

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 in Tourism Management (Top-Up)

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 have 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.

Award of Bachelor of Arts 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;
- English Proficiency: IELTS 6.0 or equivalent, if English is not the language of study.

Other qualifications from professional institutes may be considered on a case-by-case basis. Final acceptance will be determined by the University of the West of Scotland.

Course Duration and Intakes

Course Duration	Intakes
12 months Full-Time	January, June, September
12 months Part-Time*	January, June, September

*Only available to Singapore Citizens (SC) and Permanent Residents (PR).

Fee Structure

Description	Full-Time Amount (\$)	Part-Time Amount (\$)	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 of GST)	18,700.00	15,900.00	

Miscellaneous Fees (Where applicable)

Description	Full-Time Amount (\$)	Part-Time Amount (\$)	Remarks
Student's Pass Application	90.00	NA	Payable to ICA
Medical Examination	50.00	NA	For application of Student's Pass (STP)
Medical Insurance	85.60	NA	Optional for SC / PR
Renewal of Student's Pass	120.00	NA	
Re-Examination Fee	440.00	440.00	Per module
Course Deferment Fee	386.00	386.00	
Re-Module Fee	2,510.00	2,135.00	Per module
Bank Charges for TT	30.00	30.00	Determined and deducted by bank

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

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

1. Applicant submits all the required enrolment documents to YMCA Education Centre (YEC).
2. If the application is approved, YEC will issue a Letter of Offer with a Letter of Acceptance.
3. Applicant submits the signed Letter of Acceptance and pays the Application Fee to YEC.
For International Passport Holders:
 - a) YEC will then apply for STP from ICA.
 - b) If STP application is successful, ICA will issue the In-Principle Approval (IPA) letter.
4. Applicant is required to report to YEC to sign the Advisory Note to Students (Form 12) and Standard PEI-Student Contract.
5. Thereafter, applicant makes full payment of course fees 1 to 14 days before the course commencement date.

Enrolment Documents

Singapore Citizens:

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. 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) 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
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 Fax: (65) 6336 0064
 Email: contactus@ymca.edu.sg
 Website: <http://ymca.edu.sg/ymca/en/ymca-higher-education/>



YMCA School



YMCA School



YMCA Education Centre



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Operating Hours

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

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.