

SCHOOL OF MANAGEMENT AND COMMUNICATION (SMC)

- Keen to reach the peak of success and flourish in a contemporary workforce?
- At SMC, you will develop an ENTREPRENEURIAL mindset and be well-equipped with crucial communication skills to drive growth. It is prime time to turn your valuable insights into winning strategies to make an impact.

Current Course Title	Demonstrates Passion or Interest in:	Portfolio (What goes into the portfolio)	Interview (Estimated duration & possible topics/ questions covered)
Business	<ul style="list-style-type: none"> • Business • Digitalisation • Entrepreneurship • Sustainability 	<ul style="list-style-type: none"> • Certificate of Attendance/ Achievement of related workshops, programmes or competitions • Evidence of leadership and team skills in CCAs • Community Service Projects • Hobbies that validate interest in the field of study e.g., Online business to demonstrate entrepreneurship • Testimonials from school • Other relevant document/s that support your application e.g., Certificate of Achievements, Letter of Compliment 	<ul style="list-style-type: none"> • Duration: 10-15 minutes • Knowledge about the programme • Past experiences in entrepreneurship or business • Personal reflection on prior experience in entrepreneurship and community work • Future education, career plans, and the course relevance
Consumer Behaviour & Research	<ul style="list-style-type: none"> • Business • Consumer insights • Digital marketing • E-commerce business • Entrepreneurship • Marketing • Psychology • Retail management • Social media marketing 	<ul style="list-style-type: none"> • Certificate of Attendance/ Achievement of related workshops, programmes or competitions • Evidence of leadership and team skills in CCAs • Community Service Projects • Hobbies that validate interest in the field of study • Testimonials from school • Other relevant document/s that support your application e.g., Certificate of Achievements, Letter of Compliment 	<ul style="list-style-type: none"> • Duration: 10-15 minutes • Knowledge about the programme • Past experiences and achievements that demonstrate your interest in the course • Future education, career plans, and the course relevance

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Human Resource Management with Psychology	<ul style="list-style-type: none"> • Accounting • Business • Entrepreneurship • Finance • Leadership • People management • People's well-being 	<ul style="list-style-type: none"> • Certificate of Attendance/ Achievement of related workshops, programmes or competitions • Evidence of leadership and team skills in CCAs • Community Service Projects • Hobbies that validate interest in the field of study • Testimonials from school • Other relevant document/s that support your application e.g., Certificate of Achievements, Letter of Compliment 	<ul style="list-style-type: none"> • Duration: 10-15 minutes • Knowledge of importance of HR in business • Past experience in competitions, community works, leadership or entrepreneurship involvements • Interest in growing business by empowering people • Future education, career plans, and the course relevance
Mass Communication	<ul style="list-style-type: none"> • Content creation • Digital media • Integrated communications • Media business management • Multimedia storytelling • Sustainability communications 	<ul style="list-style-type: none"> • Certificate of Attendance/ Achievement of related workshops, programmes or competitions • Portfolio containing samples of personal work related to media and communication e.g., writing/photography/ videography/blogs and social media/publicity collaterals (Posters, flyers, EDMs) designed for school/events • Evidence of leadership and team skills in CCAs • Community Service Projects • Hobbies that validate interest in the field of study • Testimonials from school • Other relevant document/s that support your application e.g., Certificate of Achievements, Letter of Compliment 	<ul style="list-style-type: none"> • Duration: 10-15 minutes • Knowledge of the field of study or industry • Articulate career aspirations in the media industry and share personal views on current affairs • Past experience in competitions, community, and media-related works • Future education, career plans, and the course relevance

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Common Business Programme	<ul style="list-style-type: none"> • Business • Culinary and operations • Customer experience management • Digitalisation • Entrepreneurship • Events management • Hospitality • Hotel management • Leadership • Marketing/ Digital Marketing • People management • Psychology • Sustainability • Tourism 	<ul style="list-style-type: none"> • Certificate of Attendance/ Achievement of related workshops, programmes or competitions • Evidence of leadership and team skills in CCAs • Community Service Projects • Testimonials from school • Hobbies that validate interest in the field of study e.g., Online business to demonstrate entrepreneurship and equivalent • Other relevant document/s that support your application e.g., Certificate of Achievements, Letter of Compliment 	<ul style="list-style-type: none"> • Duration: 10-15 minutes • Knowledge about the programme • Past experiences and achievements that demonstrate interest in the course • Future education, career plans, and the course relevance

*Applied Learning Modules (ApLMs) are conducted in the same way as all our regular diplomas. The programme helps secondary school students make informed decisions about education and career plans after their graduations.

For more information, visit <https://www.rp.edu.sg/teachers/APLMS>