Diploma in Commerce

› Business Administration
› Business Economics
› Finance and Banking
› General Studies
› Hospitality and Tourism Management
› Human Resource Management
› Logistics & Supply Chain Management
› Marketing Management
› Sales and Retail Management
Kaplan Higher Education Academy is part of Kaplan, Inc., a leading international provider of educational and career services for individuals, schools and businesses. Kaplan serves students of all ages through a wide array of offerings, including higher education and professional training. Kaplan, Inc., is a subsidiary of Graham Holdings Company (NYSE: GHC) and its largest division. Today, thousands of students are enrolled in Kaplan Higher Education Academy in Singapore, pursuing full-time programmes that range from diplomas and degrees to Master’s.

The Kaplan City Campuses

Kaplan is one of the largest private education institutions in Singapore, spanning over 140,000 sq ft, spread over 2 campuses. The campuses are located in the heart of the city, a 10-minute walk away from Dhoby Ghaut MRT Interchange station and within 30 minutes from any part of the island. With a focus on providing students with a conducive study environment, both Kaplan City Campus @ PoMo and Kaplan City Campus @ Wilkie Edge are equipped with state-of-the-art classrooms & computer labs, high-speed wi-fi, study & relaxation lounges, a comprehensive library and easy access to food & beverage outlets on campus.

Awards & Recognition

• Voted #1 Preferred Private Education Institution to Pursue Diplomas
• Voted #1 Preferred Private Education Institution Overall
• One of the Top 3 Best Private Schools in Singapore for People’s Choice Awards 2009, 2010, 2013 & 2014

Global Diploma Programmes
The Global Diploma – Diploma in Commerce is a programme to be completed in 8 months. Upon completion of the Global Diploma, students can continue to pursue a Bachelor’s degree from a partner university with Kaplan Higher Education Academy in Singapore.

Structure of the Global Diploma

**Diploma in Commerce**

All students have to take the **REQUIRED CORE UNITS** and choose a **SPECIALISATION**.

### REQUIRED 4 CORE UNITS

- Accounting for Managers
- Economics I
- Introduction to Management
- Quantitative Analysis

### BUSINESS ADMINISTRATION SPECIALISATION

- Issues in International Business
- Marketing Principles
- Personnel Management
- Project Management

### BUSINESS ECONOMICS SPECIALISATION

- Commercial Law
- Macroeconomics A
- Microeconomics A
- Principles of Banking & Finance

### FINANCE AND BANKING SPECIALISATION

- Corporate Finance
- Financial Reporting & Analysis
- International Finance
- Principles of Banking & Finance

### GENERAL STUDIES SPECIALISATION

- Business Information Systems
- Commercial Law
- Marketing Principles
- Principles of Banking & Finance

### HOSPITALITY AND TOURISM MANAGEMENT SPECIALISATION

- Commercial Law
- Food & Beverage Operations Management
- Marketing Principles
- Tourism Systems

### HUMAN RESOURCE MANAGEMENT SPECIALISATION

- International Human Resource Management
- Labour Management Relations
- Personnel Management
- Training & Development

### LOGISTICS & SUPPLY CHAIN MANAGEMENT SPECIALISATION

- Principles of Logistics Management
- Purchasing Management
- Supply Chain Management
- Transportation & Distribution Management

### MARKETING MANAGEMENT SPECIALISATION

- Consumer Behaviour
- International Marketing
- Marketing Communication
- Marketing Principles

### SALES AND RETAIL MANAGEMENT SPECIALISATION

- Marketing Principles
- Purchasing Management
- Retail Operations Management
- Sales and Service Management
ACADEMIC ADVANCEMENT

The Kaplan Global Diploma Pathway

• Possible completion of 8 units in 8 months for all diplomas
• Possible direct entry to second year of our university partners’ Bachelor’s degrees in Singapore

Kaplan’s University Partners offering Bachelor’s degrees in Singapore

Wide variety of double major degrees in less than double the time
• Ranked Top 2% in the world in Times Higher Education 2013/14
• Ranked in the World’s Top 60 universities (Times Higher Education Top 100 Universities Under 50 years old, 2014)

Direct honours degrees with a Triple-Crown accredited university
• UCD School of Business holds the prestigious Triple-Crown accreditations from AACSB, EQUIS and AMBA
• Ranked in the Top 1% of universities worldwide by Times Higher Education 2013/14

Possible completion of degree in one year for relevant diploma holders
• Ranked Top 30 in UK by the Sunday Times University Guide 2013 for graduate level jobs
• Ranked Top 60 in the Guardian University Guide 2013

Note: Completion of Advanced Diploma required prior to commencement of degree programme

Degree designed to receive F1 to F9 exemptions from ACCA
• Ranked 31st in Accounting and Finance in The Complete University Guide 2014
• Ranked 78th in The Guardian University Guide 2013

Possible completion of mainly assignment-based direct honours degrees in 16 months
• Top 25 Business Schools by The Sunday Times University Guide 2013
• Ranked 64th in The Complete University Guide 2014

Possible completion of degree from a University of London college in 18 months
• Member of University of London group of colleges
• Ranked 12th in the UK by Times Higher Education University Rankings 2013/14

Kaplan Higher Education Academy (Singapore) reserves the right to alter, amend, or delete any programme fee, courses, admission requirement, mode of delivery or other arrangements without prior notice. Kaplan Higher Education Academy (Singapore) and any university partner do not guarantee acceptance into any university programme. Students are responsible for being informed of and meeting any additional university entry requirements.
Delivery Method

The curriculum is taught over 4 terms of 8 weeks with each term covering 2 units. Each unit is supported with 42 contact hours. Classes are 3-hour sessions held Monday to Friday. Classes are conducted mainly on weekdays.

Programme Support

The programmes will be managed by a professional programme management team which will ensure that in addition to seminars and lectures, students will receive regular programme newsletters (updates) via email, academic support system via email/Internet, textbooks, study notes, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, etc.

Assessment Method for Full-Time Courses

Each unit is assessed by any combination of class participation, written assignments, projects or examinations. Assessment method may vary according to individual unit requirements.

Graduation & Progression

Students who successfully complete the programme will be awarded with the Global Diploma – Diploma in Commerce by Kaplan Higher Education Academy, as appropriate. Diploma graduates can then move on to pursue Bachelor's degree programmes with one of our prestigious partner universities in Singapore.

Programme Structure

Mr. Simon Boey

- Has been lecturing Accounting and Finance subjects for the past 18 years
- MBA from University of Leicester
- Former Director in Claire Fiduciary Group

Mr. Chris Leong

- Has been lecturing Finance and Accounting subjects for the past 11 years
- Master of International Business from University of Wollongong
- Former Accountant for Haven Automation Industries (S) Pte Ltd

Mr. Dipan K Mehta

- Has been lecturing various Management subjects for the past 7 years
- Master in Project Management from University of Adelaide
- BA in Business Administration from Ottawa University
- Former Development Director

Mr. Robin Peter

- Has been lecturing various subjects in Law for the past 23 years
- Bachelor of Laws (LLB) from London Chamber of Commerce & Industry (LCCI)
- Diploma in Law from University of Oxford
- Former Managing Editor

Mr. Simon Boey

- Has been lecturing Accounting and Finance subjects for the past 18 years
- MBA from University of Leicester
- Former Director in Claire Fiduciary Group
TESTIMONIALS

The decision to come to Kaplan was easy because of its reputation and its partnership with world renowned universities. My goal is to be able to graduate with a degree that is recognised by reputable companies and kick-start my career. I know I can achieve this with Kaplan.

Kaplan has a nice school environment with good student facilities such as a library and student lounges. Both campuses are conveniently located within walking distance of each other in central Singapore. I enjoy studying here.

Hon Ing Ing
Bachelor of Commerce in Finance and Marketing (Double Major), Murdoch University at Kaplan

I first heard about Kaplan through my friends who were already studying here. I was impressed with the level of dedication and support lecturers give to students. True to what I heard, the lecturers are concerned for their students and are willing to take the extra time after classes to assist students to ensure that students understand the lessons and fare well for examinations.

Lindy Ng
Diploma in Commerce (Marketing Management)

Studying at Kaplan was both engaging and eye-opening. Though challenging at times, the programme provided great opportunities for both academic learning and personal character development. What I appreciate most was the dedication and commitment several lecturers took to ensure we took away something practical and applicable from our experiences. They taught us transferable skill sets that can be applied to real life working situations.

Besides achieving more depth and understanding of the subject matter, I have also significantly developed my confidence and public speaking skills, which are crucial especially for career development.

Lim Kuan Loong Bryan (Graduated 2013)
Diploma in Commerce (Hospitality and Tourism Management)
Bachelor of Arts in Tourism & Events Management, Murdoch University at Kaplan
Currently working as Operations Executive at Wildlife Reserves Singapore

Kaplan has a good reputation and is conveniently located in the heart of town. The programme managers at Kaplan are friendly and promptly responded to my every query. Through the interactive group projects with my classmates, I have also learnt communication and conflict management skills that help prepare me for further education and a career ahead.

I will definitely continue to study with Kaplan after getting my diploma as the study environment here motivates me to achieve better grades.

Joseph Seah
Diploma in Commerce (Business Administration)

STUDENT ACTIVITIES

To ensure students enjoy a well-rounded student experience, Kaplan organises sporting and special interest activities for students.
UNIT OUTLINE

Core Units

Accounting for Managers
Accounting for Managers seeks to introduce students to a basic understanding of financial accounting and management accounting principles so that they are able to enter the workforce with confidence in their ability to work at a very basic level in this field or to pursue further studies in accounting so that they may eventually become professionally recognised accountants. The main aims of this unit are to:

- Develop an understanding of basic management accounting concepts
- Analyse and interpret a set of financial statements
- Understand and apply cost-volume-profit-analysis
- Develop a practical understanding of capital investment decisions

Economics I
Economics I has been specifically developed for students in a range of business related disciplines to economics at a tertiary level. The unit will introduce the principles, language, techniques and insights of both macro and micro economics that are associated with the economic perspective on life in the modern world. The focus is the application of economic theory to solve real life problems.

Introduction to Management
Introduction to Management provides the strategic management tools and theoretical concepts to analyse firms in different industries, make strategic decisions and justify these decisions with supporting evidence. The unit covers a wide spectrum of business management activities and decisions, both at corporate and divisional level including management, production, information systems, management and finance.

Quantitative Analysis
Studies done in business situations rely on collecting data to enable decisions to be made about future actions. For these decisions to be useful they need to be based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the idea of probability and the fact that any decision made with incomplete information is prone to involve error. The unit covering business statistics will introduce a variety of statistical techniques to show under which circumstances each should be used.

Business Administration Specialisation

Issues in International Business
This unit introduces students to international business and the issues involved in globalisation. It facilitates students’ discussion of the trade and investment environment in which international business occurs and focuses on how national differences in political economy and culture influence global trade.

Marketing Principles
This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing Principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

Personnel Management
Personnel management knowledge is the essence of good human resource management. Students should emerge from this unit with an understanding of human resource functions both locally and globally. They will have the ability to carry out human resource management functions and develop extensive knowledge about this field. Through understanding and application of the above concepts, students will then be able to ensure that they can work effectively in their roles within their organisation.

Project Management
The unit aims to provide students with a holistic, integrated view of project management. It will equip students with the necessary project management tools, techniques and interpersonal skills to manage projects from start to finish.
UNIT OUTLINE

Business Economics Specialisation

Commercial Law
Commercial law is a complex system of laws that governs commercial transactions and relationships. It is studied by commerce students because as future business leaders (whether as manufacturers, marketers, employers, contractors etc), they will be affected by commercial law. This unit begins with a discussion of what law is and an overview of the legal system which provides the legal framework of commerce, followed by a study of specific areas of law that regulate commerce such as tort law, contract law, sale of goods law, consumer protection law and workplace environment and employment law.

Macroeconomics A
Macroeconomics is an intermediate level diploma course module for students to explore deeper into the workings and concepts of “Big Picture” economic policies. Central to this unit would be the need for students to understand the rationale for Government and Central Bank decisions in solving country-level economic issues. Contemporary economic models and real-life case studies are used to enable the conceptual understanding of the topics in this unit.

Microeconomics A
This Microeconomics unit is an extension of the Economics 1 unit that focuses on the study of microeconomic principles and the application of those principles to the world around us. Students will learn how to apply economic concepts to the analysis of scarcity of individual, firm and organisational behaviour. Upon completion of this unit, students will be able to demonstrate mastery of basic microeconomic terminology through defining and discussing the terminology as well as applying it to current microeconomic events; use models to analyse the behaviour of individuals and firms; and analyse governmental policies and their effect on market outcomes and social well-being.

Principles of Banking & Finance
This unit addresses the basic principles, concepts, theories and applications of banking and finance, including coverage of personal financial decision making. This unit also introduces students to the application of financial mathematics relating to various business and personal financial decisions and the use of financial management tools such as budgeting. In business financial decision-making, students will learn and apply financial mathematics in the areas of valuation of equity (shares/ownership), debt (debentures) and hybrid securities. In the process, the characteristics of these securities are covered in detail; and, concepts of valuation incorporating the respective security's cash flows, time value of money and the associated risk are presented. Further, the principle of market efficiency of these securities is presented. The measurement of risk and return in banking and finance is covered, with the risk-return relationship as described in the Capital Asset Pricing Model. Risk management, for example through consumer credit policies, for banks is also covered in this unit. The unit creates an awareness of current events in the financial markets and how these events generally affect the corporation.

Finance and Banking Specialisation

Corporate Finance
This unit introduces the basic concepts and ideas in finance. Students will learn to apply financial management techniques for planning and control of business affairs and get an overview of the various aspects of financial management. On completion of this unit, students will be knowledgeable in areas such as the financial management role in the organisation, planning and control techniques.

Financial Reporting & Analysis
The objective of financial analysis is to enable shareholders, management and other stakeholders to use the financial information that has been systematically collected to evaluate or measure the way business has been conducted.

Students learn to evaluate the financial soundness of the company they study by conducting financial ratio analysis. The financial statements studied are Balance Sheet, Profit and Loss Account or Income Statement and Statement of Cash Flows.

International Finance
This unit will cover issues related to international financial markets and the financial operations of a firm within the international environment.

The first half of the unit will cover the international economic and financial environment in which firms operate: the structure of international trade and foreign direct investment; and the structure and instruments of foreign exchange. The second half of the unit will focus on applying the basic principles of financial management to firms engaged in international business.

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Food & Beverages Operations Management
This unit focuses on management and operations of food services operations. It will cover the implications of day to day operations, basic cost control systems, profitable menu planning, restaurant floor plans, equipment layout & planning, low cost internal marketing ideas, ways to satisfy customers & build sales and technological innovations. Legislation and various licenses governing food and beverage operations will also be covered.

Tourism Systems
This introductory unit provides an insight into the structure, organisation, conduct and performance of the tourism industry. It examines the impacts as well as issues influencing the development of this sector. It discusses how tourism activities relate to both individuals and to society as a whole. It explores concepts relating to access to tourism and to the delivery of tourism products. Reference is also made to the hospitality sector and to an examination of how this works so closely together with tourism to provide the visitor with his/her necessary accommodation and catering needs.
UNIT OUTLINE

Human Resource Management Specialisation

International Human Resource Management
The role of human resource is to help an organisation make the best use of its manpower resources to achieve goals. It is crucial that the individual appreciates how the factors and environment in human resources interact with each other, affect the decisions that have to be implemented or reviewed. This will in turn, determine whether the organisation is able to leverage effectively on their people to achieve their mission and vision.

Labour Management Relations
This unit aims to provide students with a basic understanding of the major issues in Labour Management Relations (also referred to as ‘industrial relations’, ‘employment relations’ and ‘employee relations’). The unit attempts to cover a range of topics in employment relations using a tripartite model based on Dunlop’s conceptual framework.

Personnel Management
Personnel management knowledge is the essence of good human resource management. Students should emerge from this unit with an understanding of human resource functions both locally and globally. They will have the ability to carry out human resource management functions and develop extensive knowledge about this field. Through understanding and application of the above concepts, students will then be able to ensure that they can work effectively in their roles with their organisation.

Training & Development
This unit is designed to introduce students to the field of Training & Development (T&D). The unit will emphasise a general management perspective of T&D. Specifically, rather than assuming that the student wants to become a T&D professional, the unit will examine T&D from the perspective of a manager who wishes to effectively manage the training and career development of his staff. The main objective will be to provide a solid foundation of knowledge of basic T&D topics. In addition, the unit will emphasise student development of T&D skills.

Logistics & Supply Chain Management Specialisation

Principles Of Logistics Management
This unit will provide students with a detailed understanding and knowledge of logistics and its place in all types of industries. The range of professional and general management skills aid the development of careers in logistics and many other areas of graduate employment.

Purchasing Management
This unit introduces the basic concepts of purchasing and supply management. The practice of purchasing and supply management is becoming widespread in all industries around the world today. Firms are quickly realising the benefits of purchasing and supply management processes, which add value to the organisation’s ability to innovate and deliver value to the marketplace. This unit gives a logical approach in the discussion of these topics from introduction to material management: purchasing and supply operations, special purchasing application and the future trends of purchasing and supply management.

Supply Chain Management
This unit introduces the basic concepts of supply chain management. The practice of supply chain management is becoming widespread in all industries around the world today and firms are quickly realising the benefits provided by supply chain management.

This unit gives a logical approach in the discussion of these topics from four perspectives: purchasing, operations, logistics and the integration among supply chain participants in these vitally important areas of a firm.

Transportation & Distribution Management
This unit aims to introduce students to the scope and characteristics of transportation and distribution; encourage an integrated approach to the management of the supply chain; and to familiarise students with the practical issues in the management of transportation and distribution centres.
Marketing Management Specialisation

Consumer Behaviour
This unit provides the fundamental skills you need to understand how and why consumers make decisions, how they purchase and use products and how eventually they dispose of those products. In a global economy, consumer behaviour also has a profound effect on culture and lifestyle. Students will learn how individuals process and store information and how relationships with others, and even personal aspirations, influence one’s dreams and aspirations as well as product choices and purchase behaviour. The primary objective of this unit is to provide students with the skills that allow them to analyse their own behaviour, and that of others, as well as being able to predict the likely effects of environmental and promotional marketing influences on the behaviour of consumers.

International Marketing
This unit will enable students to acquire the expertise to develop marketing strategies for countries other than their own. By extending their range of marketing understanding, students will be better prepared to deal with international marketing situations in non-domestic markets and to assess the impact of international competitors on the domestic market. This unit also promotes an understanding of the factors determining the extent to which standardisation in strategy and implementation is appropriate for success in international markets.

Marketing Communication
This unit will introduce students to the marketing communication process by which marketers inform, persuade and remind consumers, directly or indirectly, about the brands they offer for sale. Marketers today find that it is no longer possible for them to completely rely on a single marketing communication tool like advertising, personal selling or publicity. The unit will give students an understanding of how to develop a suitable promotions mix and utilise different marketing communication tools to communicate the desired message to potential customers.

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Sales and Retail Management Specialisation

Marketing Principles
This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing principles provide an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

Purchasing Management
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Retail Operations Management
This unit firstly provides students with a study of retail operations at store level, otherwise known as the front-line environment, in terms of the product and also in areas of sales on the selling floor, service, housekeeping, product display and working with people. Secondly, the unit then seeks to provide students with the principles of managing a retail store operations involving the selling-floor and back office operations as well as the role and responsibilities of executive/ supervisory staff positions. Students will be exposed to the basic areas for running a retail store outlet and the technical and interpersonal skills of a supervisor. This unit also provides the tools in terms of documentation and procedures for ordering, receiving, storing and managing stock and merchandise.

Sales and Service Management
Sales and Service Management is an introductory unit for students in which to learn, understand and be able to perform the key skills, principles and concepts in providing service and selling to customers within the context of the retail sector. Sales and service are both vital concepts in their own right for the student of business, marketing, commerce and related disciplines, and the unit defines the necessity for a relationship between sales and customer service as vital for sustaining for-profit organisations. Given the level of the unit as introductory, the use of the term management in the unit title can largely be understood to refer to the intention of the unit to enable students to be able to manage their own individual sales and customer service performance. Through interactive lectures, in-class activities, role-play performances, assignments and quizzes, the students will be engaged to understand and be curious about working with diverse clientele.
FEE SCHEDULE & APPLICATION

Fee Schedule

Please refer to the insert for information on:
• Tuition Fee
• Non-tuition fee
• Refund Policy
• EduTrust Certification

For more information, please contact our programme consultant or email info.sg@kaplan.com

Entry Requirements

For Singaporean Citizens and PRs:
• GCE ‘A’ level, Higher NITEC or equivalent qualifications
• GCE ‘N’, ‘O’, NITEC holders or equivalent qualifications
  (Certificate in Foundation Studies required)
• Mature candidates with substantial work experience will be considered on a case-by-case basis
• Applicants who do not meet the English language requirement are required to complete Certificate in Foundation Studies

For International Students:
• Year 12 or equivalent qualifications
• Year 9-11 or equivalent qualifications
  (Certificate in Foundation Studies required)
• English proficiency may be considered sufficient and IELTS score may not be required if applicant possesses a diploma from a recognised institution where English was the sole medium of instruction. Otherwise, a minimum IELTS score of 5.5 or to pass the Kaplan PBEP programme Level 5, is required prior to entry.

International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student’s Pass for their full-time study in Singapore. A minimum of 90% attendance must be attained to protect the interest of foreign students.

Application and Selection

Considerable care is taken by Kaplan Higher Education Academy in the selection of students. It normally takes about 2 weeks to process each application. It is advisable for foreign students to apply for admission at least 4 weeks before the start of each intake.

Documents required for the programme application:
• Duly completed application form
• Certified copy of highest qualification certificates & transcripts
• Photocopy of passport/NRIC
• Personal statement(statement of intention (if applicable)
• Latest CV (if applicable)
• 1 passport-size photo
• Programme application fee

Documents required for Student’s Pass application
(For international students only):
All applications must be submitted to Kaplan Higher Education Academy at least 1 month before the start of each intake.
• Completed Student's Pass application forms: Form 16 & V36
• Certified/notarised copy of highest qualification certificates & transcripts, birth certificate and bank statement
• Photocopy of passport
• Employer’s letter certifying applicant’s occupation and salary (if applicable)
• Employer’s letter certifying parent’s occupation and salary
• 1 passport-size photo
• Student’s Pass processing fee

Who to Contact

For enquiries on this course, send “KAP-D96P” via sms to 9677 7598 or enter it at http://ask.kaplan.com.sg
By sending the code via sms or website, you have given your consent to have a representative from Kaplan contact you regarding your request.

For other information or enquiries on other diploma programmes, please contact:
Telephone : 6733 1877
Facsimile : 6225 3605
Email : info.sg@kaplan.com
Kaplan Website : www.kaplan.com.sg

The full application package should be sent to:
Director, Global Diploma Programme (Full-time)
Kaplan Higher Education Academy
Kaplan City Campus @ Wilkie Edge
8 Wilkie Road, #02-01, Singapore 228095

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