



SCHOOL OF Business

Embrace the future of business with RP School of Business (SBZ), where innovation meets impact.

As AI and digital technologies transform the world, SBZ empowers you with the knowledge, skills and confidence to lead the change. Our multidisciplinary approach blends business acumen, entrepreneurial drive and sustainability awareness, preparing you to navigate complexity and seize opportunities. With real-world learning and industry partnerships at the core of our curriculum, you'll be ready not just to adapt but to innovate, inspire and shape the future of business while unlocking #GreaterPossibilities with every step.

Common Business Programme
(jointly offered by SBZ and SOH)

Diploma in Business

Diploma in Consumer Insights & Psychology

Diploma in Human Resource Management with Psychology

Diploma in Mass Communication

Common Business Programme

Explore the many paths available with the Common Business Programme (CBP), which provides business choices that shape your future.

In the fast-paced world of business and hospitality, finding your focus can be challenging. That is where CBP helps, guiding you to the right diploma whether in RP School of Business (SBZ) or RP School of Hospitality (SOH). Gain essential business skills to build a strong foundation for your career.

- Gain insights into Business and Hospitality, equipping yourself with knowledge for diverse and rewarding career opportunities
- Choose from seven diplomas across RP's School of Business and School of Hospitality, expanding your options for a rewarding professional future
- Build a strong business foundation with modules in accounting, economics, and marketing, preparing you for diverse career paths



WHAT YOU WILL LEARN

General Modules

- Critical Thinking and Problem Solving Skills
- Designing Your Impact
- Designing Your Life (Future-Ready I)
- Designing Your Life (Personal Growth I)
- Effective Workplace Communication
- Innovation and Practice
- Singapore, the World and I

Discipline Modules

- Financial Accounting
- Fundamentals of Customer Experience
- Marketing
- Microeconomics

At the **end of semester 1**, you will opt for one of the following diplomas/clusters:

- Business (R60)
- Consumer Insights & Psychology (R48)

- Events & Project Management (R28)
- Hospitality & Tourism Management (R66)
- Hotel & Leisure Management (R37)
- Human Resource Management with Psychology (R52)
- Restaurant & Culinary Management (R46)
- *Business Cluster*
- *Hospitality Cluster*

Semester 2

If you choose the **Business Cluster**, you will opt for one of the following **SBZ diplomas at the end of semester 2**:

- Business (R60)
- Consumer Insights & Psychology (R48)
- Human Resource Management with Psychology (R52)

If you choose the **Hospitality Cluster**, you will opt for one of the following **SOH diplomas at the end of semester 2**:

- Events & Project Management (R28)
- Hospitality & Tourism Management (R66)
- Hotel & Leisure Management (R37)
- Restaurant & Culinary Management (R46)

From the second semester, you will study the modules that are allocated to a specific diploma programme from SBZ or SOH.



“I'm glad I began my journey with the Common Business Programme (CBP). It allowed me to explore various areas in business and hospitality and learn from peers with diverse strengths and perspectives. Seeing everyone find their path was inspiring. That first year helped me discover mine, which led me to Diploma in Business as it truly aligned with my interests and passion. It was a meaningful start to uncovering my #GreaterPurpose.”



**CIARA ALYSSA
MARINAS**
2025 Graduate

DIPLOMA IN

Business

Empower the next generation of business leaders for an increasingly digital and sustainable future.

Aspire to be a business leader? The Diploma in Business (DBIZ) equips you with a solid business foundation to thrive in today's dynamic business landscape. Choose from majors in Digital Marketing, International Business, or Banking & Finance, and gain real-world experience through internships and projects with leading industry players.

- Master digital marketing, platform business and e-commerce operations, elevating your expertise in analytics, marketing AI and content creation with the Digital Marketing Major
- Gain expertise in international trade, cross-cultural communication and strategic planning with the International Business Major, preparing for success in global business environments
- Master financial analysis, risk assessment and banking operations with the Banking & Finance Major and enhance your expertise through prestigious bank internships



WHAT YOU WILL LEARN

General Modules

- Critical Thinking and Problem Solving Skills
- Designing Your Impact
- Designing Your Life (Future-Ready I)
- Designing Your Life (Future-Ready II)
- Designing Your Life (Personal Growth I)
- Designing Your Life (Personal Growth II)
- Effective Workplace Communication
- Innovation and Practice
- Singapore, the World and I

Discipline Modules

- Design Thinking for Business Innovation
- Digital Marketing & eCommerce
- Entrepreneurship
- Financial Accounting
- Fundamentals of Customer Experience
- Human Capital Management
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics

Major Modules

Major in Digital Marketing

- Business and Impact Assessment
- Business and Sustainability
- Business Law
- Consumer Behaviour
- Digital Business Strategies
- Digital Marketing Analytics
- Digital Media Content Creation & Management
- Ecommerce Operations

Major in International Business

- Business and Impact Assessment
- Business and Sustainability
- Business Law
- Data Visualisation and Analysis
- Distribution and Transportation
- International and Cross-cultural Marketing
- International Business
- International Trade Finance

Major in Banking & Finance

- Business Law
- Data Visualisation and Analysis
- Financial Markets and Institutions
- Financial Technologies
- International Trade Finance
- Investment Analysis
- Risk and Compliance
- Sustainable Finance

Elective Modules

Customise your learning pathways by selecting **ONE** of the following options:

Option A: Select Elective modules totalling 12 Modular Credits (MCs) from the List of Electives below and/or from the list of modules in applicable Minor Programmes

Option B: Select a Minor Programme

Option C: Select a CET-based Certificate programme and/or Elective module(s) from the List of Electives below or from the list of modules in applicable Minor programmes (only for eligible students)

List of Electives:

- Advanced Integrated Marketing Communications
- Diversity, Equity and Inclusion
- Learning and People Development
- Public Relations and Communications Management
- Social Psychology
- Visual Communication

Industry Orientation Programme Modules

One-Semester Industry Immersion Programme

- Project

And select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

CAREER OPPORTUNITIES

As a DBIZ graduate, you may look forward to exciting careers in your respective domains:

Major in Digital Marketing

- Content Strategist
- Digital Marketing Specialist
- SEO Analyst
- Social Media Executive

Major in International Business

- Export Executive
- Global Marketing Executive
- International Business Consultant
- International Trade Analyst

Major in Banking & Finance

- Banking Sales Executive
- Credit Analyst
- Risk and Compliance Executive
- Sustainable Finance Analyst

RP's Problem-based Learning strengthened my critical thinking, communication and teamwork skills. The practical curriculum prepared me well for my internship at Pan Pacific Hotel and supported my admission into the Bachelor of Accountancy at NTU. With RP's supportive environment, I was able to juggle academics and sports, earning a SEA Games 2023 bronze medal in Men's Epee. These experiences empowered me to create #GreaterImpact—in school, in sport, and beyond."



**BRON SHEUM
HAN SHEN**
2024 Graduate

DIPLOMA IN

Consumer Insights & Psychology

Elevate data-driven marketing. Unlock consumer insights and drive results.

Fascinated by consumer behaviour and its impact on successful marketing? The Diploma in Consumer Insights & Psychology (DCIP) equips you with skills in data analysis, visualisation techniques, consumer psychology and research methodologies. Understand what drives tangible business results. DCIP is your gateway to a rewarding career in marketing and consumer insights, setting you apart as a strategic thinker and sought-after professional.

- Enrich your learning with overseas and local internships, and service-learning trips, broadening your industry knowledge and global outlook
- Master business skills in marketing, market research, and consumer psychology, while gaining hands-on experience with industry tools like Google Analytics, Tableau, and SPSS
- Gain practical experience with international brands and companies such as Unilever, Changi Airport Group, Mediacorp, NielsenIQ, Mr Bean, and KOI Thé, boosting your industry readiness and professional network



Scan to learn more

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Discipline Modules

- Business Statistics
- Cognitive Psychology in Business
- Consumer Behaviour
- Data Visualisation and Analysis
- Design Thinking for Business Innovation
- Digital Marketing Analytics
- Digital Marketing & eCommerce
- Entrepreneurship
- Financial Accounting
- Fundamentals of Customer Experience
- Human Capital Management
- Introduction to Psychology
- Macroeconomics
- Marketing
- Microeconomics
- Qualitative Research Methods
- Quantitative Research Methods
- Social Psychology

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Option C: Select a CET-based Certificate programme and/or Elective module(s) from the List of Electives below or from the list of modules in applicable Minor programmes (only for eligible students)

List of Electives:

- Advanced Integrated Marketing Communications
- Customer Analytics
- International & Cross-Cultural Marketing

Industry Orientation Programme Modules

One-Semester Industry Immersion Programme

- Project

And select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

CAREER OPPORTUNITIES

As a DCIP graduate, you can enter the exciting fields of marketing, advertising, branding, and other consumer-centric functions and take on roles such as:

- Advertising and Promotions Executive
- Brand Executive
- Business Development Executive
- Consumer Insights Executive
- Digital Marketing Executive
- Marketing Executive
- Social Media Executive

“RP provided a nurturing learning environment that strengthened my independence, leadership, and critical thinking. Through the Diploma in Consumer Insights & Psychology, I developed strong analytical and problem-solving skills and applied them in competitions and during my internship at UOB. These experiences shaped me into a resilient, purpose-driven individual ready to make a #GreaterImpact in both my community and future career.”



GOH JUN HUI
2025 Graduate

DIPLOMA IN

Human Resource Management with Psychology

Leverage your people skills to make strategic moves in the business world.

Ready to make an impact in Human Resource Management? The Diploma in Human Resource Management with Psychology (DHRMP) equips you with essential HR skills. Explore topics like legal employment framework, talent acquisition and total rewards. Prepare to attract and develop top talent while building high-performing teams for today's evolving organisational needs.

- Earn the Institute for Human Resource Professionals Certified Associate certification before graduation, gaining industry recognition and a competitive edge in the human resource field
- Receive mentoring from experienced HR leaders, accelerating your professional growth and readiness for the human resource industry
- Stay ahead with in-demand human capital skills as you master HR analytics, DEI strategies, psychology, and international business to create agile, future-ready workforces



Scan to learn more

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Discipline Modules

- Digital Marketing & eCommerce
- Diversity, Equity and Inclusion
- Employment Laws and Labour Relations
- Entrepreneurship
- Financial Accounting
- Fundamentals of Customer Experience
- HR Analytics and Technology
- Human Capital Management
- Industrial-Organisational Psychology
- Learning and People Development
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics
- Organisational Development and Change Management
- Performance, Remuneration and Benefits
- Social Psychology
- Talent Acquisition and Management

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Option B: Select a Minor Programme

Option C: Select a CET-based Certificate programme and/or Elective module(s) from the List of Electives below or from the list of modules in applicable Minor programmes (only for eligible students)

List of Electives:

- Digital Business Strategies
- Essentials in Career Coaching
- International Business

Industry Orientation Programme Modules

One-Semester Industry Immersion Programme

- Project

And select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

CAREER OPPORTUNITIES

As a DHRMP graduate, you are well-equipped to support the company's most valuable asset, i.e. employees, to be effective contributors to the business. Get ready to launch your career in roles such as:

HR Development

- Learning and Development Executive
- People and Culture Specialist
- People Operations Specialist

HR Generalist

- Human Resource Executive/Partner

HR Management

- Employee Relations Specialist
- Remuneration and Benefits Analyst
- Resourcing Analyst/Talent Acquisition Partner
- Well-being Specialist



I've been fortunate to have nurturing lecturers who were always ready to offer guidance and support. Throughout the course, you'll have the chance to explore the complexities of the human mind alongside the dynamics of the business processes. This journey will broaden your perspectives, deepen your learning beyond the classroom, and open up #GreaterPossibilities. You'll also build a strong network of friends that will enrich your polytechnic experience!"



**THEA RAMONA
FERNANDO**
2024 Graduate

DIPLOMA IN

Mass Communication

Share your story and impact the world!

Fulfil your dreams of becoming a multimedia storyteller and content strategist with the Diploma in Mass Communication (DMC). Gain essential skills in digital, print and broadcast media. Develop a media-preneurial mindset and master multimedia storytelling, content creation and data-driven communication. Pursue your passion and carve out a successful career with DMC!

- Become a highly sought-after multimedia storyteller and content strategist, creating compelling content across platforms to engage diverse audiences effectively
- Spot trends and analyse data to drive effective communication, while making a positive community impact as a socially conscious global citizen
- Develop content creation skills and business acumen as a trained media-preneur, empowering you to launch and grow your own content-related ventures confidently



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Discipline Modules

- Advanced Integrated Marketing Communications
- Advanced Media Writing
- Basic Media Writing
- Business Sustainability Communication
- Consumer Behaviour
- Design Thinking for Business Innovation
- Digital Media Communication
- Digital Media Content Creation & Management
- Entrepreneurship
- Fundamentals of Integrated Marketing Communications
- Impact Journalism
- Media Industry and Businesses
- Media Law and Ethics
- Media Practicum
- Media Research & Analytics
- Public Relations & Communications Management
- Video Storytelling & Production
- Visual Communication

Elective Modules

Customise your learning pathways by selecting **ONE** of the following options:

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Option B: Select a Minor Programme

Option C: Select a CET-based Certificate programme and/or Elective module(s) from the List of Electives below or from the list of modules in applicable Minor programmes (only for eligible students)

List of Electives:

- Business Law
- Data Visualisation and Analysis
- Immersive Content Creation
- Multi-Platform Storytelling

Industry Orientation Programme Modules

One-Semester Industry Immersion Programme

- Project

And select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

CAREER OPPORTUNITIES

As a DMC graduate, you can look forward to exciting careers in the media and creative industries. You will be well-positioned to take on roles such as:

Commercial Enterprises

- Corporate Communications Executive
- Marketing Communications Executive

Media and Creative Industry

- Advertising Executive
- Assistant Producer
- Digital Content Creator
- Journalist/Writer
- Public Relations Executive
- Social Media Executive

“RP gave me more than just an education; it gave me the confidence to explore my passions in digital storytelling, journalism and advocacy. Each module, project and mentor helped me grow both professionally and personally. Most importantly, I discovered that growing at my own pace is just as valuable as the destination. These experiences unlocked my #GreaterPossibilities.”



LETICIA CHNG
2025 Graduate