

Bachelor of Arts in International Business (Top-Up)

University of the West of Scotland (UWS)

With origins dating back to 1897, the University of the West of Scotland is one of Scotland's most innovative modern universities; with 5 campuses in Paisley, Hamilton, Dumfries, Ayr, and London respectively.

Credentials of the University of the West of Scotland

- UWS is ranked by Times Higher Education in the 2018 World University Rankings as one of the top 3% of universities worldwide, and in the top 200 of Young Universities World Rankings.
- The Times/ The Sunday Times Good University Guide 2018 has ranked UWS as a top 100 UK university and the highest in Scotland, for both teaching quality and student experience in Aeronautical & Manufacturing Engineering, Chemical Engineering, Civil Engineering, General Engineering, Mechanical Engineering; Education; Hospitality, Leisure, Recreation & Tourism.
- 94% of UWS graduates are working or pursuing further studies 6 months after graduating (Higher Education Statistics Agency; *HESA Performance Indicator 2015/ 16*).

Bachelor of Arts (BA) in International Business (Top-Up)

The programme is validated and conducted at YMCA Education Centre, Singapore; using the same model as the University of the West of Scotland, Glasgow. Graduates are awarded the same degree as the course conducted in Scotland.

- Students acquire the knowledge and skills of different business management practices, as professional managers in domestic and international markets.
- Technology has removed international borders such as sales, marketing, manufacturing, outsourcing, distribution networks, and supply chains. Businesses today are being affected by international elements.
- Today, most companies, regardless of its size, compete against products and services that come from foreign countries to the home/domestic market; or companies are competing in overseas markets.

Graduates of BA in International Business: Job Prospects

- A degree in International Business prepares graduates for a career in global, culturally-diverse businesses and these opportunities are across sectors and industries; in the public, private, and non-profit sectors.
- Job prospects in international trade, global business operations and planning, or industrial development, in positions such as:
 - ✓ International manager
 - ✓ Business development director
 - ✓ International trade and customs manager
 - ✓ International foreign policy advisor
 - ✓ Human Resources Management

Course Objectives

1. To prepare and develop graduates with an excellent grounding in business and enterprise skills.
2. To instil in graduates the knowledge and skills of a range of generic, transferable attributes enabling them to communicate effectively, work individually and in teams, in managing an organisation strategically, be innovative and adaptive to change, manage performance and rewards, contribute and respond effectively to the demands of running an organisation.
3. It equips graduates with the skills and understanding to succeed in a wide range of business careers, in the international job scope.



Cert No.: EDU-2-2030
Validity: 16/12/2015 - 15/12/2019



Course Duration

Full-Time/ Part-Time: 12 months

Award of BA in International Business

The University of the West of Scotland awards the Bachelor of Arts in International Business degree to students who have successfully passed the assessment requirements of all the course modules; in accordance with the University's academic and examination procedures and policies.

Course Structure

This course consists of six modules:

1. Strategic Management
 - The module introduces the core concepts of strategic management so that students are able to fully understand the process and content of strategic management.
 - The topics covered range across a number of areas – the role and tasks of top management, the nature of strategic management, strategic change and decisions.
 - Students will develop knowledge of the strategic options open to organisations and this will include strategic alliances, mergers and acquisitions.
2. Enterprise Creation
 - Enterprise Creation aims to develop confident, enterprising and creative graduates who will be able to cope with the ever-changing business environment, recognise opportunities and to take responsible and measured risks.
 - This is a very practical module designed to give students a unique opportunity to experience what it is like to start up and run their own business. Starting with the initial idea students will explore and assess a business opportunity and present a feasible business concept.
3. Managing Performance & Reward
 - This module provides learners with knowledge and understanding about two key areas of human resource management (HRM), 'performance management' and 'reward'.
 - This module initially introduces the learner to how organisations can drive sustained organisational performance by creating a high-performance work organisation (HPWO) and involving line managers in the performance management process.
 - This module demonstrates the inextricable link between performance and reward and the importance of horizontal integration with other areas of HRM and other organisational functions.
4. Business Research Skills
 - This module provides students with the knowledge and skills necessary to understand how to apply the necessary skills when undertaking a research project in the cognitive area of business and management.
 - Topics studied include research strategy and design, applying quantitative techniques in analysing data, applying qualitative techniques in extracting information from qualitative datasets, understand and explore the significance of location in business solutions by employing the use of geographical information systems and explore issues in international business ethics/values and business research.
5. Organisation Development and Change Management
 - This module aims to give the student an understanding of the nature and scope of organisational change in relation to the complexities of organisational life and of the basis of undertaking and managing an organisational change process.
 - The key theme is the management of change, through understanding and applying diagnosis, intervention, evaluation and review processes.

6. Digital Marketing

- Digital Marketing is the promotion of businesses using websites and associated marketing tools and is an integral part of any business wishing to capitalise on its most valuable asset, i.e. new and existing customers.
- The need for co-ordination of digital activities, syndicating content to build brand identity, managing content to support other marketing activities such as product development, effective segmentation, channel assistance and effective communication, co-ordination all of this activity strategically in order to optimise the digital presence for the firm.

Entry Requirements

- 18 years and above
- YMCA Advanced Diploma; or
- Advanced Diploma from PEIs with 4-year Edutrust certification; or
- Polytechnic Diploma; or
- Equivalent Academic Qualifications from a recognised learning institution for international students; or
- BTEC Level 5 HND (Business/ Media/ Travel and Tourism/ Public Services).

Other qualifications from professional institutes may be considered on a case-by-case basis.

English Proficiency

- IELTS 6.0 or equivalent, if English is not the language of study.

Final acceptance will be determined by the University of the West of Scotland.

Intakes

BA in International Business	Intakes
Full-Time	January, June, September
Part-Time	January, June, September

Fee Structure

Description	Full-Time (12 months) Amount (S\$)	Part-Time* (12 months) Amount (S\$)	Remarks
Application Fee	535.00	321.00	Non-refundable and non-transferrable
Course Fee	17,619.30	15,033.30	
Administrative Fee	374.50	374.50	
Fee Protection Scheme	171.20	171.20	
Total (Inclusive GST)	18,700.00	15,900.00	

*Only available to Singapore Citizens and Permanent Residents.

Miscellaneous Fees (Where applicable)

Description	Full Time (12 months) Amount (S\$)	Part Time* (12 months) Amount (S\$)	Remarks
International Students' Pass Application	90.00	NA	Payable to ICA
Medical Examination	50.00	NA	For application of Student Pass Card
Medical Insurance	85.60	NA	Optional for Singapore citizens/ Permanent residents
Renewal of Student Pass	120.00	NA	
Re-Examination Fee (Per module)	440.00	440.00	
Course Deferment Fee	386.00	386.00	
Re-module Fee (Per module)	2,510.00	2,135.00	
Bank Charges for TT	20.00 to 30.00	20.00 to 30.00	Determined and deducted by bank

*Only available to Singapore Citizens and Permanent Residents.

All prices quoted are in Singapore dollars and inclusive of Goods and Services Tax (GST) of 7%.

Payment Mode

Course fees can be paid by:

Credit Card – VISA/ MasterCard | China Union Pay | NETS | Telegraphic Transfer (TT) | Cash | Bank draft | Cheque (made payable to **YMCA Education Centre Limited**).

To avoid disruption to your studies and forfeiture of your enrolment, kindly pay promptly according to our payment schedule. Please approach any YEC staff if you encounter any difficulties.

Enrolment

Singapore Citizens

1. Applicant submits all the required application documents to YMCA Education Centre (YEC) for review. If the application is approved, YEC will issue a Letter of Offer with a Letter of Acceptance.
2. Applicant submits the signed Letter of Acceptance and pays the Application Fee to YEC.
3. Applicant is required to report to YEC to sign the Advisory Note to Students (Form 12) and Standard PEI-Student Contract. Thereafter, applicant pays the full amount of course fees 1 to 14 days before the course commencement date.

Singapore Citizens – Enrolment Documents

1. Photocopy of student's Birth Certificate or NRIC;
2. Photocopy of the most recent transcript;
3. Photocopy of parents' NRIC or passport;

International Passport Holders

1. Applicant submits all the required application documents to YMCA Education Centre (YEC) for review. If the application is approved, YEC will issue a Letter of Offer with a Letter of Acceptance.
2. Applicant submits the signed Letter of Acceptance and pays the Application Fee to YEC. YEC will then apply for Student's Pass (STP) from immigration and Checkpoints Authority of Singapore ([ICA](#)).
3. After the STP is approved in-principle, applicant is required to report to YEC to sign the Advisory Note to Students (Form 12) and Standard PEI-Student Contract. Thereafter, applicant pays the full amount of course fee 1 to 14 days before the course commencement date.

International Passport Holders – Enrolment Documents

1. 2 recent passport-sized photographs (white background);
2. Photocopy of valid passport (bio-data page);
3. Photocopy of Applicant's Birth Certificate*;
4. Photocopy of highest education qualification or proof of recent study*;
5. Photocopy of the most recent transcript*;
6. Photocopy of parents' identity card or passport and household booklet;
7. Photocopy of bank statement (applicable to visa-required countries only);
8. Photocopy of parents' employment statement (applicable to visa-required countries only);
9. Forms to be completed by Applicant and parents:
 - a) Enrolment Form
 - b) Immigration & Checkpoints Authority (ICA) [Forms](#) (Form 16 & V36)
 - c) Letter of Undertaking
 - d) Rules and Regulations Undertaking
 - e) Advisory Note to Applicants (Form 12)
 - f) Standard PEI-Student Contract
 - g) Student Pre-Course Counselling Checklist

**Documents 3, 4 and 5 must be Certified/ Notarised True Copy and translated into English Language. Originals are required for verification upon arrival of Applicant.*

Contact Information

Address : 1 Orchard Road, Level 2, Singapore 238824
 Hotline : (65) 6586 2222
 Fax : (65) 6336 0064
 Email : contactus@ymca.edu.sg
 Website : <http://ymca.edu.sg/ymca/en/ymca-higher-education/>



YMCASchool



YMCASchool



YMCA Education Centre



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Operating Hours

Monday – Friday : 9am – 6pm
 Saturday : 9am – 1pm
 Closed on Sundays and Public Holidays.

The above information is correct at the time of printing and supersedes the content in previously printed brochures. YMCA Education Centre (YEC) reserves the right to make changes without further notice.