the organization. Then it proceeds to demonstrate that human resource planning can be effectively carried out through the various human resource activities.

5. Organizational Behaviour

This unit is designed to equip students with knowledge of organizational behaviour in business. The emphasis is placed on the ability of students to apply knowledge and learning through business related case studies. It also focuses on fundamental issues of organization design; student will learn the various theories and models underlying trade-offs and choices in organization structures. Effects of size, technology, environments, corporate strategies and corporate cultures on the structuring of organizations are critically discussed.

The module aims to introduce the basic ideas and theories related to the behaviour of individuals in the work situation and include the study of behaviour within work groups in the organization. It focuses on the role of manager and provides student with some insights into the techniques adopted by managers for solving organizational problems

The module is taught using a combination of lecture, seminar, visiting speakers and cases.

6. Management Accounting

This module examines issues in basic managerial accounting and focuses on the less complex issues relating to cost control, profit analysis, performance measurement, and compensation systems. It includes the recent trends in the management of manufacturing and service organizations and the impact of these trends on

managerial accounting. A conceptual framework for evaluating the role of accounting for planning and controlling activities within an organization context is presented and both the technical and behavioural implications of management accounting systems are discussed.

7. Consumer Behaviour

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as i) how consumers think, feel, reason and select between different alternatives ii) the psychology of how the consumer is influenced by his or her environment iii) limitations in consumer knowledge or information processing abilities iv) how consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer. Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

8. Market Research

This course is to give marketing students an introduction to the framework, the nature and scope for conducting marketing research, a core function in an integrated marketing management program. A general procedure (from problem identification, research design, data collection to data analysis and research result implementation) will be followed in which the major ingredients of marketing research and their interactions are to be discussed and analysed in detail. Cases will be used to illustrate the applications of marketing research in real business settings

9. International Business

Students of international business are fortunate enough to be living in a laboratory where the principles taught in this course can be used on a daily basis. Virtually every management decision being made today is influenced by global events and naïve thinking about international politics, economics, cultures, exchange rates and foreign competitors can have quick and adverse effects on a firm's bottom line. This module will introduce relevant theoretical and practical insights to students so that the real work of global business is better understood.

10. Leadership Development

Introduce to student the opportunity to explore the key issues in leadership within a practical development setting using case studies and activities. The course will emphasise the following issues: Leadership development, the leadership process Leadership skills and leading changes.

11. International Marketing

This module seeks to equip students with the knowledge on how basic marketing concepts can be expanded to address international markets. International marketing has become a necessary way of life for firms that wish to survive and grow in the dynamic world economy of the new millennium. New markets are opening and old markets are evolving. New competitors are appearing and old competitors are growing through alliances, acquisition, and mergers. The global village is becoming a global marketplace. This continuing globalisation has forced both businesses and business schools to become more sophisticated about international marketing. International marketing has evolved accordingly.

12. International Human Resource Management

This subject aims to further develop students' analytical skills in and knowledge of the employer's role in the employment relationship, and to examine the different management approaches to employment relations; the institutional, economic, cultural and strategic influences in choice of those different approaches; the nature of employers' collective organisation for the purposes of industrial relations; and the content, incidence and viability of 'the new industrial relations' in a global context.

Entry Requirements

Students who have successfully completed a relevant Singapore polytechnic Diploma or HND or China Dazhuan diploma or a relevant Higher Diploma from either the FY Institute of Technology or the Qingdao Feiyang Vocational & Technical College or equivalent can be admitted directly into the final year of the degree programme.

How to Apply

To apply, applicants must complete and submit the prescribed application form.

The Application must be accompanied by the following:

- **A one time non-refundable application registration fee**
- **1 copy of official transcripts from university/college**
- **1 copy of each official certificate**
- **1 Passport sized photograph**
- **Proof of English Language Proficiency**
(for students from non-English speaking countries)



Our main campus is located at Potong Pasir. It occupies 20,000 square meters of land on a convenient location with good facilities. Our city campus is situated centrally at Middle Road (Bugis MRT) with the Singapore Management University and Nanyang Academy of Fine Arts adjacent to us in the arts, culture and education district. A good learning and cultural atmosphere is conducive to any student development especially in conjunction with excellent classrooms and engineering & computer laboratory facilities.



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