

Bachelor of Arts in Tourism Management (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.



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

Credentials of the University of the West of Scotland

- UWS is ranked by Times Higher Education in 2018 World University Rankings as the top 3% of universities worldwide, and in the top 200 of Young University 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).



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

The hospitality and tourism industry has tremendous opportunities for ambitious students to secure a chance to join a rapidly growing industry. Tourism plays an essential part of the global economy. Graduates with a highly service-oriented degree are in high demand as the acquired skills are transferrable and increasingly important in the global markets. They are all set to have an immediate advantage over others who do not have such knowledge and skills.



Course Objectives

1. To enhance graduates with the knowledge and understanding of key industry trends and best practices, for a successful career in management positions of the tourism and hospitality sectors.
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 the organisation strategically, be innovative and adaptable to change, manage performance and rewards, contribute and respond effectively to the demands of organisations.
3. To develop students with knowledge and a range of both 'hard' and 'soft' skills that encapsulate the requirements of the 21st Century in the tourism and hospitality sector.



Course Duration:

Full-Time/ Part-Time 12 months

Award of BA in Tourism Management

The University of the West of Scotland awards the Bachelor of Arts in Tourism Management 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 seven modules:

1. **Business, Events and Tourism**
 - This module examines the nature and extent of the business tourism industry in a Regional, National and Global context.
 - The module examines current practice and trends in positioning destinations for business tourism activities with a specific focus on the meetings and convention industry; it then explores a range of business tourism events, in particular, incentive travel, corporate hospitality events, trade shows and exhibitions.
2. **Marketing Experiences**
 - This module focuses on exploring and analysing the marketing of experiences as opposed to products/ services.
 - This will include adopting a critical approach to exploring the definition and operation of experience marketing; investigating the notion of 'experiences as theatre' (including emotional and aesthetic labour); considering emotionality in marketing and reflecting, assessing and evaluating the experience of 'experiences'.
3. **Tourism, Transport and Mobility**
 - This module will provide an understanding of the complexity and integrative nature of transport and travel policies, whilst also developing a range of employability skills such as team working, data mining and analysis.
 - The topic of travel and transport development is very much at the fore of global political debate, intensified by the alarming growth in international travel and the problems and issues associated with this growth.
4. **Researching Marketing, Tourism and Events**
 - This module enables students to understand the role and value of research methods in the marketing, events and tourism sectors. Students will be exposed to the full research process from philosophy and strategy to a range of research methods and key issues relating to the management and ethical conduct of research.
5. **Tourism and Sustainability**
 - This module introduces the concept of sustainability and sustainable development in the context of tourism and examines how they are important for both emerging and established destinations.
 - Students will critically evaluate a destination in references to the triple bottom-line principle of sustainability. The module provides students to develop awareness of tourism's responsibility towards society with references to international destinations.
6. **Tourism and Events Service Learning**
 - Learning through Tourism and Events operations takes place in a range of tourism and events service operations from volunteer-managed visitor attractions to community festivals and the experience will be subject to a planned agreement between the university and the employer and will be managed by a supervisor in the events or tourism work environment.
7. **Managing People in Events and Tourism**
 - **The event and tourism working environment:** Analysis of the people factor in service, product and project development and evaluation of operational needs regarding human resources in Events and Tourism.

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 Tourism Management	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/ 30.00	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)	2,150.00	1,830.00	
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.