



CSM ACADEMY
INTERNATIONAL



DIPLOMA / ADVANCED DIPLOMA

BUSINESS ADMINISTRATION

BEHIND EVERY HAPPY GUEST

IS AN EXPERIENCE WORTH REMEMBERING.



Cert No.: EDU-2-2105
Validity: 31-08-2026 to 30-08-2027

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www.csmacademy.edu.sg



INTRODUCTION

The Diploma in Business Administration (DipBA) provides students with a broad understanding of the various aspects of business. Students are exposed to both the practical as well as the conceptual aspects of business subjects so that they have the option to either join the work-force or to further their studies upon graduation.

The Advanced Diploma in Business Administration (Adv DipBA) provides the students with the necessary theoretical knowledge and the practical aspects to meet career opportunities in the commercial, manufacturing, financial and service sectors of the economy.

ABOUT CSM ACADEMY

CSM Academy was established since 2005 as a Private Education Institute to deliver Service Management programmes with a major focus on healthcare services education. It delivers multi-level courses ranging from Certification and Diplomas to Bachelor's and Master's Degrees. Other than healthcare, CSM Academy also provides educational courses across a wide range of other disciplines including biomedical research, digital media, and hospitality & tourism.

CSM Academy emphasises skills competency, applied workplace knowledge and service excellence, developing several of their own intellectual property programmes in Aged Care, Therapy Services and Biomedical Science, all designed to help students make a positive impact in the lives of someone else.

CSM Academy is equipped with laboratory facilities and an elder care home to facilitate holistic curriculum for our healthcare students. Our Biomedical Laboratory is well-equipped to prepare students with the necessary skills to plan and perform their research projects and be aware of good laboratory practice and health and safety.

CSM believes Life Skills is essential to meet the challenges of everyday life. To cope with the increasing pace and change of modern life, we offer healthcare courses which provide the necessary skills education not just workplace but home life.

COURSE DURATION

Full time: 8 months (3-hour lessons/day, 5 days/week)

Part time: 12 months (3-hour lessons/day, 3 days/week)

COURSE STRUCTURE

There are a total of 6 modules that have to be completed and passed for the award of the Diploma in Business Administration.

COURSE COMMENCEMENT

January, April, July, October

- A minimum number of 15 students for the commencement of the class.
- Students will be informed 2 weeks before the commencement of the class.

DELIVERY MODE

Lectures, tutorials and independent learning will be employed. To make sure that students have a clear understanding of the concepts, tutorials will re-emphasize the key areas.

Independent learning involves pupils taking the initiative in recognizing learning requirements and undertaking activities to meet them. These activities could take the form of research, tutorial exercises, review questions and coursework. The Diploma in Business Administration is available in full-time and part-time mode (Evening Classes).

ASSESSMENT METHODOLOGY

The assessment of modules will be guided by the following principles:

- Each module of the course should be taught and assessed in the way that best fits the subject matter. This programme makes extensive use of coursework-based assessments.
- A variety of different ways of working (individual and team-based) will be introduced in order to demonstrate the students' skills and knowledge in the best way possible.

The modules will be assessed through the use of coursework-based assessments and examinations.

The coursework and examinations will not be returned to the students, though students will receive feedback on each assignment and examination.

GRADUATION REQUIREMENTS AND AWARDS

To graduate, a student must complete and pass a total of 6 modules to be awarded the **Diploma in Business Administration/ Advanced Diploma in Business Administration** conferred by **CSM Academy International Pte Ltd.**

Local students must achieve an attendance of 75% and international students must achieve an attendance of 90% in any month of the course.

CAREER OPPORTUNITY

The Diploma and Advanced Diploma will equip students to meet career opportunities in the Business and Commerce industry such as:

- Marketing/ Sales Officer
- General Administrator

COURSE DEVELOPER AND AWARDING BODY

CSM Academy International, Singapore



ENTRY REQUIREMENT

For Diploma:

Entry requirement:

- GCE 'A'-Level with at least 3 passes of equivalent or GCE 'O'-level holder with a minimum age of 30 at the point of application and 8 years of working experience

English requirement

- GCE 'A' Level pass in English or equivalent

For Advanced Diploma:

Entry requirement:

- Diploma in Business Administration awarded by local Polytechnic or CSM Academy International or other relevant Diploma holders.

English requirement

- IELTS with a minimum overall band of 5.0.

FEES

Application Fee

(Non-Refundable and non-transferrable)

For local students: S\$50.00 *(before GST)**

(* Refer to Singaporean/PRs/Employment Pass/Dependant Pass holders)

For international students: S\$600 *(before GST)*

Course Fee

For **Local Students**: S\$8,800 for Diploma or Advanced Diploma *(before GST)*

Per module: \$1,100

For **International Students**: S\$10,000 or Diploma or Advanced Diploma *(before GST)*

Per module: \$1,250

Insurance Fees

Fee Protection Scheme**: Subject to prevailing market rate

Medical Insurance Fee***: Subject to prevailing market rate

***The Fee Protection Scheme (FPS) serves to protect students' paid fees.*

****It is compulsory for all local and international students to purchase medical insurance which is valid throughout their course of studies with the CSM Academy International. Local students (Singaporeans, PRs & Non-student's Pass holders) may opt-out for this scheme if they can provide the proof of adequate medical insurance coverage in Singapore.*

Miscellaneous Fees

Please ask for a copy from our Programme Executives.



COURSE MODULES & SYNOPSIS

DIPLOMA IN BUSINESS ADMINISTRATION

Performance Culture in Workplace

Job performance and organisational commitment is of vital importance. Being good at one's job and wanting to stay with one's employer are critical concerns for employees and managers alike. This module takes a unique approach by highlighting the concepts of performance and commitment. These two concepts are dealt extensively and are linked to chapter's major topic. Students can better appreciate the practical relevance of organisational behaviour concepts. All this ensures students achieve success in the classroom, readying them for today's real business world.

Business Economics

Economics offers powerful insights into the world in which we live. This introductory economics course aims to provide an essential, simple, useable body of economic theory which will provide the basis for further study and equip students with a real understanding of the role of economics in business, public and private decision making.

Students will be taught how to apply the theory to analysis of the real world. The classes are designed to convince you that using a blend of theory, applications and policy analysis, that economics is both interesting and relevant to the study and practice of business.

The aim of this module is to provide an essential, simple, useable body of economic theory, which will both provide the basis for further study and equip students with a real understanding of the role of economics in business, public and private decision making. The students will go on to apply the theory to analysis of the real world.

Business Law

As a student of business administration every student is required to know the environment in which the business would operate. Indispensable among them would be the knowledge on the legal environment.

Particularly, the knowledge on the principles of negligence, law relating to contracts and consumer protection are highly relevant for a businessman to be successful in his business. This Module would help the students to mould their understanding of the other business principles in a legal environment.

The Business Law module introduces the students to the fundamentals of business law as applied in Singapore. It addresses students' difficulties in understanding the law and provides clear examples. Non-law students without prior legal training will find that this module makes the law accessible to them.

Business and Society

The business world can be hazy-tough to navigate and understand. With obstacles put in place to question a potential leader's ethics, world view and career outlook, how does a future leader rise to the top while overcoming obstacles?

This module brings clarity to what business is about. It provides students a cutting-edge approach to business, and its technology components offer an active learning environment, allowing students to envision a prosperous career in business.

This module introduces the student to this increasing international context of business and society; it explores the implications that external environment has upon business decision making.

Financial Management

The module aims to provide a foundation of financial management concepts. This will enable students to understand how corporations make important investment and financing decisions, and how they establish working capital policies.

This module describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, how they will be interfacing with accounting and finance and how firms meet their financial objectives utilizing financial decision-making.

Fundamentals of Marketing

Fundamental of Marketing: A Marketing Strategy Planning Approach is about marketing and marketing strategy planning. At its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers.

The four Ps framework, managerial orientation, and strategy planning focus have proven to be foundational pillars that are remarkably robust for supporting new developments in the field and innovations.

The module teaches students analytical abilities and provides a sound appreciation of the fundamentals of the theory and practice of marketing. It critically evaluates the effectiveness of different marketing strategies and approaches using case studies drawn from a cross section of sectors.

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION



Strategic Management

The module exists primarily to support students in making sense of the overall behaviour of the organisations in which they will work, integrating past and future studies and experience with each other. Specifically it aims to:

- help students understand the nature and significance of strategic management;
- introduce them to theories, insights and methods which help a manager to think strategically; give them an opportunity to integrate previous learning into a strategic setting; and
- provide students with the opportunity to reflect critically on their direct and indirect experience of the strategic behaviour of organisations.

Business Communication

The aim of this module is to enable students to explore theoretical aspects of communication and to apply effective communication techniques in practice. Improving communication is a key issue for business organisations and is also an important area of professional development for individuals who need to collaborate in teams and persuade and negotiate with line managers, customers and other stakeholders.

During this module students will be involved in critiquing organisational and individual communication practices and identifying and practising effective communication strategies, including collecting requirements, negotiating and giving and using feedback.

Financial Management II

This module aims to develop students' knowledge and understanding of the core concepts of financial management in an international business context. The module enables students to develop the ability to choose between alternative sources of finance and critically evaluate the effect of financing decisions on business.

The module will seek to build on students' appreciation of the role and application of working capital management in financial management and its role and application of investment appraisal techniques for making investment decisions in business organisations.

Managing International Business

This module allows students to develop their understanding of the reasons why businesses may become involved in the international arena and the strategies they adopt to meet the challenges and respond to the opportunities in this environment.

The module enables students to analyse the impact of external environmental factors such as culture, financial systems, entry barriers, technological developments, and risk factors which affect the policies, operations and strategies of private, public and third sector organisations in various parts of the world.

The module will seek to build on students' understanding of the international business environment which they have developed in previous parts of their programmes.

New Enterprise Creation

This module aims to integrate knowledge of entrepreneurship, corporate venturing and social enterprise with new venture creation. It will help create an advanced understanding of the process of new venture creation within the context of enterprise skills and the theory of entrepreneurship.

This module will help students appreciate the process of new venture creation within the context of their own enterprise skills and the theory of entrepreneurship.

Contemporary Issues in Human Resource Management

Students are introduced to the prevailing contemporary themes, issues, trends that affect HRM and the HR practitioner role. The module goes on to develop an understanding of the traditional and emerging HR practitioner roles and activities within business organizations.

Students learn about and evaluate the theories and perspectives underpinning HRM in a changing environment; the module asks students to consider HRM in changing environmental conditions and different settings and to apply their knowledge and understanding/analytical and synthesis skills in recommending pertinent courses of action in different cases.

OUR VISION

To be the Premier Educator for Service Excellence

OUR MISSION

To inspire Passion for Service and Contribution to Society through Excellence in Continuous Education

OUR VALUES

Responsibility, Integrity, Passion and Excellence (RIPE)

OUR CULTURE

An Open and Conducive Learning Environment, With Mutual Respect and Professionalism to Build A High Performance Organization

HOW TO APPLY (FOR LOCAL AND INTERNATIONAL STUDENTS)

STEP 01



Fill up the following online forms

- Application Form - CSM Academy International Pte Ltd
- ICA Form 16 and Form V36 – applicable only for International Students (complete in English and duly signed by applicant)

STEP 02



Attach the following documents

- A copy of passport-size photograph with white background
- A copy of NRIC (for Singaporeans and PR)
- A copy of passport - applicable only for International Students (must have at least 1 year validity)
- A copy of birth certificate - applicable only for International Students

Bring the original documents for the above items

- Notarised/Certified true copies of all your educational transcripts and completion certificates
- All documents need to be translated in English and submitted along with the original documents
- Proof of English Proficiency; either IELTS/TOEFL score sheet or equivalent qualification (if applicable)
- Resume or Letter from employer certifying period of employment (if applicable)
- Bank balance to show a minimum of S\$30,000 for students from visa-required countries (China, India etc) / Evidence of study loan, sufficient enough to cover the course fees - applicable only for International Students)
- Application fee (non-transferable and non-refundable)

STEP 03



Offer by the School

Upon receipt of your completed application, you will be notified of the outcome of your application within 2 weeks. Successful applicants will receive electronic version of Letter of Offer and terms and conditions page if any.

STEP 04



Application of Student Pass – Only applicable for International Students (Skip this step for local Students)

Upon approval of your application, CSM Academy will proceed to submit your Student's Pass application via SOLAR+ to Singapore Immigration and Checkpoints Authority (ICA). You will be notified of the outcome within 6 weeks.

STEP 05



Payment of Programme Fees

For Local Students – You will be required to bring the original certificates for verification, sign the student contract and make course payments.

For International Students - Once your Student Pass application is approved-in-principle by ICA, you will be required to bring the original certificates for verification and to sign the student contract, followed by course fee payment. Do contact our Student & Industry Outreach Executive if you require student services on arrival such as airport pick-up, accommodation, medical check-up and more.

Payment mode:

- Via Paypal (For online applications)
- Or
- Via Nets / Cheque (For counter applications only)