



UNIVERSITY OF CANBERRA

An Australian Government Owned University

THE UNIVERSITY HAS PLEASURE IN INVITING ALL

**SINGAPORE POLYTECHNIC, Ngee Ann Polytechnic,
Nanyang Polytechnic, Temasek Polytechnic
AND REPUBLIC POLYTECHNIC GRADUATES**

TO APPLY FOR

Emmanuel Undergraduate Bursary Award And Financial Assistance Scheme*

TO PROVIDE EDUCATIONAL OPPORTUNITIES TO ACADEMICALLY DESERVING
STUDENTS, FOR THE PROGRAMME OF

Bachelor of Business Administration

The University looks forward to seeing you in the coming

38th Intake: 29th September 2008

The "Emmanuel Undergraduate Bursary & Financial Assistance Scheme" is funded by **Asiainstitut of Management (AM School of Business of Studies, AMSBS) – Singapore Extended Campus for the University of Canberra**. Successful applicant can look forward to a range of S\$4,200 – S\$5,600 bursary and financial assistance payment scheme. It also includes:

- Textbooks and all courses materials will be provide throughout the duration of the course.
- All examination fees for the duration of the course.
- A free return air ticket to Australia to attend the University of Canberra's convocation ceremony for student who successfully complete the BBA degree course with a GPA of 6.2 or better.
- A Scholarship* to pursue his/her 1 year undergraduate Honors degree programme with the University of Canberra as on-campus student for student who successfully complete the BBA degree course with a GPA of 6.5 or better will be awarded. The Scholarship provides the course fees for the minimum course duration. No additional allowances are payable.
- In addition, the total BBA degree programme fee includes university registration fee, intensive consultation sessions by University of Canberra's academic staff and appointed adjunct local academic staff.

This is a conditional invitation. Confirmation will be dependant on your application acceptance from the University of Canberra (through the AMSBS) before the bursary is granted.

ABOUT UNIVERSITY OF CANBERRA

The University of Canberra is one of the leading Australian Government universities in Canberra, ACT, Australia.

It was created by the Commonwealth Government through an Act of Parliament in December 1989, from the former Canberra College of Advanced Education, founded in 1967. The University is a member of the Unified National System and of the Association of Commonwealth Universities.

RECOGNITION IN SINGAPORE

For graduate positions in the Singapore Civil Service, the Singapore Government will accept degrees from all universities accredited by the home government of the country where the university is situated. This applies to degrees obtained full-time or part-time, through distance-learning or twinning programmes, etc.

<https://app.vog.gov.sg/StaticContent/FAQ.aspx>.

The University of Canberra is an Australian Government university. Degrees conferred by the university are accepted by the Singapore Government as a first degree in considering employment in the civil service as well as in the private sector. It also qualifies graduates for consideration for admission to postgraduate courses in commonwealth universities.

ABOUT THE BBA

The BBA is designed for students who intend to work in a commercial environment, either in the private or public sectors. As well as acquiring a broad knowledge of all major business disciplines, students will complete majors in management, human resource and marketing. Students will develop a broad range of analytical skills necessary to function successfully in a business environment.

The objectives of the BBA course are to allow students to pursue their own interests in what is essentially a business programme.

They will gain both a breadth of knowledge in the main business disciplines, and a depth of knowledge in areas of their choice.

Students will graduate with the skills and knowledge that we expect to be high in demand as Singapore enters the global environment. Graduates find careers in general management, and in the fields of accounting, finance, human resource management, marketing and/or an extension in their existing professional areas in engineering, computing etc.

PROGRAMME STRUCTURE

Students must **complete 72 credit points** to be awarded with the Bachelor of Business Administration as suggested below:

Category 1 (18 months) - A polytechnic diploma in the business discipline.

Code	Units
6349	Entrepreneurship
6392	Business Finance
6356	Introduction to International Business
6390	Consumer Behaviour
6380	International Marketing
6379	Internet Marketing
6371	Marketing Management & Planning
6372	Marketing Research Methods
6413	Marketing Research Project
6366	Services Marketing
6418	Strategic Management
6393	Asia Pacific Business

Category 2 (24 months) – A polytechnic diploma in any other discipline other than business.

Code	Units
5617	Accounting for Managers
6355	Introduction to Economics
4207	Introduction to Management
6357	Introduction to Marketing
6349	Entrepreneurship
6392	Business Finance
4977	Introduction to Business Law
6356	Introduction to International Business
6390	Consumer Behaviour
6380	International Marketing
6379	Internet Marketing
6371	Marketing Management & Planning
6372	Marketing Research Methods
6413	Marketing Research Project
6366	Services Marketing
6418	Strategic Management

Application Forms and Enquiries for the Bachelor of Business Administration (BBA) degree programme and the "Emmanuel Undergraduate Bursary & Financial Assistance" can be obtained from:

ASIAINSTITUT OF MANAGEMENT (AM School of Business Studies)

20 Bideford Road #01-03 Wellington Building Singapore 229921

Email: amedu@singnet.com.sg Tel: (65) 6838 0151 (5 lines)

Website: www.canberra.edu.au/divisions/blis/offshore



*TERMS AND CONDITIONS APPLY