THE 2013 CURTIN SINGAPORE GUIDE
For international undergraduate and postgraduate students

A GLOBAL UNIVERSITY OFFERING YOU A QUALITY EDUCATION

Make tomorrow better.
curtin.edu.sg
WELCOME TO CURTIN SINGAPORE

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ACADEMIC CALENDAR 2013

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ACADEMIC CALENDAR 2014

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Note: the above dates are correct at the time of printing, please contact Curtin Singapore for latest information.
CURTIN: AN INTERNATIONAL UNIVERSITY

Join more than 46,000 students from around the world studying at a global university ranked among the world’s best.

Western Australia’s largest and most multicultural university, Curtin is a vibrant international organisation with a proud history and exciting future. Curtin welcomes more than 46,000 students from over 110 countries around the world, including more than 19,000 international students—Australia’s third-largest international student population.

Acknowledged globally for our commitment to cultural diversity and international engagement, Curtin is consistently rated among the world’s top universities by rankings agencies such as the Times, QS and Shanghai Jiao Tong. In 2012, the QS World University Rankings ranked Curtin among the world’s top 300 universities, as well as in the world’s top 50 universities aged under 50 and number one in the state. The Times also ranked Curtin as one of the world’s top 100 universities aged under 50, and number one in Western Australia.

Located six kilometres from the centre of the Western Australian capital city of Perth, Curtin’s Bentley Campus is the flagship of several in the Asia-Pacific region. Our other campuses include Sydney, Singapore and Sarawak, and we have partnership agreements to deliver courses at education institutions in countries such as Hong Kong, China, Malaysia, Mauritius, Sri Lanka, Vietnam and Indonesia. The University has also developed strong, long-term partnerships with more than 90 institutions worldwide, which can lead you to opportunities for career development, travel and further study.

Offered at undergraduate, postgraduate and doctoral levels, Curtin’s courses are delivered through four specialist faculties. Combining theory with practical study and often incorporating relevant industry placements, our programs are linked closely with industry, business and government, taking you beyond the classroom and into the real world. You can tailor your studies to your own needs, with opportunities to transfer between campuses, study online, and more. It’s this commitment to providing flexibility and practical experience that means you’ll graduate from Curtin with the skills and knowledge you’ll need to launch your career anywhere in the world.
Vision: an international leader in research and education: changing minds, changing lives and changing the world.

OUR MISSION
We are committed to leadership, innovation and excellence in teaching and research, for the benefit of our students and the wider community.

VALUES
INTEGRITY: Being consistently honest and trustworthy in all activities.
RESPECT: Having regard for self and others.
FAIRNESS: Ensuring just decisions through open decision-making.
CARE: Acting to ensure the welfare of others.

CULTURE STATEMENT
• The overall culture at Curtin Singapore is centred on the provision of a high-quality, relevant higher education within the stated core values of Curtin Singapore.
• Staff will at all times maintain the educational interests of the students in high regard and continually provide high standards of service, both internally and externally, within the core values of Curtin Singapore.
• Students will be expected to comply with the rules and regulations of Curtin Singapore and its external education partners, and maintain a high level of application to their studies.
• Students and staff will be expected to be aware of the mission, vision and values of Curtin Singapore.

SERVICE POLICY
• Curtin Singapore staff shall provide a timely and efficient service at all times to all enquiries, by every medium in which they are received.
• All students and visitors to the campus shall be treated with respect and in accordance with the values of Curtin Singapore.
• At all times, courses delivered on the Curtin Singapore Campus will be registered with the Council for Private Education.
• Curtin Singapore shall comply with the regulations and requirements of all appropriate Singapore government bodies in relation to education matters.
WHY CURTIN SINGAPORE?

Curtin Singapore courses use the same curriculum as those offered at the Bentley Campus with the added attraction of offering three trimesters a year, allowing students to complete their degree faster.

THE BENTLEY CAMPUS

Curtin University is the largest university in Western Australia, with more than 34,000 students enrolling in undergraduate, postgraduate and doctoral studies at our Bentley Campus each year. With a strong research culture and tradition of working in close partnership with business and industry, we have built a reputation for producing graduates with the skills and knowledge that make a difference. Curtin is considered a pioneer in the international education sector, establishing our long history of providing quality tertiary education internationally through delivering courses offshore since the mid-1980s. International students make up nearly 30 percent of the total student population at Curtin Bentley, with many more enrolling in the University’s other campuses in Sarawak, Sydney and Singapore. This international experience, coupled with our research activity and excellence in teaching, set us apart and give confidence to students from around the world about the value of a Curtin degree.

FLEXIBLE ENTRY OPTIONS

Courses at Curtin Singapore are as flexible and individual as the students who study them. Students who may not qualify for university entry can enrol at Curtin Singapore in the Certificate IV Tertiary Preparation Program and diploma pathways that lead to the degree programs. These pathway programs are offered on campus by Curtin College.

CREDIT FOR PRIOR STUDY

Curtin Singapore also recognises previous studies and work experience, enabling some students to benefit from the relevant prior learning they have acquired to gain credit exemptions. This may enable students to complete their programs faster.

TRIMESTER ACADEMIC YEAR

Curtin Singapore operates on trimester academic year with intakes in March, July and November, except for health sciences programs, which have two intakes per year in March and July.

PART-TIME STUDY

Most courses are available in full-time or part-time study modes to suit local students or working students with permanent residence or employment pass status. Part-time classes are scheduled in the evening and at weekends. However, all international students on Student’s Pass must be enrolled in full-time studies.

CURTIN SINGAPORE

Curtin Singapore is managed by Curtin Education Centre, a part of the Navitas Group—a global educational organisation with extensive experience in providing quality services to students. The campus is supported by a Curtin-appointed Pro Vice-Chancellor who oversees the delivery of Curtin’s approach to teaching and learning, and ensures quality and standards are maintained. Whether you study at Curtin Singapore, Sarawak, Sydney or Bentley, you can be sure you’ll graduate with the skills to launch your career anywhere in the world.
SMALL CLASS SIZES
Curtin Singapore’s small classes ensure a supportive learning environment for all students. A better learning environment is encouraged by increasing interaction between lecturers and students, maximising interaction between students, ensuring that personal attention is given to each student, allowing lecturers to identify and assist students who require extra help, and facilitating students’ highest academic achievements and cross-cultural experiences.

LOCATION
Curtin Singapore is located 10 minutes from the central business district, with direct bus routes from the campus to three different Mass Rapid Transit (MRT) train stations at Toa Payoh, Novena, and Boon Keng. Singapore’s public transport system provides efficient, affordable and reliable transport to all parts of the island city.

EXCELLENT FACILITIES
An ideal learning environment would not be complete without high-quality facilities. Students at Curtin Singapore have access to specially developed facilities with the latest audio-visual teaching equipment and computer technology with electronic and extended library services. A prayer room, student lounge, and indoor and outdoor sports facilities are also available for use by students.

TRANSFER OPTIONS
Curtin Singapore students are able to spend a trimester or more studying at the Bentley, Sydney, or Sarawak campuses. Curtin Singapore students can have the option to attend the graduation ceremony at the Bentley Campus as well.

ABOUT SINGAPORE
Singapore is renowned for being safe and clean. A dynamic city-state rich in contrast and colour, you’ll find a harmonious blend of culture, cuisine, arts and architecture. Brimming with unbridled energy, this garden city in South-East Asia embodies the finest of both East and West.
UNI LIFE, SERVICES AND SUPPORT

Curtin Singapore offers a range of facilities and support services to take student life beyond lectures and tutorials. Take part in student activities to gain experiences, pick up new skills, meet new friends or just have a good time.

CAREER

Student Career Centre: provides graduating students with career guidance consultations and mentoring through qualified and experienced working professionals. The service helps boost the confidence level of our graduating students and assists them in better handling job interviews and work-life balance. Students can get in touch with Student Career Centre on cscc-enquires@curtin.edu.sg to arrange an appointment with a mentor.

COMMUNITY

Prayer facilities: the diversity of religious beliefs and convictions represented among students and staff at Curtin Singapore are supported. A prayer room is available for use by students.

Student Committee: consists of selected, dedicated current students who organise and hold activities for all students on and off campus. Students interested in volunteering their services can submit an application to Student Central.

Student activities: there is a wide range of activities on offer, from trips to attractions like Universal Studios to adventurous expeditions like kayaking and cycling at Pulau Ubin. Students who are looking for something challenging can take part in the many competitions we organise, such as pool, basketball and street soccer. Taking part in these activities allows students to have a good time, get to know fellow students and discover Singapore. Students can even suggest new activities by getting in touch with Student Central.

LEARNING

Orientation: a compulsory session that will assist new students to settle in comfortably and complete all administration procedures before the start of trimester. Orientation also informs students of important student and academic matters. International students will be required to sign the student contract and submit original documents for verification.

Student Central: one-stop enquiry and assistance services and the first port of call for all day-to-day administrative matters. Student Central is located on campus at Block D, Level 1, and can be contacted on studentcentral@curtin.edu.sg

Study and discussion rooms: conducive environment for self-study and group discussions that is equipped with projectors for students’ presentation practices.

Computer and gymnasium facilities: access to computer laboratories and gym is available for use by students.

WELLBEING

Accommodation: Curtin Singapore will assist students seeking accommodation. Upon accepting their offer, students will receive an accommodation booking form explaining their options in advance. There are many accommodation options available such as public Housing Development Board (HDB) flats, private houses, and private or public hostels.

Counselling Services: an independent and confidential arena to discuss issues of concern that may not be easily communicated with family or friends. Curtin Singapore’s counselling service is free, confidential, and available to all enrolled students, allowing you talk through any problems to prevent them from escalating. An appointment can be made through Student Central.

Disability services: assistance to students who require permanent or temporary disability assistance. The relevant completed form and supporting documents should be provided to Student Central.

Smoke-free campus: Curtin Singapore Campus is completely smoke-free, providing a safe and healthy environment to students and staff.

Grievances and appeals: there are official procedures to assist current students to resolve concerns about academic and other matters, which are set out in the Curtin Singapore Student Handbook.
ABOUT CURTIN SINGAPORE

LEARNING

LIBRARY
Access the latest resources, study in the discussion rooms, and use the computer or printing facilities.

LIFESTYLE

TRANSPORT
Explore Singapore, Sentosa and everything in between from Curtin Singapore Campus.

Public transport in Singapore covers a variety of transport modes such as bus, train, and taxi.
ENGLISH LANGUAGE

Navitas English provides Academic English, General English and IELTS Preparation courses at Curtin Singapore. The Academic English courses provide direct entry to pathway, undergraduate and postgraduate programs at Curtin Singapore. Students are taught at the exceptional Curtin Singapore Campus and have full access to campus facilities.

CERTIFICATE IN GENERAL ENGLISH

HOW WILL YOU LEARN?
In interactive classes participating in group work with classmates and interactive discussions on a wide range of topics.

WHAT WILL YOU LEARN?
Skills to use English in everyday situations, such as ordering meals in cafes and restaurants, asking for directions, shopping, and applying for work.

COURSE ASSESSMENT
• Listening, reading, writing and speaking skills assessments
• Language awareness of grammar, vocabulary and pronunciation
• Class participation

ENTRY REQUIREMENTS
A pre-course qualifying test is required to guarantee a place in this course. Recommendations about course length are based upon results in the pre-course test.

KEY FACTS
• Course duration:
  - Elementary: 5-15 weeks
  - Pre-intermediate: 5-15 weeks
  - Intermediate: 5-15 weeks
  - Upper-intermediate: 5-15 weeks
• Maximum class size: 18 students
• Hours per week: 20

DIPLOMA OF ENGLISH FOR ACADEMIC PURPOSES

ACADEMIC STUDY AND ASSESSMENT SKILLS
Develop critical thinking, research techniques, exam skills and how to avoid plagiarism.

ACADEMIC WRITING SKILLS
You will learn how to plan and write Australian-style academic texts such as research reports and essays.

ACADEMIC READING SKILLS
Learn how to read for gist, detail and opinion, and expand your vocabulary.

ACADEMIC SPEAKING SKILLS
Plan and deliver an academic seminar with appropriate grammar and vocabulary.

ACADEMIC LISTENING SKILLS
Learn how to take notes in lectures and summarise the meaning.

COURSE ASSESSMENT
You will be assessed through a combination of examinations, a research report, a research essay, a seminar presentation and/or a case study.

You must obtain at least a 50 percent pass result in each assessment. Only one assessment task may be resubmitted, and the maximum score for resubmitted tasks is 50 percent.
ENTRY REQUIREMENTS

- Academic English 1:
  - IELTS 4.5, writing 4.5 (academic), other bands 4.0
  - TOEFL PBT 475 (writing minimum TWE 3.5)
  - TOEFL iBT 53 (other skills 11) OR Navitas English entry test
  - PTE 30 (writing minimum 30, other skills 24)
- Academic English 2:
  - IELTS 5.0, writing 5.0 (academic), other bands 4.5
  - TOEFL PBT 500 (writing minimum TWE 4.0)
  - TOEFL iBT 61 (other skills 13) or successful completion of Academic English 1 OR Navitas English entry test
  - PTE 36 (writing minimum 36, other skills 30)
- Academic English 3:
  - IELTS 5.5, writing 5.5 (academic), other bands 5.0
  - TOEFL PBT 525 (writing minimum TWE 5.0)
  - TOEFL iBT 71 (other skills 15) or successful completion of Academic English: Level 2 OR Navitas English entry test
  - PTE 42 (writing minimum 42, other skills 36)

KEY FACTS

- Course duration: 10 weeks for each unit
- Maximum class size: 18 students
- Hours per week: 20

PREPARATORY COURSE FOR IELTS

HOW WILL YOU PREPARE?
You will become familiar with each section of the test and what it involves, revise the grammar, vocabulary and pronunciation you need for the test. You will also learn important test-taking techniques and practice taking IELTS tests under exam conditions.

THE COURSE IS AIMED AT STUDENTS WHO:
Need a short, intensive course to maximise their IELTS score for entry to tertiary institutions, and want a focused test preparation course that will improve speaking, listening, reading and writing.

Note: the IELTS test can be taken at the nearest test centre. Results are released approximately two weeks after the test.

COURSE ASSESSMENT

- Regular examination practice
- A project (intermediate level)
- At least one full practice IELTS test

ENTRY REQUIREMENT:

- Preparation for IELTS (intermediate): IELTS 4.5
- Preparation for IELTS (upper intermediate): IELTS 5.0
- A pre-course qualifying test is required to guarantee a place in this course if no IELTS score is available

KEY FACTS

- Course duration: eight weeks full-time
- Course levels: intermediate and upper-intermediate
- Maximum class size: 18 students
- Hours per week: 20

ENTRY PATHWAYS
Curtin College is an integrated pathway to Curtin Singapore undergraduate programs, offering an alternative entry point for students who do not meet the University's minimum entry requirements.

Since 2000, Curtin College has established itself as a major pathway to Curtin University. Located on the main Curtin campus in Bentley, Sydney, and Singapore, Curtin College is a registered higher education provider offering Curtin University units. Curtin College has produced over 6,000 students who have successfully progressed to the second year of a bachelor degree at the University.

Curtin College’s flexible approach to entry requirements makes it an open and accessible institution, serving the needs of a diverse range of students. The highly qualified, friendly and committed staff provide a high level of personal support to all students so their period of study at the college is not only academically successful, but also an enjoyable and memorable experience.

Students at the college are exposed to a variety of teaching methods designed to promote a stimulating learning experience. Lecturers provide students with a framework for each unit being studied, and ensure they acquire the relevant knowledge and skills for the chosen course.

Students are expected to take notes summarising key points and ask any questions they may have regarding complicated issues raised during the lecture. Lecture groups average between 20 and 30 students, with some often much smaller. Students are given the opportunity to study all units in further detail through tutorials.

Curtin College offers pre-university studies and diploma programs. If you haven’t met the University’s entry requirements, Curtin College may offer an alternative entry point into the second year of a Curtin bachelor program.

**CERTIFICATE IV TERTIARY PREPARATION PROGRAM**
This pre-university course requires two trimesters of full-time study and is designed to prepare students for a university-level education. Students complete four units in each trimester. Completion of the Certificate IV in Tertiary Preparation Program leads to the Diploma of Arts and Creative Industries or Diploma of Commerce.

**DIPLOMA OF ARTS AND CREATIVE INDUSTRIES**
The Diploma of Arts and Creative Industries is designed to provide an entry pathway into year two of the Bachelor of Arts (Mass Communication) degree. This diploma covers topics in journalism, web communications and information management. Students completing the diploma will graduate with a broad range of skills in media and corporate communications.

**DIPLOMA OF COMMERCE**
The Diploma of Commerce is designed to provide articulation into year two of the bachelor program. This course places an emphasis on decision-making processes and other major aspects of management in the highly competitive business arena.
**PATHWAYS**

**CERTIFICATE IV TERTIARY PREPARATION PROGRAM**
Duration: 8 months full-time
- Accounting
- Communications I
- Communications II
- Economics
- Introduction to Computing
- Management
- Marketing
- Mathematics

**DIPLOMA OF ARTS AND CREATIVE INDUSTRIES**
Duration: 8 months full-time
- Culture to Culture 102
- Engaging Media 104
- Journalism 111
- Making Meanings 103
- Design Practice 172
- Screen Practice 111
- Web Communications 111
- One optional unit

**DIPLOMA OF COMMERCE**
Duration: 8 months full-time
- Accounting 1100
- Business Law 1100
- Business Information Systems 1100
- Economics 1100
- Management 1100
- Marketing 1100
- Two electives

**BACHELOR OF ARTS (MASS COMMUNICATION)**
Remaining duration of degree course: 16 months full-time
Refer to page 23 for more course details.

**BACHELOR OF COMMERCE**
Duration: Remaining duration of degree course: 16 months full-time
Refer to page 12 for more course details.

*Note: refer to page 26 for more details on entry requirements.*
BUSINESS:
MAKING YOU COMPETITIVE IN THE GLOBAL MARKET

If you want a business degree that gives you a competitive edge and puts you ahead of the game, we’ve got what you’re looking for. Curtin Business School (CBS) offers a comprehensive range of business courses and our industry connections ensure these are aligned with the latest industry trends.

curtin.edu.sg/courses
GET SET FOR THE REAL WORLD
CBS maintains strong links with industry to ensure we are effectively serving the needs of both our students and the workforce. Our CBS Advisory Boards—groups of industry experts from organisations such as Chevron, KPMG and the Chamber of Commerce and Industry (WA)—review our study programs regularly to make sure what our students are learning is up-to-date and industry relevant.

CBS programs are highly dynamic and interactive, and use a wide range of teaching methods including case studies and group work. Unique study approaches such as Capstone, the final unit in the Bachelor of Commerce, will give you an advantage over other graduates. You’ll apply the skills you learn in your degree to a contemporary case study, using resources from leading local and international organisations.

ENHANCE YOUR CAREER PROSPECTS
CBS graduates have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your degree can lead to varied and rewarding career paths anywhere in the world.

PROFESSIONAL RECOGNITION
Graduates with a Curtin commerce degree have a competitive advantage in finding employment. Curtin Business School programs are designed wherever possible to conform to the entry requirements of the relevant professional bodies students may seek to join after graduation.

BACHELOR OF COMMERCE
The Curtin Singapore Bachelor of Commerce degree is an internationally accredited business qualification with specialisations that can open the door to a wide variety of careers. The program is designed to provide professional business and management expertise, as well as a range of life and professional skills.

Students must successfully complete 24 units for a total of 600 credits. As an introduction to the fundamentals of business and to help students choose their major, all students study a foundation of seven common first year units and one common third year unit.

A single major gives students the knowledge in their field to make an immediate contribution to their future career choices. Single major students study at least eight units that form their major and up to eight elective units.

Double major students gain a solid knowledge base in two separate but complementary areas of study. The double majors consist of 16 units—eight units from each major.

The Bachelor of Commerce degree takes two years to complete if studied full-time. The same amount of time is required to complete a single or double major.

Note: some students studying the Diploma of Commerce at Curtin College or other approved business qualifications from polytechnic and other tertiary colleges may receive recognition of prior learning (RPL) credits for the common core units.
ACCOUNTING SINGLE MAJOR
The major is designed to provide students with a comprehensive understanding of, and competencies in, accounting and associated fields of auditing, taxation, business law and financial management. It meets the educational requirements of CPA Australia and the Institute of Chartered Accountants in Australia (ICAA). It is recognised as being acceptable for associate membership of CPA Australia and the Institute of Public Accountants (IPA) and entry to the ICAA graduate program.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Management 100
Managerial Accounting 201
Marketing 100
THIRD TRIMESTER
Company Law 266
Financial Accounting 250
Finance Principles 215
Elective
FOURTH TRIMESTER
Advanced Financial Accounting 260
Accounting Systems 204
Taxation 231
Elective
FIFTH TRIMESTER
Auditing 300
Managerial Control Systems 301
Portfolio Management 301
Corporate Finance 307
SIXTH TRIMESTER
Accounting Theory and Analysis 308
Business Capstone 301
Financial Derivative Securities 312
International Finance 302

ACCOUNTING AND FINANCE DOUBLE MAJOR
This double major is designed for students who wish to become professional accountants, and to specialise in corporate and institutional finance. It is recognised as being acceptable for associate membership of CPA Australia, and the Institute of Public Accountants (IPA) and entry to the ICAA graduate program.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Management 100
Marketing 100
Quantitative Techniques for Business 203
THIRD TRIMESTER
Company Law 266
Financial Accounting 250
Finance Principles 215
Managerial Accounting 201
FOURTH TRIMESTER
Accounting Systems 204
Advanced Financial Accounting 260
Microeconomics 200
Taxation 231
FIFTH TRIMESTER
Auditing 300
Managerial Control Systems 301
Portfolio Management 301
Corporate Finance 307
SIXTH TRIMESTER
Accounting Theory and Analysis 308
Business Capstone 301
Financial Derivative Securities 312
International Finance 302

BANKING AND FINANCE DOUBLE MAJOR
This major combination focuses on financial markets and institutions and developments in the financial sector. It gives students a working knowledge of the banking and financial system. The major combination also covers the theory and techniques underlying financial management.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Introductory Finance 201
Management 100
Marketing 100
THIRD TRIMESTER
Finance Analysis 206
Laws Relating to Banking 255
Macroeconomics 200
Quantitative Techniques for Business 203
FOURTH TRIMESTER
Bank Lending 306
Corporate Finance 307
Econometrics 200
Managerial Finance 212
FIFTH TRIMESTER
Banking Practice and Management 301
Finance Instruments and Markets 300
Finance (Portfolio Management) 301
Microeconomics 200
SIXTH TRIMESTER
Business Capstone 301
Financial Derivative Securities 312
International Finance 302
International Trade and Banking 305
FINANCE AND MARKETING DOUBLE MAJOR
This double major is designed for students who are seeking careers in either the marketing or financial services sector, or who wish to combine the two. Employment opportunities are available in commercial and investment banks, regulatory bodies, stock exchanges, insurance companies and large public corporations.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
 Introductory Finance 201
 Management 100
 Marketing 100
THIRD TRIMESTER
Consumer Behaviour 201
International Marketing 250
Macroeconomics 200
Managerial Finance 212
FOURTH TRIMESTER
Corporate Finance 307
Marketing Research 200
Retail Marketing and Distribution 250
FIFTH TRIMESTER
International Finance 302
Portfolio Management 301
Sales Management 230
Strategic Marketing 310
SIXTH TRIMESTER
Business Capstone 301
Financial Derivative Securities 312
Marketing—Professional Practice 300
Marketing of Services 311

INTERNATIONAL BUSINESS SINGLE MAJOR
This major combines units with an international focus drawn from a wide range of business disciplines. It prepares graduates to analyse international markets and develop personal attributes to successfully engage in international business. This major is designed to provide students with an international orientation that is essential to a career in the current globalised business world.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Introductory Finance 201
Management 100
Marketing 100
Organisational Behaviour 200
THIRD TRIMESTER
International Human Resource Management 303
International Marketing 250
Elective
FOURTH TRIMESTER
International Management 375
International Trade and Banking 305
Elective
FIFTH TRIMESTER
Asian Management 301
Industrial Relations in Asia-Pacific Perspectives 302
Elective
SIXTH TRIMESTER
Business Capstone 301
Strategic Management 313
Elective

MANAGEMENT AND HUMAN RESOURCE MANAGEMENT DOUBLE MAJOR
The nature of supervisory positions continues to expand with an emphasis on human resource issues. This double major provides an overall understanding of management principles, together with the specialised human resource skills needed by today's managers.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Management 100
Marketing 100
Organisational Behaviour 200
THIRD TRIMESTER
Asian Management 301
Employee Relations in Singapore 201
Environmental Issues in Business 201
Human Resource Management Introduction 200
FOURTH TRIMESTER
Entrepreneurship 300
Human Resource Development 212
Industrial Relations in Asia-Pacific Perspectives 302
International Management 375
FIFTH TRIMESTER
International Human Resource Management 303
Performance and Conflict Management 302
Selecting and Promoting Staff 311
Strategic Management 313
SIXTH TRIMESTER
Business Capstone 301
Business Ethics 300
Managing Change 300
Remuneration and Rewards 301
MANAGEMENT AND MARKETING DOUBLE MAJOR
This double major is designed to develop strengths in two complementary but distinct areas, enriching employment opportunities and developing an understanding of a variety of multicultural perspectives. The degree will provide students with an overall understanding of managerial competencies and functional marketing.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Management 100
Marketing 100
Organisational Behaviour 200
THIRD TRIMESTER
Consumer Behaviour 201
Environmental Issues in Business 201
Human Resource Management Introduction 200
Marketing Research 200
FOURTH TRIMESTER
Entrepreneurship 300
International Management 375
International Marketing 250
Sales Management 230
FIFTH TRIMESTER
Managing Change 300
Retail Marketing and Distribution 311
Strategic Management 313
Strategic Marketing 310
SIXTH TRIMESTER
Marketing—Professional Practice 300
Marketing of Services 311
Business Capstone 301
Business Ethics 300

MARKETING SINGLE MAJOR
Marketing anticipates demands for products, services and ideas by analysing behaviour of competitors and customers, and designing products, promotion, pricing and distribution strategies. This major prepares students to organise and control marketing activities efficiently in a highly competitive and volatile environment. A wide range of employment opportunities are available. Graduates may join the Australian Marketing Institute and the Australian Institute of Management.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Consumer Behaviour 201
Management 100
Marketing 100
THIRD TRIMESTER
International Marketing 250
Marketing Research 200
Elective
FOURTH TRIMESTER
Retail Marketing and Distribution 311
Sales Management 230
Elective
Elective
FIFTH TRIMESTER
Marketing of Services 311
Strategic Marketing 310
Elective
Elective
SIXTH TRIMESTER
Business Capstone 301
Marketing—Professional Practice 300
Elective
Elective

MARKETING AND ADVERTISING DOUBLE MAJOR
This double major is designed to provide students with an understanding of the principles and processes of advertising and other forms of communication. This sets the pathway for students seeking careers in advertising and media. The emphasis in this major is on marketing planning and strategy formulation, including strategies for advertising and integrated marketing communications.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Integrated Marketing Communications 202
Management 100
Marketing 100
THIRD TRIMESTER
Advertising Principles 211
Consumer Behaviour 201
Marketing Research 200
Sales Management 230
FOURTH TRIMESTER
Brand Management 260
International Marketing 250
Media Planning 250
Strategic Marketing 310
FIFTH TRIMESTER
Advertising Account Planning 340
Cross Cultural Advertising 300
Retail Marketing and Distribution 311
Strategic Advertising 310
SIXTH TRIMESTER
Advertising Campaign Development 391
Business Capstone 301
Marketing—Professional Practice 300
Marketing of Services 311
MARKETING AND PUBLIC RELATIONS DOUBLE MAJOR*
This double major is designed to give graduates the ability to define a career in front of emerging market trends. Students study the principles and processes of both majors to meet increasing workplace demand for an understanding of both disciplines. This program is accredited by the Public Relations Institute of Australia (PRIA). PRIA is the sole body dedicated to enhancing the status of public relations professionals throughout Australia.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Consumer Behaviour 201
Management 100
Marketing 100
THIRD TRIMESTER
International Marketing 250
Marketing Research 200
Public Relations Principles 201
Public Relations Techniques 220
FOURTH TRIMESTER
Sales Management 230
Retail Marketing and Distribution 311
Public Relations Law 211
Public Relations (Media) 250
FIFTH TRIMESTER
Marketing of Services 311
Public Relations (International) 340
Public Relations Consultancy 300
Strategic Marketing 310
SIXTH TRIMESTER
Business Capstone 301
Corporate Public Relations 360
Marketing—Professional Practice 300
Public Relations Internship 393

*Note: due to the internship requirement, international students who require a Student’s Pass are not eligible to enrol into this major.

LOGISTICS AND SUPPLY CHAIN MANAGEMENT SINGLE MAJOR
This major has been designed for those who are interested in pursuing careers in logistics management or in logistics related areas like transportation, physical distribution, warehousing, material and inventory management, purchasing, manufacturing, customer services, retailing and information linkages for industries.

Sample course structure
FIRST TRIMESTER
Accounting 100
Business Law 100
Communication in Business 100
Economics 100
SECOND TRIMESTER
Business Information Systems 100
Management 100
Marketing 100
Supply Chain Information Management 201
THIRD TRIMESTER
Business Statistics 201
Purchasing and Procurement 311
Elective
FOURTH TRIMESTER
Quantitative Modelling 201
Strategic Procurement 302
Elective
FIFTH TRIMESTER
Strategic Supply Chain and Logistics Management 302
Operations and Materials Management 301
Elective
SIXTH TRIMESTER
Business Capstone 301
Project Management 301
Elective

GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS
In this course, students will study international marketing, management and human resource management. Students will explore world business and international law, covering international agreements and contracts, multinational enterprise, international business practices and supranationalism. Students will examine strategies and operations, transnational business trends and compare management systems in different countries. This course will also cover strategic management, focusing on alliances, partnerships and networks in a global environment.

Entry requirements: a bachelor degree from a recognised university.

Minimum English language entry requirement: IELTS 6.5 (no band less than 6.0) or equivalent.

Sample course structure
FIRST TRIMESTER
Cross-Cultural Communication and Negotiation 580
Business Ethics 567
Global Distribution and Transportation 501
Management Overview 560
SECOND TRIMESTER
Comparative Management 601
Corporate Strategy 650
Global Business 650
International Human Resource Management 650

For the latest in course information visit curtin.edu.sg
For important notes on all courses and fees turn to page 26.
MASTER OF INTERNATIONAL BUSINESS

The Curtin University MIB focuses on strategy, management, decision-making and business in the Asia-Pacific region, providing graduates with the skills and knowledge needed for a managerial career in global business. MIB builds a solid basis for managing international companies and their operations and gives an in-depth knowledge into managing a company beyond its national borders. MIB study also helps graduates to better manage people in multicultural environments, even if their company does not have international operations.

Entry requirements: a bachelor degree from a recognised university.

Minimum English language entry requirement: IELTS 6.5 (no band less than 6.0) or equivalent.

Sample course structure

FIRST TRIMESTER
Cross-Cultural Communication and Negotiation 580
Business Ethics 567
Global Distribution and Transportation 501
Management Overview 560

SECOND TRIMESTER
Comparative Management 601
Corporate Strategy 650
Global Business 650
International Human Resource Management 650

THIRD TRIMESTER
Contemporary Governance 600
Dynamics of International Strategy 601
International Management 675
International Marketing 615

MASTER OF LOGISTICS (SUPPLY CHAIN MANAGEMENT)

This course is designed for professional logistics specialists who are interested in significantly advancing their career in the area of logistics and supply chain management. The course will meet the needs of those professionals with technical and supervisory skills in logistics and supply chain management.

Entry requirements: a bachelor degree from a recognised university.

Minimum English language entry requirement: IELTS 6.5 (no band less than 6.0) or equivalent.

Sample course structure

FIRST TRIMESTER
Financial Accounting 520
Global Distribution and Transportation 501
Operations Management 502
Purchasing and Procurement 502

SECOND TRIMESTER
Business Project Management 501
Logistics Analytics 560
Management Overview 560
Supply Chain Quality Management 628

THIRD TRIMESTER
International Marketing 580
Supply Chain Planning and Design 609
Supply Chain Project 695
Strategic Supply Chain Management 602
GAIN THE CONFIDENCE TO ENTER YOUR INDUSTRY AND FEEL PREPARED FOR YOUR FUTURE
HUMANITIES: EXPLORE YOUR CREATIVITY

Creativity is more than artistic flair; it’s the ability to use your imagination to develop original solutions. Our humanities degrees train students in creative and critical thinking to prepare them for a dynamic career.

An international outlook: the Faculty of Humanities has both a local and global focus, offering degrees that are applied, creative and relevant to contemporary society. Beyond arts and languages, the humanities include fields such as mass communication, project management, and film and television.
BACHELOR OF ARTS (MASS COMMUNICATION)

This course will enable you to think, study and then work across more than one area in the rapidly expanding world of media and corporate communication. It will provide you with the key technological skills and knowledge for work in corporate media and communication fields, with breadth across a number of disciplines. Your learning in your chosen streams will be underpinned by core studies in the history, theory, ethics and critique of media, communication and information.

Entry requirements: successful completion of Diploma of Arts and Creative Industries (refer to page 26).

Graduates of polytechnics holding a relevant diploma may be granted maximum exemptions into the final year of the Bachelor of Arts (Mass Communication). Students with other tertiary qualifications from recognised institutions may also be eligible for exemptions and are encouraged to contact Curtin Singapore for assessment.

Film & Television and Public Relations

Sample course structure
FIRST TRIMESTER
Media Studies 216—Asian Media in Transition
Multi-Platform and Content Creation 222
Public Relations (Techniques) 220
Elective
SECOND TRIMESTER
Advertising and Music Videos 233
Consumers, Audiences, Publics and Users 212
Public Relations (Media) 250
Elective
THIRD TRIMESTER
Corporate Documentary Screenwriting 243
Public Relations (Consultancy) 300
Elective
FOURTH TRIMESTER
Corporate Documentary Production 334
Documentary Production 324
Public Relations (Corporate) 360

Film & Television and Marketing

Sample course structure
FIRST TRIMESTER
Multi-Platform and Content Creation 222
Media Studies 216—Asian Media in Transition
Consumer Behaviour 201
Elective
SECOND TRIMESTER
Consumers, Audiences, Publics and Users 212
Advertising and Music Videos 233
Marketing Research 200
Elective
THIRD TRIMESTER
Corporate Documentary Screenwriting 243
International Marketing 250
Elective
FOURTH TRIMESTER
Corporate Documentary Production 334
Documentary Production 324
Strategic Marketing 310
Marketing of Services 311

Journalism and Film & Television

Sample course structure
FIRST TRIMESTER
Journalism Introduction to Broadcast 112
Journalism Print News 213
Media Studies 216—Asian Media in Transition
Multi-Platform and Content Creation 222
SECOND TRIMESTER
Journalism Media Ethics 211
Consumers, Audiences, Publics and Users 212
Advertising and Music Videos 233
Elective
THIRD TRIMESTER
Journalism Media Law 210
Corporate Documentary Screenwriting 243
Elective
FOURTH TRIMESTER
Journalism Radio News 212
Journalism Feature Writing 314 or elective
Corporate Documentary Production 334
Documentary Production 324
BACHELOR OF ARTS
(MASS COMMUNICATION) CONTINUED

Journalism and Marketing

Sample course structure
FIRST TRIMESTER
Journalism Introduction to Broadcast 112
Journalism Print News 213
Media Studies 216 - Asian Media in Transition
Consumer Behaviour 201

SECOND TRIMESTER
Journalism Media Ethics 211
Consumers, Audiences, Publics and Users 212
Marketing Research 200
Elective

THIRD TRIMESTER
Journalism Media Law 210
International Marketing 250
Elective
Elective

FOURTH TRIMESTER
Journalism Radio News 212
Journalism Feature Writing 314 or elective
Strategic Marketing 310
Marketing of Services 311

Journalism and Public Relations

Sample course structure
FIRST TRIMESTER
Journalism Introduction to Broadcast 112
Journalism Print News 213
Media Studies 216—Asian Media in Transition
Public Relations (Techniques) 220

SECOND TRIMESTER
Consumers, Audiences, Publics and Users 212
Journalism Media Ethics 211
Public Relations (Media) 250
Elective

THIRD TRIMESTER
Journalism Media Law 210
Public Relations (Consultancy) 300
Elective
Elective

FOURTH TRIMESTER
Journalism Radio News 212
Journalism Feature Writing 314 or elective
Public Relations (International) 340
Public Relations (Corporate) 360

GRADUATE CERTIFICATE IN
PROJECT MANAGEMENT

GRADUATE DIPLOMA IN
PROJECT MANAGEMENT

MASTER OF SCIENCE
(PROJECT MANAGEMENT)

Project management is a distinct professional discipline, with its own body of knowledge, skills, tools and techniques. It involves managing a project from inception to completion and the successful attainment of the project’s objectives. The course provides the opportunity to gain the understanding, knowledge and skills necessary for performing the role of project manager in any field or sector.

Intake: March, July

Entry requirements: Any bachelor degree from a recognised university OR No bachelor degree but five years of management level work experience (graduate certificate only) and Minimum English language entry requirement: IELTS 6.5 (no band less than 6.0) or equivalent.

Sample course structure
FIRST TRIMESTER
Management Overview 560
Project Cost Management 642
Project Management 641
Project Time Management 641
Exit graduate certificate

SECOND TRIMESTER
Cross-Cultural Communication and Negotiation 580
Project Procurement Management 642
Project Quality Management 641
Project Risk Management 641
Exit graduate diploma

THIRD TRIMESTER
Project and Portfolio Management 641
Project Management Research 641
Project Management Capstone 642
Exit master
EDUTRUST
COUNCIL FOR PRIVATE EDUCATION (CPE)

Curtin Singapore was among the first group of education providers to be awarded EduTrust certification.

COUNCIL FOR PRIVATE EDUCATION
The Council for Private Education (CPE) is under the Ministry of Education and governs private education in Singapore. It was established under the Private Education Act 2009.

EDUTRUST
EduTrust is the quality assurance framework that is designed to differentiate the high quality education providers within Singapore’s private education industry and is overseen by the CPE. Curtin Singapore fully supports the legislation and works strictly within the EduTrust framework.

The EduTrust framework is made up of six major components:
- management commitment and responsibilities
- corporate governance and administration
- external recruitment agents
- student protection and support services
- academic processes and assessment of students
- quality assurance, monitoring and results.

Private education institutions that seek EduTrust accreditation must satisfy several critical requirements before receiving final accreditation, including:
- credit rating
- Fee Protection Scheme (FPS)
- implementation of Fee Protection Scheme
- provision of medical insurance
- fulfilling all EduTrust terms and conditions.
Curtin Singapore recognises the importance of the EduTrust framework and all legislation enacted by the CPE. The framework serves to greatly enhance Singapore’s reputation as an excellent provider of private education while protecting the interests of both local and international students in Singapore.

FEE PROTECTION SCHEME

One important aspect of the EduTrust framework is the Fee Protection Scheme (FPS), which aims to protect students against loss of tuition fees due to malpractice by the course providers. It is compulsory for both international and local students and serves to protect students’ fees in the event that a private education institution (PEI) is unable to continue operations due to insolvency and/or regulatory closure. Furthermore, the FPS protects students if the PEI fails to pay penalties or to return fees to students arising from judgments made against it in the Singapore Law Courts.

Curtin Singapore has put in place the Fee Protection Scheme for international and local students. The Fee Protection Scheme offers insured students protection against the following events:

- loss of tuition fees paid in advance by the insured student to Curtin Singapore and not refunded if the student cannot start or complete his/her course as a result of Curtin Singapore becoming insolvent or being required by the Singapore authorities to stop operations
- Curtin Singapore’s failure to pay any sum awarded by Singapore Courts to the insured student, where such award relates to a dispute between Curtin Singapore and the insured student on tuition fees paid by the insured student to Curtin Singapore
- SG$10,000 benefit payable covering the insured student’s accidental death or total permanent disability by accident.

APPROVED STUDENT CONTRACT

The CPE-approved student contract is a legally binding contract between Curtin Singapore and Curtin Singapore students that embodies the following mandatory requirements:

- clear definition of course details—course title, qualification awarded, course duration
- full disclosure of all costs for tuition/non-tuition fees
- commitment to Fee Protection Scheme
- clear definition of refund policy
- clear definition of dispute resolution mechanisms.

Curtin Singapore students, both local and international, will be issued with a comprehensive CPE-approved student contract upon submitting their Acceptance of Offer form.

CPE STUDENT SERVICES CENTRE

The CPE Student Services Centre is a student-focused initiative by the CPE to offer comprehensive support to students choosing to study at private education institutions in Singapore. The support ranges from assisting future students who intend to study in Singapore, to offering current students support if they encounter problems during their course of study.

The CPE Student Services Centre is located at:
1 Orchard Road (YMCA Building),
#01-01 Singapore 238836
Tel: (65) 6592 2108
Fax: (65) 6338 2718
Email: CPE_CONTACT@cpe.gov.sg

For more information about the Council for Private Education, EduTrust, and the Enhanced Registration Framework, please visit cpe.gov.sg
Info lebih lanjut, hubungi :

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