

Master of Science in Business



- › Hospitality and Tourism Management
- › Human Resource Management
- › International Management
- › Logistics and Supply Chain Management
- › Management
- › Marketing Management



- › Top 1% of elite business schools worldwide with double AACSB accreditation (Association to Advance Collegiate Schools of Business (AACSB), 2014)
- › Ranked 22nd for Business (The Sunday Times University Guide 2013)
- › Member of Association of Commonwealth Universities (ACU)
- › Northumbria University is accredited by more than 50 professional bodies including: EPAS, CIPS, CILT and CIM

THE VICE-CHANCELLOR'S MESSAGE



Professor Andrew Wathey
Vice-Chancellor,
Northumbria University, UK

Thank you for considering Northumbria University when making this important decision of where to study for your degree.

Northumbria University is a research-rich, business-focused professional university with academic excellence sitting firmly at its core. We are recognised nationally and internationally for the quality of our students and graduates. Testament to this is our recent Queen's Anniversary Prize for Higher Education, acknowledging the exceptional work of our Student Law Office in Newcastle.

We are ranked fourth in the UK for graduate start-ups and sit firmly in the UK's top ten for the number of our graduates entering professional employment. 94% of our students are in work or further study within six months of graduation and many of our alumni are acknowledged global leaders in their fields.

Northumbria is international in its reach and students from 135 countries make up our thriving student body. Our main campus is located in the heart of Newcastle Upon Tyne – voted the UK's best student city three years' running – and we also work with a number of partner organisations worldwide.

We are pleased to be able to offer you the chance to study for a Northumbria degree in Singapore through our collaboration with Kaplan Higher Education Institute and I wish you well in your studies.

A handwritten signature in black ink that reads "Andrew Wathey". The signature is written in a cursive, slightly slanted style.

Professor Andrew Wathey
Vice-Chancellor,
Northumbria University, UK

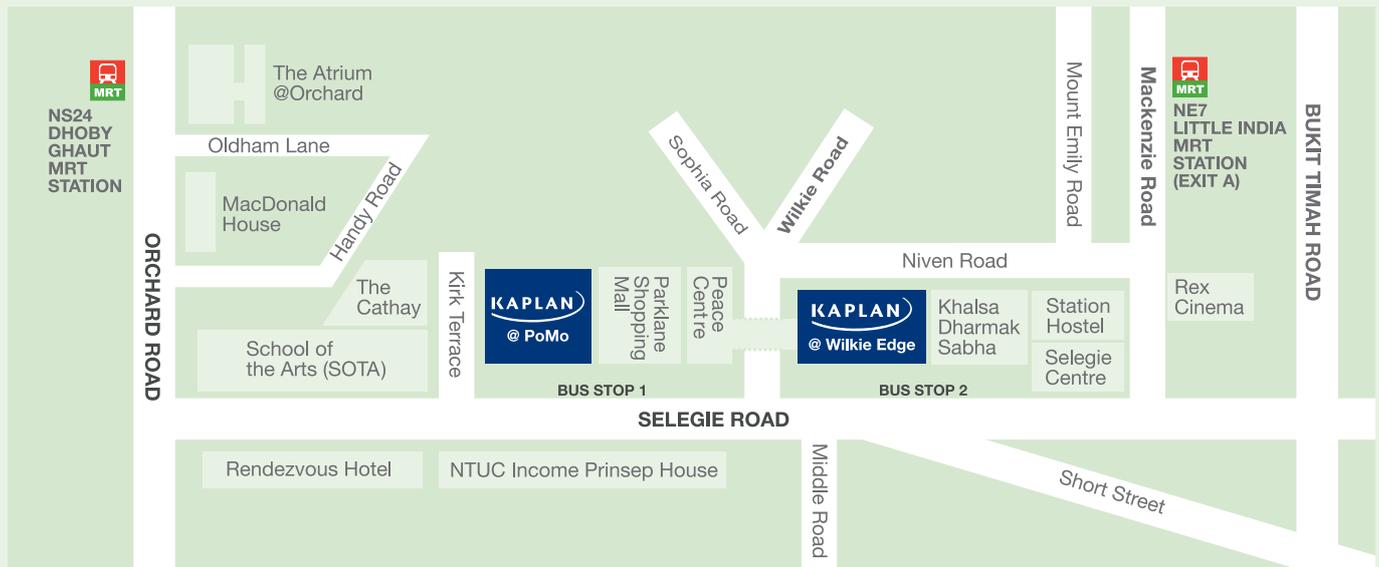
KAPLAN HIGHER EDUCATION INSTITUTE IN SINGAPORE

Kaplan Higher Education Institute 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 Institute in Singapore, pursuing part-time programmes that range from diplomas to Bachelor's and Master's degrees.

Through collaboration with prestigious Australian and European universities, Kaplan offers career-oriented academic programmes designed to provide students with the skills necessary to qualify them for employment in the fields of Accounting & Finance, Business & Management, Communication & Media, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Law and Nursing & Allied Health.

The Kaplan City Campuses

Kaplan is one of the largest private education institutions in Singapore, spanning over 140,000 sqft, 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.



Kaplan City Campuses Location Map

NORTHUMBRIA UNIVERSITY

About Northumbria University

Northumbria University, Newcastle is a research-rich, business focused university with a global reputation for academic excellence.

Today, Northumbria is internationally renowned for its distinct combination of academic excellence, outstanding experience and responsiveness. Based in the UK's two best cities for students, Newcastle and London, Northumbria is one of the largest universities in the UK with more than 35,000 students from 136 countries.

The university works with 560 employers and 60 professional bodies to help give its students and stakeholders a competitive edge in today's global marketplace. Northumbria is among the top 10 universities in the UK for the number of graduates entering professional employment, with 92% in work or further study six months after graduation, and is 4th in the UK for graduate start-ups.

The university puts students at the heart of an outstanding experience, with world-leading research and award-winning partnerships driving and informing academic excellence, to make Northumbria a new kind of excellent university.

Facts & Figures

- With AACSB accreditation, Northumbria University joins the Top 1% of elite group business schools worldwide. These elite group members include National Technology University (NTU) and Singapore Management School (SMU).
- Ranked Top 25 for Business (The Sunday Times University Guide 2013)
- Ranked 60th (The Guardian University Guide 2015)
- Ranked 60th (The Complete University Guide 2016)
- Highly rated in the Unistats National Student Survey 2011 with an overall satisfaction rating of 83% (1% above the national average)
- Top 20 UK Choice for International Students (100+ countries represented) (Higher Education Statistics Agency)
- Member of Universities United Kingdom (UUK)
- Member of Association of Commonwealth Universities (ACU)



About Newcastle Business School, Northumbria University

Newcastle Business School is a professional and international business school that develops and educates business managers and leaders to reach their potential and make positive contributions to organisations. Through the Subject Groups below, Newcastle Business School offers the full range of business and management education:

- Accounting and Financial Management
- Business Analysis, Systems and Supply Chain Management
- Marketing, Travel and Tourism Management
- Organisation and Human Resource Management
- Strategic Management and International Business

Research which is business-led and which leads business, is at the core of Newcastle Business School's practice relevant education. Research underpins an enviable track record of corporate and executive development activities with multinational companies, regional clients and our highly successful taught programmes including the PhD and Professional Doctoral programmes.

Newcastle Business School:

- One of the largest and fastest growing business schools in the UK with £25m turnover
- Has a global network of educational partners
- Has courses recognised by leading professional bodies such as CIM, ACCA, CIMA, CIPS, CILT and CIPD
- 94% of graduates find employment or further studies within 6 months of graduating

Professional Recognition



AACSB accreditation is an internationally recognised, specialised accreditation for business schools. It assesses standards across the whole school, from taught programmes, to research, to internal operations. It is also a sign of quality that employers recognise, and graduates from AACSB-accredited schools are known to be ready for business.



EPAS is an international programme accreditation system that evaluates the quality of any business or management programme that has an international perspective.



Chartered Institute of Purchasing & Supply

- Accredited programmes
- Logistics & Supply Chain pathway degrees



The Chartered Institute of Marketing, UK

- Accredited programmes
- Marketing pathway degrees



The Chartered Institute of Logistics and Transport

- Accredited programmes
- Logistics & Supply Chain pathway degrees

PROGRAMME OBJECTIVES & STRUCTURE



Programme Structure

This Master of Science programme consists of 5 core modules, pathway modules and 1 dissertation.



Students are also given non-credit modules such as Postgraduate Induction and Dissertation Preparation & Research Methods, which are designed to provide additional help, support and guidance at appropriate points throughout the programme.

Pathway Modules

The programme allows students to specialise in any one of the 6 business areas, namely: Management, International Management, Marketing Management, Hospitality and Tourism Management, Human Resource Management, and Logistics and Supply Chain Management. The approved programme modules are as follows:

- Business with Hospitality and Tourism Management**
 - International Hospitality Management
 - International Travel Management
 - International Tourism Industry: Destinations and Attractions
- Business with Human Resource Management**
 - International Human Resource Management
 - Managing Diversity
 - Total Reward
- Business with International Management**
 - International Human Resource Management
 - Global Marketing Management
 - Corporate Social Responsibility for Multinationals
- Business with Logistics and Supply Chain Management** 
 - Managing Sustainable Supply Chains
 - Strategic Procurement and Logistics
- Business with Marketing Management** 
 - Marketing Strategy
 - Global Marketing Management
 - Relationship Marketing
- Business with Management**
 - 2 to 3 subjects chosen from the pathway modules listed from any of the above pathways

*Accredited by Chartered Institute of Logistics and Transport (CILT)
 *Accredited by Chartered Institute of Marketing (CIM)
 *Accredited by Chartered Institute Purchasing Supply (CIPS)

LEARNING CYCLE

A typical term is an approximately 13-week period covering 2 modules. The lessons will be conducted on weekday evenings and weekends. The actual cycle may vary depending on the nature of the course and the lecturers' availability. The University and Kaplan reserve the rights to alter the learning cycle, days and timing of the seminar if necessary.



Graduation & Recognition



Students who successfully complete the programme will be awarded the prestigious Master of Science in Business with the various pathways from Northumbria University. The Master of Science will be the same as that awarded to on-campus students of the university. Graduates will be allowed to use the title MSc after their names.

Presentation ceremonies are held once a year in Newcastle/Singapore. Graduates are encouraged to attend the degree convocations in Newcastle with their families whenever possible.

Assessment Methods

Each unit is assessed by a combination of written assignments, projects, presentations or examinations. Assessment methods may vary according to individual unit requirements. Programmes are mostly assignment based.

Programme Management

The MSc with Business programmes will be managed by a professional programme management team at Kaplan Higher Education Institute. The team ensures that in addition to classes, students will receive regular programme newsletters via email, academic support via email or other online resources and study notes. Programme managers will also provide assistance with scheduling, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, and others.

Student Testimonial

“Northumbria University's top 1% double AACSB accreditation, the same accolade given to a few of our local universities, gave me the confidence in pursuing the programme.

Some of the skills I learnt during dissertation such as data analysis, critical thinking and applying analytical data to actual reporting have become essential to my current work. I have benefitted from adding greater value to my employer as I was promoted after my completion of the MSc LSCM programme.”

Tim Yip Chew Soon
Key Account Manager, Logistics and SCM MNC
Master of Science with Logistics and Supply Chain Management
Northumbria University Graduate

Core Units

Managing for Sustainable Competitive Advantage

The aim of the unit is to introduce students to the main business functions – Finance, Marketing, HRM, Operations – and show how each can contribute to the competitive advantage of a firm and how the functions interact with each other. For those students who have prior working experience in one or more of these functional areas, the unit aims to both broaden and deepen their understanding and encourage students to take a wider view of the different parts of the firm. The unit will be taught by lectures, seminars and a business simulation exercise. The simulation, based on the European car industry, will give students the opportunity to apply the learning developed in the first part of the Semester. The unit will be assessed by two assignments based on the business simulation which will test knowledge and understanding of concepts in each of the functional areas and each student's role as part of a decision-making team.

Developing Self

This unit intends to develop the student's own ability to recognise the need for, and to enter into the process of, personal and professional development. It is also designed to develop students' capacity as independent learners and to encourage the development and application of transferable skills (of individual and group learning) across the programme of study.

The unit will support the student in: demonstrating an increased self-awareness and self-understanding, underpinned by critical and reflexive use of theoretical concepts and models; developing an understanding of learning and development by engaging in self-development processes; recording and evaluating their development process; and identifying continuing personal and professional development needs. The unit aims to develop the student's awareness of the importance of social (and organisational) contexts to personal and professional behaviour and development. Alternative and conflicting theoretical approaches and frameworks are offered to challenge established knowledge, ways of knowing and dominant discourses in order for students to be able to appreciate the complex nature of self, self understanding and self development.

Analysing Organisations

This unit supports the student in exploring and analysing organisations and aims to develop the student's awareness of the importance of understanding an organisational context, whatever the function. The student is introduced to a variety of approaches to organisational analysis thus enabling them to challenge and critique organisational practice as well as the theories, models and frameworks underpinning management, business and organisation. Students can expect lectures to involve some tutor input, but also to include workshop/seminar activities that allow students to apply theory to 'real-life' situations, critically analysing and making recommendations for appropriate ways forward for the organisation.

Business Research Analysis

This unit considers the collection, organisation, analysis and presentation of business data from various primary and secondary sources. The unit will consider both qualitative and quantitative data. Data from primary sources involving questionnaires and surveys will be considered along with data from secondary electronic sources. Certain analytical techniques supported by relevant IT applications will be presented, providing the participants with a good theoretical base and a practical experience of handling research data from coding through analysis to presentation.

Business Environment and Strategic Management

In order to survive and prosper, companies have to understand their business environment and develop strategies in response to the challenges posed by that environment. In this unit, students will be shown how to analyse the business environment, how to evaluate those factors having significant impact on a particular company, and how to develop strategies to respond to the challenges posed by that environment. The unit is designed for students who have not previously studied business or a related subject.

The first part of the unit will therefore start by considering what is meant by 'business' and the different types of businesses, before moving on to consider the concept of markets and the economic basis of competition. The next part will look at the business environment and some tools that can be used to analyse it. Students will examine the effect of international issues such as globalisation, and their impact on companies. The main part of the unit will examine different approaches to developing business and corporate strategies that take account of both the environment and the capabilities of the company. The final part will include a brief review of the role of leadership in strategic change.

The Newcastle Business School Master's Dissertation

This unit provides a process that will enable students to use and extend the knowledge and skills that they have acquired during their programme of study. Using appropriate research methodologies and data collection methods, students will critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this unit, the student will be able to demonstrate the ability to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. The student will achieve this outcome by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to their chosen research topic, and demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation and how these link to the research method(s).

Students will also be able to critically reflect on how their research contributes to the understanding of the topic area. Students will have been allocated a supervisor following the proposal stage of the process, whilst continuing to study the research methods. This supervisor will give the student appropriate guidance and support throughout the dissertation process whilst encouraging learner autonomy.

UNIT OUTLINE

MSc Business with Hospitality and Tourism Management

International Hospitality Management

The focus of this unit is the management and current operational procedures of the hospitality industry. There is an increasing global demand for well-qualified managers who can demonstrate business knowledge and skills as applied to the hospitality industry. This unit aims to provide students with the necessary knowledge of the industry and the essential management skills that can then be transferred into the workplace.

International Travel Management

Students will be presented with an overview of the industry in lecture time, evaluating current concerns, trends and operational and management approaches. This unit is designed to enable students to critically evaluate the principles, practices and management of modern international travel. It examines in detail the distinguishing features of the industry and applies functional management knowledge to the particular problems that the international industry presents.

International Tourism Industry: Destinations and Attractions

This unit aims to give students an insight into the main issues in modern tourism management. It has four main components: what are tourists like as consumers and customers; how are the places in which they consume – destinations – planned and managed; how are some of the core products of the industry – visitor attractions – organised and managed; and how do you market to tourists.

MSc Business with Human Resource Management

International Human Resource Management

This unit aims to develop students' awareness of and ability to critically analyse strategic and international perspectives of HRM and management theories, frameworks, models and techniques, as well as the application of these to multinational companies (MNCs). Students can expect lecture-based input and seminar activities that allow them to apply theory to 'real life' situations, critically analysing and making recommendations for appropriate ways forward for the organisation/individual.

Managing Diversity

This unit provides students with an overview of the issues related to managing diversity in organisations, commencing with the behavioural aspects of individuals and appropriate groups/cultures, through to evaluating HR strategies to manage diversity. The unit will be delivered through some formal lecture input, but will be primarily delivered using student-centred approaches.

Total Reward

This unit aims to deliver a critical and relevant overview of the purposes and practices of reward management in the context of organisational and HR aims. By the end of the unit, students should be able to review and evaluate reward practices against objectives and design alternatives based on self-generated evidence and research. To achieve this, students lead a series of practice-based seminars while also attending lectures and undertaking directed learning covering theoretical material and relevant research.



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Global Marketing Management

This unit involves the analysis and evaluation of marketing management processes set within the context of globalisation and its complications for business. It enables participants to appreciate the value of different marketing approaches which can be adopted in a dynamic world trading environment, and to examine their potential impact upon international marketing planning. The unit is designed to develop the students as 'reflective-practitioners' and independent learners.

Corporate Social Responsibility for Multinationals

This unit examines the ethical and accountability issues facing multinational companies and critically evaluates the emerging role of corporate social responsibility as a promoter of an improved society or a cynical marketing ploy by companies. The unit links to material taught in Corporate Governance. In particular, the stakeholder/shareholder debate and the purpose of a company. The unit is assessed by assignment and taught through a combination of lectures and seminars, although the distinction between each will not be rigorously enforced.

MSc Business with Logistics and Supply Chain Management



Managing Sustainable Supply Chains

This unit aims to give students an in-depth understanding of commonly recognised management tools and their use in responding to operational needs, societal influences and business impacts to meet the future requirements of a business. The student will explore the theories of sustainability in the supply chain context and identify opportunities that arise, and the barriers and challenges encountered, when the theory is tested in the real world. The student will learn to utilise existing management tools and understand their influence in strategy, quality and environmental impact, as well as to understand and interpret legal requirements and their impact on performance. The student will be able to appraise the effectiveness of the management tools and critically evaluate their value within the framework of business excellence and the excellence model.

Strategic Procurement and Logistics

This unit aims to provide students with an appreciation of the synergy between strategic procurement, materials and quality management. The focus is given to processes that add value through the production and delivery of services and products in the supply chain, and the tools needed to manage these processes effectively. Furthermore, students will be given a comprehensive understanding of modern approaches to quality management throughout the supply chain. On completion of the programme, students will be able to critically analyse the approaches to managing procurement, materials management and quality used by a variety of product and service organisations operating in a global business environment.

MSc Business with Marketing Management



Marketing Strategy

This unit takes a strategic management view of marketing, and aims to develop in students a critical understanding of concepts, theories and techniques in the context of a programme of study in marketing at an advanced level. The intention is to develop the knowledge and skills required to undertake strategic analysis and evaluation of organisational situations as a foundation for formulating a competitive marketing strategy. An interactive approach to lecture/seminar sessions will be adopted, building upon existing knowledge of marketing from either prior study or personal experiences of the subject domain. Current theory and evolving issues associated with marketing strategy will be explored via such means as case studies and scenarios to analyse and evaluate practice across a range of organisational settings.

Global Marketing Management

This unit involves the analysis and evaluation of marketing management processes set within the context of globalisation and its complications for business. It enables participants to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment, and to examine their potential impact upon international marketing planning. The unit is designed to develop the students as 'reflective-practitioners' and independent learners.

Relationship Marketing

Students will acquire, apply and, on reflection, critically evaluate the usefulness of relationship marketing theory to organisations. As a result of this they may contribute to the development of such theory. Participants will be encouraged to understand relationship marketing theories such as customer retention and internal customers and, in discussion with their peers, consider the application of such theories to a chosen organisation.

FEE SCHEDULE & APPLICATION

Fee Schedule

Please refer to the insert for the information on:

- Tuition Fee
- Non-tuition Fee
- Refund Policy

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

Entry Requirements & Application

The Master of Science in Business programmes accept the following:

- A first degree, in business studies or a closely related discipline
- A first degree, equivalent to 2.2 honours classification, in one of the areas of engineering, science, arts/humanities or education
- Applicants who do not have such an academic qualification but who have substantial experience working in a business organisation will be considered

Additional entry requirement:

- IELTS of 6.5 (The minimum score for any component taken is 6.0) OR
- Pearson Test score of 62 OR
- 2 year's recent study in English leading to an entry qualification for the programme

The above qualification and other applications will be considered on an individual basis and at the discretion of the university.

Applicants are also required to complete the application by providing:

- Duly completed and signed application form
- List of qualifications, certificates and proof of official transcript from each institution attended (certified copy of the official transcript is acceptable)
- Resume detailing employment experience and major work achievements (if applicable)
- Personal statement/ Statement of intention (if applicable)
- Photocopy of passport or identification card
- 1 passport-sized photograph
- Programme application fee

Please note that the application is not complete without all the items stated above.



FEE SCHEDULE & APPLICATION



Closing Dates

Deadlines for applications for the intakes each term are contained in the application forms. We recommend students submit their application package 3 weeks before the commencement date.

Study Loans*

Study loans are available with most banks and financial institutions. Interested candidates may contact:

CIMB Bank	: 6333 7777	www.cimbbank.com.sg
Maybank	: 1800 629 2265	www.maybank.com.sg
OCBC Bank	: 6586 7403	www.ocbc.com.sg
RHB Bank	: 1800 323 0100	www.rhbbank.com.sg

*Only applicable for local students.

Who to Contact

For enquiries on this course, send “KAP-XYKA” 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 more information or enquiries please contact:

Telephone	: 6733 1877
Facsimile	: 6225 3605
Email	: info.sg@kaplan.com
Kaplan Website	: www.kaplan.com.sg
Northumbria Website	: www.northumbria.ac.uk

The full application package should be sent to:
Director, Northumbria University
Master of Science (Honours) in Business Programmes
Kaplan Higher Education Institute
 Kaplan City Campus @ Wilkie Edge
 8 Wilkie Road, #02-01, Singapore 228095

Northumbria University and Kaplan Higher Education Institute reserve the right to alter, amend or delete any programme fee, course, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of printing (August 2015).

PROGRAMME PATHWAY



List of All Master's Degree Programmes

Master of Business Administration Master of Science in Business

- Hospitality and Tourism Management
- Human Resource Management
- International Management
- Logistics and Supply Chain Management
- Management
- Marketing Management



List of All Bachelor's Degree Programmes

Bachelor of Arts (Honours)

- Business Programmes
- Business Management
 - Business with Economics
 - Business with Finance Management
 - Business with Human Resource Management
 - Business with International Management
 - Business with Logistics and Supply Chain Management
 - Business with Marketing Management
 - International Hospitality and Tourism Management

Final Year Top-Up Degree Programmes

- Business Administration (Top-up)
- Business (with Law) (Top-up)

Mass Communication Programmes

- Mass Communication
- Mass Communication with Advertising
- Mass Communication with Business
- Mass Communication with Public Relations

Private Diploma, Advanced Diploma and Polytechnic Graduates may gain direct entry to the degree programmes



Kaplan Diploma programmes, equivalent to Year 1 of the relevant Northumbria University Degree programmes

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

Advanced Diploma in Finance
Advanced Diploma in Management
Advanced Diploma in Marketing

Diploma in

- Accountancy
- Business and Information Management
- Business and Law
- Computer Forensics
- Counselling
- Events Management
- Information Technology
- Mass Communication
- Legal Studies
- Web Technologies
- Health Services Management

GCE O & N-Levels and NITEC holders are required to complete additional bridging units