

WHAT ARE WE LOOKING FOR?

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 and possible topics/questions covered)
Business with majors in: - Banking & Finance - Digital Marketing - International Business	<ul style="list-style-type: none"> Business Digital business Banking and finance 	<ul style="list-style-type: none"> Certificate of Attendance/Achievement of related workshops, programmes or competitions (e.g. financial literacy, digital business, and innovative challenges) Industry/professional certifications, if any Evidence of managing personal business or work experience to demonstrate entrepreneurship/digital business/finance skills (e.g. financial management, social media marketing in the form of testimonials, images, and descriptions of business operations, social media marketing campaigns, etc.) CCA records or self-initiated projects for community work/entrepreneurship 	<ul style="list-style-type: none"> Duration: 10 minutes Knowledge about the course and its majors Prior experience in entrepreneurship, digital business, banking, and finance Future education, career plans, and the course relevance Personal reflection on prior experience in entrepreneurship, digital business, banking, and finance
Consumer Insights & Psychology	<ul style="list-style-type: none"> Business Marketing (including digital marketing, social media marketing, and e-commerce) Consumer insights Consumer psychology Entrepreneurship 	<ul style="list-style-type: none"> Testimonials from school Certificate of Attendance/Achievement of related workshops or programmes Evidence of leadership and team skills in CCAs Community service projects Complimentary letters or testimonials from school/industry 	<ul style="list-style-type: none"> Duration: 10 - 15 minutes Past experiences and achievements that demonstrate your interest in the course Knowledge about the programme Future education, career plans, and the course relevance

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Human Resource Management with Psychology	<ul style="list-style-type: none"> • Business • Entrepreneurship • Human resource (HR) management • Community work • Cross cultural programmes 	<ul style="list-style-type: none"> • Testimonials from school • Certificate of Attendance/Achievement of related workshops or programmes • Evidence of leadership and team skills in CCAs • Certificates of Participation or Appreciation in community service projects • Letters of compliment or testimonials from school/institution • Certificates of Participation or Achievement in relevant competitions 	<ul style="list-style-type: none"> • Duration: 10 minutes • Past experience in competitions, community works, leadership or entrepreneurship involvements • Knowledge of the HR field and its function • Future education, career plans, and the course relevance • Interest in working with people or helping peers
Mass Communication	<ul style="list-style-type: none"> • Writing • Content creation • Photography • Videography • Events • Publicity • Journalism • Broadcast 	<ul style="list-style-type: none"> • Samples of school work or personal work related to media and communication • Writing samples showcasing your passion and aptitude for the course • Articles written for school • Blog posts • Social media posts done for school or for commercial purpose • Photography work (documentation of school events, school trips, etc.) • Videography work (documentation of school events, school trips, etc.) • Posters, flyers, and other publicity collaterals designed for school • Evidence of leadership and team skills in CCAs 	<ul style="list-style-type: none"> • Duration: 10 minutes • Knowledge of the field of study or industry • Ability to articulate interest in what you aspire to do in the industry • Interest in areas pertaining to media, communication, and current affairs • Actions taken to pursue your interest

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		<ul style="list-style-type: none"> • Evidence of interest and abilities such as: <ul style="list-style-type: none"> ◦ Participation in related projects, relevant projects, work attachments and/or competitions at school level and or/at a personal level ◦ Participation in related ApLMs or other workshops, trainings and/or events 	
<p>Common Business Programme</p> <p>Jointly offered by SMC and SOH</p>	<ul style="list-style-type: none"> • Business • Digital business • Banking and finance • Hospitality and tourism management • Marketing • Human resource management • Culinary and operations • Customer experience management • Events and project management • Hotel management 	<ul style="list-style-type: none"> • Testimonials from school • Certificate of Attendance/ Achievement of related workshops or programmes • Industry/Professional certifications, if any • Evidence of leadership and team skills in CCAs • Industry/Professional Certifications, if any • Community service projects • Complimentary letters or testimonials from school/industry 	<ul style="list-style-type: none"> • Duration: 10 - 15 minutes • Past experiences and achievements that demonstrate your interest in the course • Knowledge about the programme • 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>