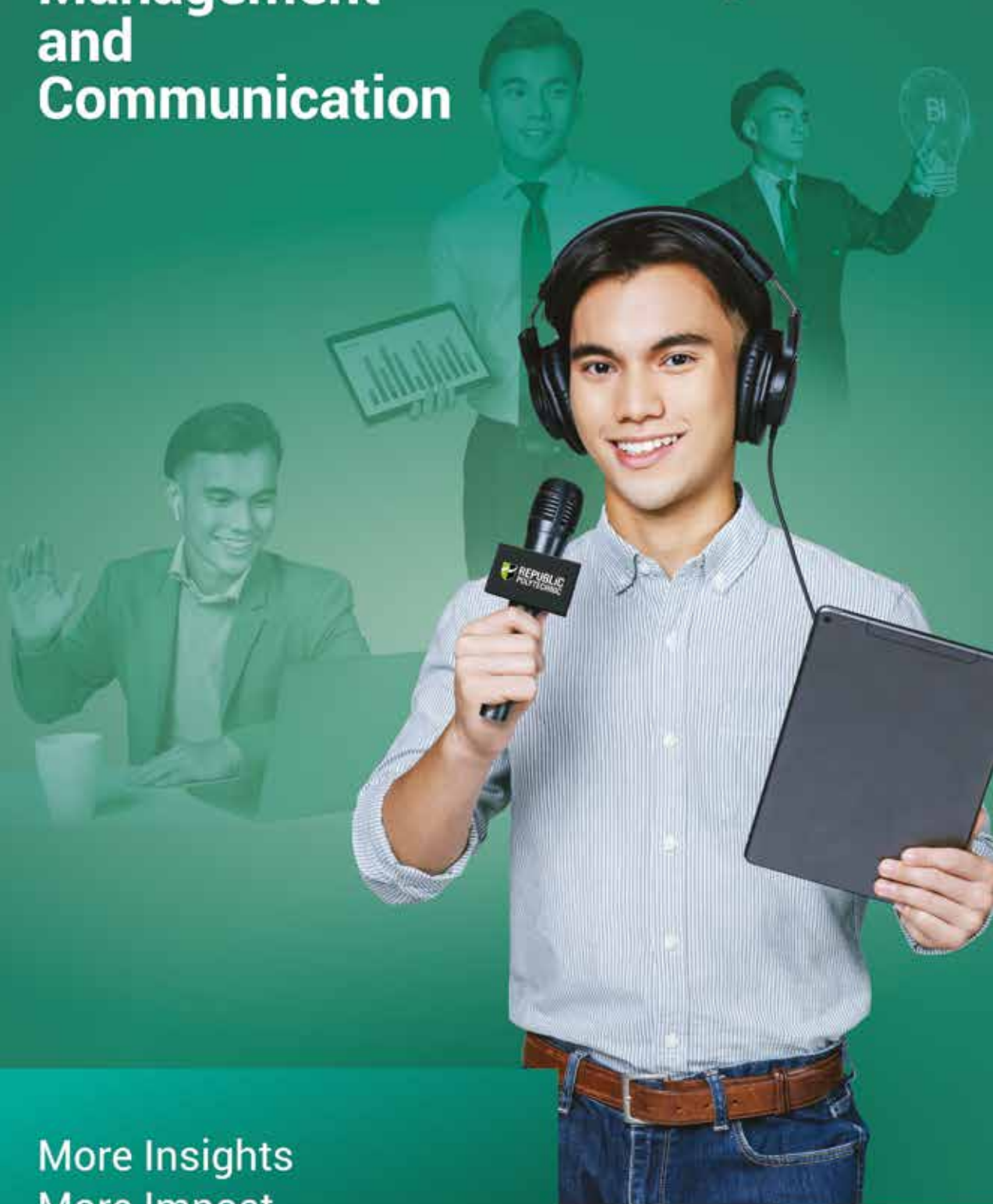


# School of Management and Communication



More Insights  
More Impact  
**BE SO MUCH MORE**

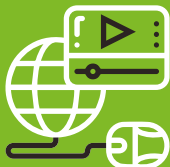
#DiscoverRP



*DID YOU COME WITH HIGH EXPECTATIONS?*

# **WE'LL MEET THEM, AND MORE.**

## **DISCOVER**



### **WIDE RANGE OF PROGRAMMES**

Select from a variety of full-time diploma and lifelong learning courses from our 7 Schools



### **100% INTERNSHIP**

Gain real-world working experience with our established network of partners



### **STATE-OF-THE-ART FACILITIES**

Resources that add to the top-notch experience here

At RP, you'll find a nurturing, student-centric environment that helps you learn holistically. Beside each and every student is a mentor, there to guide you throughout your journey with us — and what a journey it promises to be!

With RP's Problem-based Learning approach, you'll soon realise you're more than able to solve whatever challenges get thrown your way. Transforming problems into possibilities? We'll open your eyes.

You'll embark on a comprehensive enhanced internship programme which will give you a head start in your career.

Look forward to achieving your dreams at RP, as lifelong learning is a journey and we are here to help you develop your potential. Our suite of lifelong learning courses will quench your thirst for learning, strengthen your skillsets and lead you to acquire new ones to stay relevant in this ever-evolving world.

Discover your potential, achieve your dreams and embrace a transformative experience at RP because we're so much more.

A distinctive and rigorous curriculum ensures that you are more than ready to shine in your chosen career. But we know you're looking beyond robust instruction, so you might be further enticed by our:



### **OVERSEAS STUDY TRIPS**

A whole world waiting to be explored and to learn from



### **>80 CO-CURRICULAR ACTIVITIES**

Indulge your interests or try something new



### **COMMUNITY-BASED PROJECTS**

Reach out and discover Singapore from a different perspective



### **3 ACCLAIMED ARTS & MUSIC FESTIVALS**

Held yearly to expand your cultural horizons



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ABOUT SCHOOL OF

# MANAGEMENT AND COMMUNICATION

## HIT THE GROUND RUNNING

Keen to reach the peak of success and flourish in a contemporary workforce?

Whether you dream of award-winning media campaigns or just want to track and understand consumer trends, if you aspire to be the strategist who attracts and retains talents or desire to help communities by building a successful social enterprise — SMC is your first stop before taking the world by storm.

We embrace creative talents, ardent entrepreneurs and social souls alike, opening doors wherever your passion takes you.

Start off with the Common Business Programme, or delve straight into one of our broad-ranging business diplomas, in:

- Business
- Consumer Behaviour & Research
- Human Resource Management with Psychology
- Mass Communication

At the RP **School of Management and Communication (SMC)**, you'll develop an entrepreneurial mindset and be well-equipped with crucial communication skills to drive growth. It's prime time to turn your valuable insights into winning strategies to make an impact.

SMC will develop you into a savvy business and communications professional who can integrate quickly into the working world. You will be able to impact lives and businesses, delivering effective campaigns and sustainable strategies with confidence.

Supporting you are our dedicated lecturers — themselves industry experts who will impart valuable, relevant knowledge as they mentor you. You will get a head start with our strong industry partnerships that give you real-world opportunities and insights into trends and technologies. The energy never wanes at SMC — get your boost right here.

# HEAR FROM OUR GRADUATES



## **DANIEL LIM**

**Diploma in Social Enterprise Management  
(now known as Diploma in Business)  
2021 Graduate**

Currently serving National Service



I chose the Diploma in Social Enterprise Management because I wanted to learn how businesses can help marginalised groups. I was given multiple opportunities to lead and be a part of real-world activities. One such activity was leading a team to successfully pitch for funding worth \$45,000 to organise #Youthempowered, a student-led project designed to tackle the issue of Fake News in Singapore through an 'Escape Room' and card game.

Other memorable activities include organising an outing to the zoo for 1000 beneficiaries and conducting regular visits to the elderly who live in rental apartments. I relish these opportunities to make an impact in the lives of others."

An exemplary role model to his peers, Daniel was inducted into the Director's Roll of Honour for five consecutive semesters. He also received the Lee Foundation Scholarship in AY2019 and AY2020. Graduating with a GPA of 3.84, Daniel received seven module prizes, 16 Distinctions and three As throughout his three years in RP. As a testament to his outstanding achievements, he is also the proud recipient of the Board of Governors

Award for the Most Outstanding Graduate of the Year 2021.

In recognition of Daniel's leadership ability as well as his dedication towards youth and community service, he also received the National Youth Achievement Award (NYAA) (Gold) in 2020 from NYAA Council and the North West Outstanding All-Rounder Student Award 2020 from Northwest Community Development Council.



The knowledge and skills that I acquired at RP have helped improve my skillset in marketing, especially in coming up with innovative solutions and digital business ideas.”

**ALEXANDRIA CHIN RUI FANG**

**Diploma in Consumer Behaviour & Research  
2017 Graduate**

**Work-Study Post-Diploma  
(Specialist Diploma in Digital Business)  
2019 Graduate**

Currently working as a Communications Executive at Marina Bay Sands

As a Communication Executive with Marina Bay Sands, Alexandria is able to use the knowledge and skills acquired at RP to engage and communicate better, especially in understanding the needs of various internal stakeholder segments and delivering effective internal communication messages. Alexandria also completed the Specialist Diploma in Digital Business where she gained deeper knowledge in behavioural insights.



Thanks to extensive training gained through my course, I’m confident when applying my Marketing and Market Research knowledge in real-world situations. I strongly believe the knowledge and experience I’ve acquired will stand me in good stead in my university education journey.”

**TAN KANG HUI, MILLIE**

**Diploma in Consumer Behaviour & Research  
2018 Graduate**

Currently pursuing Bachelor of Business Administration at the National University of Singapore

Being consistently diligent and with her strong determination to follow through tasks, Millie enjoyed sweet success having achieved the L’Oreal Paris Gold Medal Award. Millie has also been quick to recognise the important roles her lecturers and mentor played. By guiding and encouraging her when the going got tough and providing her opportunities in the industry, they have helped to broaden her horizons.





This course has given me a head start in my work at the newsroom. The practical learning experiences have established and strengthened my abilities as a junior reporter. I am glad that the valuable skills and knowledge learnt have equipped me well to confidently work under pressure in a newsroom environment."

### **DEEPANRAI GANESAN**

**Diploma in Mass Communication  
2016 Graduate  
SPH Journalism**

#### **Undergraduate Scholarship**

Currently pursuing Bachelor of Communication Studies at Nanyang Technological University

Besides excelling in his studies, Deepanrai displayed his leadership as both a Student Ambassador and the Editor of the campus newspaper. The course has helped to hone his keen news sense and journalistic skills. Interning at the sports desk of The Straits Times paved the way to his receiving a Singapore Press Holdings scholarship for his undergraduate studies at NTU.



I have grown to be confident in public speaking and have become a fluent writer through my course's robust curriculum. As a business management undergraduate, I have been able to put these skills to good use and look forward to contributing to society and the HR profession in future."

### **NG SHI JAY, GWENDOLYN**

**Diploma in Human Resource Management  
with Psychology  
2019 Graduate**

Currently pursuing Bachelor of Business Management at Singapore Management University

Gwendolyn's tenacity helped her shine in her course as well as in her internship. The BreadTalk Group Ltd Scholarship recipient was also listed on the Director's Roll of Honour for six consecutive semesters.



*DIPLOMA IN*

# ***BUSINESS***

*R60*

- Future-proof yourself with essential skills such as innovation, digitalisation and sustainability in an increasingly complex and dynamic business environment
- Gain exposure and adopt a global perspective through real business projects, international service-learning trips and overseas internship programmes
- Intern with industry leaders such as Adidas, DBS, Singapore International Foundation, Singtel, and Sport Singapore

# TWO TRACKS, ONE FIRM FOUNDATION.



Scan to  
find out more  
about the  
diploma

## ABOUT THE DIPLOMA

A solid base of business skills and knowledge is yours to gain from the Diploma in Business (DBIZ). Incorporating innovation, digitalisation and communication, DBIZ sharpens your business acumen and deepens your expertise with one of the two specialisation tracks.

Aspire to make a positive impact on the environment, society and the economy? Take on the **Social Enterprise track** to make a difference. You will hone your skills

in social innovation and learn to create sustainable businesses. Alternatively, get on the **Sport Management track** and prepare to assume a pivotal role in Singapore's pursuit of sporting excellence.

DBIZ takes you beyond the classroom for experiences in the local community and the working world, and exposes you to cultures across the globe. When you graduate, you will be well-prepared for a career in business and management, across the private, public and social sectors.

## CAREER OPPORTUNITIES

### COMMERCIAL SECTOR

- Business Development Executive
- Corporate Social Responsibility/ Sustainability Executive
- Finance and Administration Officer
- Marketing Executive
- Retail and Merchandising Executive
- Social Entrepreneur
- Sport and Recreation Executive

### PUBLIC SECTOR

- Administration Executive
- Allied Educator
- Social Research Executive
- Sport and Wellness Executive

### SOCIAL SECTOR

- Community Engagement Executive
- Programme Executive
- Volunteer Management Executive



**The Diploma in Business is a forward-thinking programme that equips students with solid business foundation as well as the knowledge and skillsets needed to excel in today's rapidly changing environment."**

#### MR CHIA BOON CHONG

Director  
Group Sustainability  
Singtel

## COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective, and freely chosen modules. There is also an industry orientation component.

### GENERAL MODULES

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

### DISCIPLINE MODULES

- Branding, Advertising and Promotion
- Business and Sustainability
- Digital Marketing and eCommerce
- Digital Media Communication
- Entrepreneurship
- Financial Accounting
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics
- Organisational Behaviour
- Understanding the Society

### INDUSTRY ORIENTATION PROGRAMME

#### For Social Enterprise Track

- Social Entrepreneurship Practicum

#### For Sport Management Track

- Project

#### Select one module from the list below:

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

### FREELY CHOSEN MODULES

Students need to either select the Special Project module or select **two modules** from a list of Freely Chosen Modules

### SPECIALISATION MODULES

**Choose one out of two specialisation tracks listed below:**

#### Option: Social Enterprise Track

- Business Law
- Corporate Governance and Ethics
- Financing the Social Enterprise
- Fundamentals of Social Research Methods
- Social Innovation and Creativity
- Understanding Social Enterprises

#### Option: Sport Management Track

- Biopsychosocial Aspects of Ageing
- Sports and Leisure Related Law
- Sports Business
- Sports Events Management
- Sports Facilities Management
- Sports Policies

### ELECTIVE MODULES

**Select one module from the list below:**

- Business Statistics
- Consumer Behaviour
- Human Resource Management
- Inclusive Physical Activity

## MINIMUM ENTRY REQUIREMENTS

<b>For GCE O-Level Holders</b>	<b>GRADE</b>
<b>English Language</b>	<b>1 – 6</b>
<b>Mathematics (Elementary/ Additional)</b>	<b>1 – 6</b>
<b>ANY THREE OTHER SUBJECTS</b>	<b>1 – 6</b>

In addition, you must have sat for one of the following subjects:

- Art/Art & Design
- Business Studies
- Combined Humanities
- Commerce
- Commercial Studies
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Humanities (Social Studies, Literature in English)
- Humanities (Social Studies, Literature in Chinese)
- Humanities (Social Studies, Literature in Malay),
- Humanities (Social Studies, Literature in Tamil)
- Humanities (Social Studies, History)
- Humanities (Social Studies, Geography)
- Intro to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (English)
- Media Studies (Chinese)
- Music
- Principles of Accounts

## FURTHER STUDIES

**Discover exciting opportunities for further studies!**

Upon completion of your DBIZ studies, you can pursue business and social sciences degree programmes at local or overseas universities.

### ARTS

- Bachelor of Arts in Community Development
- Bachelor of Arts in Social and Public Policy

### BUSINESS

- Bachelor of Business Administration
- Bachelor of Business Economics
- Bachelor of Business and Management
- Bachelor of Business in Sport Management
- Bachelor of Commerce
- Bachelor of Innovation and Entrepreneurship
- Bachelor of Social Entrepreneurship
- Bachelor of Sustainable Business Management
- Other business-related degrees

### EDUCATION

- Bachelor of Education (Physical Education)

### SOCIAL SCIENCES

- Bachelor of Arts and Social Sciences
- Bachelor of Social Science in Social Work
- Bachelor of Social Science in Sociology

For the full listing of entry requirements, visit [www.rp.edu.sg/full-time-courses/dbiz](http://www.rp.edu.sg/full-time-courses/dbiz)



*DIPLOMA IN*

# ***CONSUMER BEHAVIOUR & RESEARCH***

*R48*

- Gain access to our state-of-the-art Consumer Insights Lab where you will discover consumer psychology to understand and influence buying decisions
- Join our overseas learning trips to explore cross-cultural consumer behaviours and find out how successful brands win over their consumers
- Experience exciting overseas or local internship with some of our renowned industry partners such as CapitaLand Retail Management Pte Ltd, Changi Airport Group, Kantar TNS, and Nielsen

# BE A BUSINESS CHANGE-MAKER.



Scan to  
find out more  
about the  
diploma

## ABOUT THE DIPLOMA

The Diploma in Consumer Behaviour & Research (DCBR) is a unique programme which combines business and psychology. Built on a foundation of business and research strategies, the programme will help you understand the various catalysts that drive consumer purchases.

Discover how to turn valuable consumer insights, innovative digital marketing ideas, powerful data analytics, and visualisation techniques into actionable business

strategies. You will learn to develop smart omni-channel marketing schemes to influence your consumers and build stronger brands. Besides training in our unique Consumer Insights Lab with its advanced facilities, you will also enjoy industrial opportunities both at home and overseas.

With the skills you acquire, you can look forward to a fruitful career as a consumer insight professional in local, regional or international markets.

## CAREER OPPORTUNITIES

As a DCBR 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
- Assistant Research Analyst
- Brand Executive
- Consumer Insights Researcher
- Digital Marketing Executive
- Marketing Executive
- Market Research Executive



**Market intelligence and consumer behavioural insights are critical for data-driven business strategy making. RP's Diploma in Consumer Behaviour & Research is highly recommended for those who are serious about learning how to use market research in achieving business goals and transforming insight into results."**

**MS ANA LEI**

Head of Marketing  
ABR Holdings Ltd

# COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective, and freely chosen modules. There is also an industry orientation component.

## GENERAL MODULES

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

## DISCIPLINE MODULES

- Business Statistics
- Consumer Behaviour
- Design Thinking for Business Innovation
- Introduction to Psychology
- Macroeconomics
- Marketing
- Mathematics
- Microeconomics
- Positive Psychology in Marketing
- Qualitative Research Methods
- Quantitative Research Methods
- Social Psychology
- Understanding the Society

## INDUSTRY ORIENTATION PROGRAMME

- Project

**Select one module from the list below:**

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

## FREELY CHOSEN MODULES

Students need to either select the Special Project module or select **two modules** from a list of Freely Chosen Modules

## SPECIALISATION MODULES

- Branding, Advertising and Promotion
- Business Law
- Cognition and Applied Psychology
- Data Analytics and Visualisation
- Digital Marketing and eCommerce
- International and Cross-Cultural Marketing

## ELECTIVE MODULES

**Select one module from the list below:**

- Human Resource Management
- Management Accounting
- Organisational Behaviour
- Retail Management



## MINIMUM ENTRY REQUIREMENTS

<b>MER for GCE O-Level Holders</b>	<b>GRADE</b>
<b>English Language</b>	<b>1 – 6</b>
<b>Mathematics (Elementary/Additional)</b>	<b>1 – 6</b>
<b>ANY THREE OTHER SUBJECTS</b>	<b>1 – 6</b>

In addition, you must have sat for one of the following subjects:

- Art/Art & Design
- Business Studies
- Combined Humanities
- Commerce
- Commercial Studies
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Humanities (Social Studies, Literature in English)
- Humanities (Social Studies, Literature in Chinese)
- Humanities (Social Studies, Literature in Malay),
- Humanities (Social Studies, Literature in Tamil)
- Humanities (Social Studies, History)
- Humanities (Social Studies, Geography)
- Intro to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (English)
- Media Studies (Chinese)
- Music
- Principles of Accounts

## FURTHER STUDIES

**Discover exciting opportunities for further studies!**

DCBR graduates can choose to pursue business and social sciences programmes at local or overseas universities and may be eligible for exemptions at a number of institutions.

For the full listing of entry requirements, visit [www.rp.edu.sg/full-time-courses/dcbr](http://www.rp.edu.sg/full-time-courses/dcbr)



*DIPLOMA IN*

# ***HUMAN RESOURCE MANAGEMENT WITH PSYCHOLOGY***

*R52*

- Learn to interpret data using HR analytics, to provide useful insights for decision making.
- Gain industry experience through advanced industry research projects
- Be industry-ready by undergoing an overseas or local Industry Immersion Programme

# TURN YOUR PASSION FOR PEOPLE TO TAKE ON A STRATEGIC ROLE TO SUPPORT BUSINESSES.



Scan to find out more about the diploma

## ABOUT THE DIPLOMA

With the broad-based Diploma in Human Resource Management with Psychology (DHRMP) programme, you will enjoy the flexibility of making an impact in any industry, with highly sought-after skills under your belt.

DHRMP helps you develop people management skills in an international business landscape. You will be equipped with the understanding to cultivate a positive and productive workplace. Topics such as cross-cultural communication, economics, accounting, employment

laws, Asian industrial relations, HR analytics, organisational development, talent acquisition, diversity, performance management, total rewards, organisational behaviour, international business, and industrial-organisational psychology will be taught in this course.

You will also learn how to establish sustainable workplace practices to enable people and businesses to thrive. Through role-play exercises and embarking on internships, you will gain hands-on experiences to affirm your understanding.

## CAREER OPPORTUNITIES

As a DHRMP graduate, you are well equipped to support the HR function in any organisation. Get ready to launch your career in roles such as:

### HR DEVELOPMENT

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

### HR GENERALIST

- Human Resource Executive/  
Partner/Generalist

### HR MANAGEMENT

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



**I strongly endorse RP's Diploma in Human Resource Management with Psychology as it will prepare graduates for a disruptive business context that requires rapid application of the knowledge and skills attained during the programme. The close integration of the RP curriculum to the challenges in the industry will prepare graduates to be relevant and ensure that they adopt lifelong learning to thrive in the dynamic Human Resource profession!"**

### MS CARMEN WEE

Board Member, Home Team Science & Technology Agency  
Institute for Human Resource Professionals,  
Master Professional  
Institute for Human Resource Professionals,  
Member, Digital and Technology Committee

# COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective, and freely chosen modules. There is also an industry orientation component.

## GENERAL MODULES

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

## DISCIPLINE MODULES

- Cross Cultural Communication
- Financial Accounting
- Introduction to Counselling and Communication
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics
- Organisational Behaviour
- Social Psychology

## INDUSTRY ORIENTATION PROGRAMME

- Project

**Select one module from the list below:**

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

## FREELY CHOSEN MODULES

Students need to either select the Special Project module or select **two modules** from a list of Freely Chosen Modules

## SPECIALISATION MODULES

- Asian Industrial Relations Environment
- Diversity and International Staff Management
- Employment Laws and Labour Relations
- HR Analytics and Technology
- Industrial-Organisational Psychology
- International Business
- Learning and People Development
- Organisational Development and Change Management
- Performance, Remuneration and Benefits
- Talent Acquisition and Management

## MINIMUM ENTRY REQUIREMENTS

<b>MER for GCE O-Level Holders</b>	<b>GRADE</b>
<b>English Language</b>	<b>1 – 6</b>
<b>Mathematics (Elementary/ Additional)</b>	<b>1 – 6</b>
<b>ANY THREE OTHER SUBJECTS</b>	<b>1 – 6</b>

In addition, you must have sat for one of the following subjects:

- Art/Art & Design
- Business Studies
- Combined Humanities
- Commerce
- Commercial Studies
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Humanities (Social Studies, Literature in English)
- Humanities (Social Studies, Literature in Chinese)
- Humanities (Social Studies, Literature in Malay),
- Humanities (Social Studies, Literature in Tamil)
- Humanities (Social Studies, History)
- Humanities (Social Studies, Geography)
- Intro to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (English)
- Media Studies (Chinese)
- Music
- Principles of Accounts

## FURTHER STUDIES

**Discover exciting opportunities for further studies!**

As a DHRMP graduate, you can pursue further education in business studies, arts and social sciences, and international studies at local and overseas universities.

- Bachelor of Arts (Cultural Studies/ International Studies/Psychology)
- Bachelor of Business Administration
- Bachelor of Commerce
- Bachelor of Human Resource Management
- Bachelor of International Studies
- Bachelor of Management
- Bachelor of Social Sciences (Cultural Studies/International Studies/Psychology)
- Business-related degrees with specialisation in HR/International Business/Psychology

For the full listing of entry requirements, visit [www.rp.edu.sg/full-time-courses/dhrmp](http://www.rp.edu.sg/full-time-courses/dhrmp)



*DIPLOMA IN*

# ***MASS COMMUNICATION***

*R32*

- Leverage traditional and digital communication tools to drive conversation, participation, and loyalty
- Learn how to provide strategic advice in managing an organisation's public image
- Undergo a 20-week Industry Immersion Programme with organisations such as Edelman, GroupM, Golin, Mediacorp, Ogilvy Public Relations, Shell Singapore, Singapore Press Holdings, and TBWA

# SHARE YOUR STORY AND IMPACT THE WORLD.



Scan to  
find out more  
about the  
diploma

## ABOUT THE DIPLOMA

Fulfil your dreams of becoming a world-class content creator with the Diploma in Mass Communication (DMC). DMC offers you a strong foundation across multiple media platforms, including digital, print and broadcast. You will learn to tailor your messages to reach specific audiences for maximum impact and become an effective all-round communicator with strong digital media skills.

Choose the Journalism track for an introduction to the integrated newsroom of the future; or get on the Public Relations and Marketing Communication track to immerse in a fast-paced communications environment where digital and traditional media converge.

With DMC, you can carve out a successful career, driven by your passion.

## 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



**We've had RP interns with us in Brand Management and Data Strategy roles. They are creative, passionate, street smart, and dependable. It's always a pleasure to have them as part of our team."**

#### MS MANDY GOH

Director, New Business & Talent Development  
TBWA\ Group Singapore

## COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective, and freely chosen modules. There is also an industry orientation component.

### GENERAL MODULES

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

### DISCIPLINE MODULES

- Art of Story
- Cross Cultural Communication
- Digital Media Communication
- Digital Media Content
- Effective Presentation Skills
- Feature Writing
- Introduction to Integrated Marketing Communications
- Marketing
- Media and Society
- Media Law and Ethics
- News Writing
- Public Relations and Media
- Research Methods
- Single-Camera Production
- Video Journalism
- Visual Communication

### INDUSTRY ORIENTATION PROGRAMME

- Portfolio Development

**Select one module from the list below:**

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

### FREELY CHOSEN MODULES

Students need to either select the Special Project module or select **two modules** from a list of Freely Chosen Modules

### SPECIALISATION MODULES

**Choose one out of two specialisation tracks listed below:**

#### **Option: Journalism Track**

- Impact Journalism
- Media Practicum (Journalism)
- Photojournalism

#### **Option: Public Relations and Marketing Communication Track**

- Campaigns and Advertisement Design
- Crisis Communication
- Media Practicum (Public Relations and Marketing Communication)

### ELECTIVE MODULES

**Select one module from the list below:**

- Consumer Behaviour
- Creative Concepts
- Entrepreneurship
- Organisational Behaviour



## MINIMUM ENTRY REQUIREMENTS

<b>MER for GCE O-Level Holders</b>	<b>GRADE</b>
<b>English Language</b>	<b>1 – 4</b>
<b>Mathematics (Elementary/ Additional)</b>	<b>1 – 7</b>
<b>ANY THREE OTHER SUBJECTS</b>	<b>1 – 6</b>

In addition, you must have sat for one subject listed in 1st Group and another different subject listed in 2nd Group:

### **1st Group:**

Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music

## FURTHER STUDIES

### **Discover exciting opportunities for further studies!**

You can pursue a wide range of mass communication degrees including journalism, PR, broadcast, and film.

You can also pursue your studies in the fields of social sciences, business and law at local or overseas universities.

### **2nd Group:**

Additional Mathematics, Art/Art & Design, Business Studies, Chinese, Combined Humanities, Commerce, Commercial Studies, Creative 3D Animation, Design & Technology, Design Studies, Economics, Elementary Mathematics, Food & Nutrition, Geography, Higher Art, Higher Chinese, Higher Malay, Higher Music, Higher Tamil, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Malay, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts, Tamil

For the full listing of entry requirements, visit [www.rp.edu.sg/full-time-courses/dmc](http://www.rp.edu.sg/full-time-courses/dmc)



# ***COMMON BUSINESS PROGRAMME***

*R57*

***EVEN BEFORE MAKING YOUR CHOICE OF DIPLOMA, YOU CAN GET DOWN TO BUSINESS WITH OUR COMMON BUSINESS PROGRAMME (CBP).***

- With more time to explore, you can discover your interests
- Gain insights to the Business and Hospitality sectors
- Seven diplomas from two RP Schools to choose from

## ABOUT THE PROGRAMME

In the varied and dynamic world of business, where does one focus? The CBP allows you to sample what the School of Management and Communication (SMC) and the School of Hospitality (SOH) have to offer during the first semester of your first year. Through real-life situations, you will develop transferable skills and the core business principles that will see you through either course of study.

RP's Education and Career Guidance activities will further help you decide what's best for you from SMC's and SOH's diploma programmes:

### SMC

- Diploma in Business (R60)
- Diploma in Consumer Behaviour & Research (R48)
- Diploma in Human Resource Management with Psychology (R52)

### SOH

- Diploma in Customer Experience Management with Business (R34)
- Diploma in Hotel & Hospitality Management (R37)
- Diploma in Integrated Events Management (R28)
- Diploma in Restaurant & Culinary Operations (R46)

## COURSE STRUCTURE

### GENERAL MODULES

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- Innovation and Practice
- Life Skills I
- Life Skills II
- Marketing
- Microeconomics
- Singapore, the World and I



Scan to find out more about the programme

## MINIMUM ENTRY REQUIREMENTS

MER for GCE O-Level Holders	GRADE
<b>English Language</b>	<b>1 – 6</b>
<b>Mathematics (Elementary/ Additional)</b>	<b>1 – 6</b>
<b>ANY THREE OTHER SUBJECTS</b>	<b>1 – 6</b>

In addition, you must have sat for one of the following subjects:  
Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts

From the second semester, you will study the modules that are allocated to a specific diploma programme from SMC or SOH. Students need to either select the Special Project module or select two modules from a list of Freely Chosen Modules.

For the full listing of entry requirements, visit [www.rp.edu.sg/full-time-courses/cbp](http://www.rp.edu.sg/full-time-courses/cbp)

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