

School of Business

www.rp.edu.sg/sbz

Embrace the future of business at RP School of Business (SBZ). As AI and digital technologies reshape industries, we equip you with the knowledge, skills and confidence to be successful. You will gain a multidisciplinary edge, blending business acumen, entrepreneurial spirit, and sustainability consciousness. Partnering with industry leaders, our curriculum is designed to provide practical, real-world learning experiences. Prepare to not just learn, but to innovate, inspire, and lead.



- 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 R57

While life offers many paths, our Common Business Programme (CBP) 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 comes in. Tailored to help you discover your strengths and interests, this programme guides you towards the diploma that is the perfect fit, whether in RP School of Business (SBZ) or RP School of Hospitality (SOH). Along the way, you will gain essential business skills that lay the foundation for a successful career.

- CBP brings you on a journey to discover your interests and passion
- Gain insights into the world of Business and Hospitality
- Choose from seven diplomas from two RP Schools – School of Business and School of Hospitality



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 to enter 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.



"Enrolling in this course was the catalyst that helped me pursue my dream of a business diploma. It did more than that — it refined my aspirations and guided me to choose the Diploma in Human Resource Management with Psychology. The CBP journey has been transformative, deepening my self-understanding and clarifying my goals."

RAVEN HO ZI YANG, 2023 Graduate



Diploma in Business R60

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

Aspire to become a business leader of tomorrow? Designed to be dynamic and forward-thinking, the Diploma in Business (DBIZ) equips you with a solid business foundation to thrive in today's dynamic business landscape. Deepen your knowledge with one of three specialised majors in Digital Marketing, International Business, and Banking & Finance – each tailored to equip you with the expertise needed to excel in the fast-paced business world. Be real-world ready, as you get connected with prestigious internships and real-world projects alongside industry leaders.



- Master skills in platform business and e-commerce operations, while enhancing your expertise in digital analytics, marketing AI and content creation with the Digital Marketing Major
- Explore the complexities of international trade and develop skills in cross-cultural communication and strategic planning in an international context with the International Business Major
- Acquire essential skills in financial analysis, risk assessment and banking operations with the Banking & Finance Major. Boost your learning 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 Analytics and Visualisation
- Distribution and Transportation
- International and Cross-cultural Marketing
- International Business
- International Trade Finance

Major in Banking & Finance

- Business Law
- Data Analytics and Visualisation
- 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 Analysts

Major in Banking & Finance

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



"I chose this course to learn how business can aid marginalised groups. At RP, I led real-world activities, including leading a team that raised \$45,000 for #Youthempowered, a student-led project combating fake news in Singapore. I also had the opportunity to organise a zoo outing for 1,000 beneficiaries and conducted regular visits to elderly residents in rental apartments. Being able to positively impact the lives of others through these activities has always given me a strong sense of fulfilment!"

DANIEL LIM, 2021 Graduate

Diploma in Consumer Insights & Psychology R48

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

Are you fascinated by consumer behaviour and its impact on successful marketing? The Diploma in Consumer Insights & Psychology (DCIP) equips you with the key competencies to excel in this dynamic field. Through this programme, you will master data analysis and visualisation techniques, enabling you to transform raw data into actionable insights. Furthermore, you will develop a deep understanding of consumer psychology and research methodologies, empowering you to craft innovative marketing strategies that resonate with target audiences and drive tangible business results. DCIP is your gateway to a rewarding career in marketing, setting you apart as a strategic thinker and sought-after professional.



- Master essential business skills through an understanding of marketing, market research, and consumer psychology. Learn industry-standard tools such as Google Analytics, Tableau and SPSS
- Gain real-world and practical experience through our partnership with brands such as Changi Airport Group, KOI Thé, Mediacorp, Mr Bean, NielsenIQ, and Unilever
- Enrich your learning with overseas and local internships, as well as service-learning trips, to broaden your industry knowledge and global perspective

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

- 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

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
- 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



"This course has an updated and comprehensive curriculum that equipped me with valuable skills relevant to emerging growth areas such as digital marketing, psychology, and data visualisation. I gained enriching knowledge through various experiences, including projects, competitions, industry collaborations, and my internship programme. The dedication and commitment of my lecturers made a huge difference in my learning journey at RP."

OLIVER SIM WENHUI, 2022 Graduate

Diploma in Human Resource Management with Psychology R52

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

Ready to impact Human Resource Management? The Diploma in Human Resource Management with Psychology (DHRMP) is your launchpad to becoming a transformative Human Resource (HR) professional every organisation needs! Our curriculum equips you with essential human capital management skills. Explore topics like legal employment framework, talent acquisition and total rewards, preparing you to attract and develop top talent while cultivating a high-performing workforce in any organisation.

- **In-Demand Human Capital Skillsets:** Stay ahead of trends in today's digital age by exploring cutting-edge subjects such as HR analytics, diversity equity & inclusion strategies, industrial-organisational psychology, and international business, equipping you to create agile and adaptive workforces
- **Industry-Recognised Certification:** Stand out in the job market with an IHRP Certified Associate (IHRP-CA) qualification, achieved before graduation — showcasing your mastery in HR competencies and boosting your professional credentials
- **Global & Local Immersion Opportunities:** Enhance your industry-readiness through immersive experiences in local or overseas industry settings, plus receive invaluable mentoring from experienced HR leaders. These real-world engagements will sharpen your ability to apply classroom knowledge to real business challenges



Scan to learn more

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

- 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

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:

- 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 Operation 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 help you build a strong network of friends that will enrich your polytechnic experience!"

THEA RAMONA FERNANDO, 2024 Graduate

Diploma in Mass Communication R32

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), where you will gain essential skills across digital, print, and broadcast media.

You will be equipped to be a creative communicator with a mediapreneurial mindset, wielding expertise in multimedia storytelling, data-driven integrated communication solutions, and content creation. Pursue your passion and carve out a successful career with DMC!



- Become a highly sought-after multimedia storyteller and content strategist, known for creativity and resourcefulness in generating compelling content across various media platforms and formats to engage your target audience
- Develop skills as a culture and trend spotter by analysing data to generate insights for data-driven communication decisions, while becoming a socially conscious global citizen committed to making a difference in your community
- Receive training as a mediapreneur, equipping you with essential skills in content creation, acute business acumen, and the courage and confidence to start your own content-related business

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
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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:

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:

- Business Law
- Data Analytics & Visualisation
- 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



"I picked up practical learning experiences through my course and these skills had given me a head start in the high-pressure environment of a newsroom. The knowledge and experiences I have gained enabled me to feel confident in my abilities to excel as a junior reporter."

DEEPANRAJ GANESAN, 2016 Graduate