Diploma of Higher Education (Majoring in Business Studies)
Bachelor of Business
Bachelor of Business and Environmental Science
Bachelor of Business and Environmental Science (Majoring in Aquaculture)
Bachelor of Tourism, Hospitality and Events
Master of Business Administration
Master of International Tourism and Hospitality Management
Joint Degrees:
Master of International Tourism and Hospitality Management - Master of Business Administration
The Singapore campus of James Cook University is fully owned by James Cook University Australia, which is ranked in the top 2%* of universities in the world. James Cook University Australia established its Singapore campus in 2003 as part of its expressed intent of internationalising its activities and offers a suite of university level programs at the Singapore campus covering the areas of Business, Information Technology, Psychology, Education, Accounting, Arts, Aquaculture, Environmental Science, Games Design, Tourism and Hospitality.

James Cook University offers Higher Degree by Research programs such as Doctor of Philosophy, Master of Philosophy and pathways to a higher degree.

Additionally, the campus offers courses at the pre-university level, specifically designed to provide pathways for students who are unable to immediately meet university entrance standards.

The Singapore campus of James Cook University is located at Sims Drive. The campus provides students with access to a full range of facilities and services to support their learning. These include lecture and seminar rooms, library and associated study facilities, computer laboratories, financial lab and access to a variety of sporting facilities.

James Cook University Inter-campus Mobility Program

James Cook University provides the opportunity for students to study in Singapore and in Australia and yet still remain as Singapore based students paying their fees in Singapore currency. This is a unique program in Asia because the university operates across both countries. The program is designed to ensure the students get the best possible outcomes from their years of study with the university.

EduTrust Star

James Cook University has the highest level of quality assurance in Singapore for Private Education Institutions. This is known as EduTrust Star and is a symbol of recognition for outstanding achievement. EduTrust Star is awarded to those institutions for attaining a commendable level of performance in managing their institutions and providing an outstanding quality of education and welfare for their students.

James Cook University is the first organisation with EduTrust Star. By obtaining this award for the second time in 2019, James Cook University has displayed its commitment and focus as a student centric educational institution.

SQC STAR

James Cook University has also been awarded the Singapore Quality Class STAR (SQC STAR). The SQC STAR recognises SQC organisations that have made further improvement in their business excellence journey.

* The 2019 Academic Ranking of World Universities (ARWU)
The world of business is dynamic and constantly evolving and our business course is a launching pad for careers in the world of business.

Note: International students in Singapore on a Student Pass are not permitted to work. For more information please visit www.ica.gov.sg.

James Cook University is EduTrust Certified. The EduTrust certification scheme is administered by the Committee for Private Education (CPE), a part of SkillsFuture Singapore (SSG). EduTrust requires all students to be covered under a Fee Protection Scheme. In James Cook University, this is provided through an insurance protection scheme. Further, EduTrust also requires that the students must be covered under a medical insurance coverage which has provision for hospitalisation, surgery and treatment costs throughout their course duration. James Cook University will advise in the Standard Student Contract the total amount of insurance payable.

For more details please visit the Committee for Private Education (CPE), a part of SkillsFuture Singapore (SSG) website: www.cpe.gov.sg.
Diploma of Higher Education (Majoring in Business Studies)

Students with Year 12, GCE 'A' Level or its equivalent but do not meet direct entry to a degree program are eligible to pursue this qualification.

Students in this course will be given a tailored program within the allocated study period to acquire the necessary skills needed to progress to an undergraduate degree program.

The Diploma of Higher Education (Majoring in Business Studies) will also provide an exit point for early graduates who wish to undertake advanced skills or paraprofessional work in the industry.

Upon completion, students may be given advanced standing of 8 subjects into the Bachelor of Business Program.

Study Program

Students are required to complete 8 subjects (24 credit points)

8 subjects (24 credit points):

- Developing Academic Skills (Core)
- Learning in a Digital Environment (Core)
- Essential Maths
- Marketing Matters
- Introduction to Management Concepts and Application
- Business Communication
- Principles of Economics
- Accounting for Decision Making

Duration: 8 months full time
Course Structure: 2 trimesters per year
(4 subjects per trimester)
Intakes: March, July, November
Total Tuition Fees: S$19,688 (International)
S$18,832 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST). Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.
Entry Requirements

Year 12, GCE 'A' Level qualifications or its equivalent (who do not meet direct entry requirement to a degree program).

Exit Requirement
- Pass all eight subjects

English Requirements
- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 5.5 (no component lower than 5.0) / TOEFL (Internet Based) 56 (no component less than 16) / Pearson PTE Academic 46 (no component less than 42); or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP); or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis
Bachelor of Business

With this degree you will be equipped with skills that meet the demands of business including developing communication and engagement skills, building networks, adopting a commercial mindset, understanding project management and mastering critical thinking and problem solving.

Initially, you will concentrate on establishing a solid understanding of the business environment via the compulsory subjects. Later on, you will start to specialise and expand your major area of study. You will also have the opportunity to see and experience business fundamentals in action while working on industry projects.

Depending on your area of specialisation, you can apply for membership to a wide range of organisations including:

- Australian Marketing Institute (AMI)
- Australian Institute of Travel and Tourism (AITT)
- Meetings and Events Australia (MEA)
- Sports Management Association of Australia and New Zealand (SMAANZ)

Our accounting degree holds full accreditation with CPA Australia and Chartered Accountants Australia and New Zealand (CA ANZ).

The accounting major qualifications is also endorsed by the Institute of Management Accountants (IMA).

The Banking & Finance and Financial Management Majors are recognized by the Chartered Financial Analyst Institute (CFA). The program is closely tied to the practice of investment management and is helpful to students preparing for the CFA Program exams.

Course Structure

For all majors except accounting

For accounting major

### Bachelor of Business Core Subjects

- 8 subjects

### Bachelor of Business Major Subjects

- 8 subjects

#### Second major

- 8 subjects
  - 2 sets of 4 subjects

#### Two minors

- 4 subjects

#### One minor

- 4 subjects on offer

#### 8 subjects on offer

### Accounting Major Subjects

- 11 subjects

#### One minor

- (4 subjects)
  - plus 1 subject on offer

#### 5 subjects on offer

#### Second major

- (Financial Management Major)
  - 5 subjects
# Subjects

**Bachelor of Business Core Subjects**

- Accounting for Decision Making
- Principles of Economics
- Principles of Data Analysis for Business
- Introduction to Management Concepts and Application
- Business Communication
- Marketing Matters
- Business Law

plus one of the following Work Integrated Learning Capstone Subjects:

- Professional Internship*
- Multidisciplinary Project
- Independent Project*

*where applicable

Additional Course Conditions:

In the JCU Bachelor of Business, students conclude their studies with a core Work Integrated Learning (WIL) experience that connects them with the business community, enabling them to demonstrate their graduate skills to potential employers.

To be eligible to apply for WIL, students must successfully complete prescribed online career development modules and quizzes throughout the degree to better prepare them for their WIL experience.

---

**Majors**

- Banking and Finance
- Hospitality & Tourism Management
- International Business
- Management
- Marketing
- Sports & Events Management
- Accounting
- Financial Management
- Business Intelligence and Information Systems

---

**Minors (4 subjects from one of the following areas)**

- Accounting
- Management
- Marketing
- Tourism Management
- Financial Management

Note: If single major is selected English for Academic Purposes can be chosen as an elective subject.

---

**Duration:** 2 years full time  
**Course Structure:** 3 trimesters per year  
(normally 4 subjects per trimester)  
**Intakes:** March, July, November  
**Total Tuition Fees:**  
- S$59,064 (International)  
- S$56,496 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST).  
Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.
Majors

**Hospitality & Tourism Management**  
(8 subjects)

- Tourism and Leisure Management  
- Conference and Events Management  
- Evidence Based Business Decision-Making  
- Hospitality, Cultures and People  
- Visitor and Crowd Behaviour Management  
- Club and Gaming Management  
- Hospitality Operations Management  
- Destination Management and Planning

**Career Prospects:**
As a graduate, you will be able to work in the tourism sector and in the expanding services sector. There is also opportunity in hotel, restaurant, casino, and club management.

**International Business**  
(8 subjects)

- Principles of Finance  
- Business Negotiation  
- Operations Management  
- Evidence Based Business Decision-Making  
- Innovation Driven Entrepreneurship  
- Managing a Global Workforce  
- International Business  
- International Marketing

**Career Prospects:**
With this degree, you can enter the arena of international business and pursue careers in the area of export and import, foreign affairs and trade, or international business strategy and management.

**Sports & Events Management**  
(8 subjects)

- Project Management  
- Tourism and Leisure Management  
- Sports Management  
- Conference and Events Management  
- Visitor and Crowd Behaviour Management  
- Sport and Entertainment Law  
- Destination Management and Planning  
- Club and Gaming Management

**Career Prospects:**
A wide range of career opportunities for graduates of this major include community and corporate events management, sports and conference facilities management, sports marketing, concert management and conference and convention management.

**Business Intelligence and Information Systems**  
(8 subjects)

- Fundamentals of Problem Solving and Programming I  
- Web Design and Development  
- Information Processing and Visualisation  
- Database Modelling  
- Collective Intelligence and Entrepreneurship  
- e-Strategic Management  
- Data Mining  
- Information Security

**Career Prospects:**
Business graduates with this major can pursue a broad range of careers including business analyst, e-business manager, information systems manager, security analyst, security consultant, system analyst, information system consultant or project manager.
Majors

**Banking & Finance**  
(8 subjects)
- Principles of Finance  
- Investment and Portfolio Analysis  
- Financial Institutions and Markets  
- Financial Risk Management  
- Management of Financial Institutions  
- Finance of International Trade  
- Credit and Lending Decisions  
- Treasury Management

**Career Prospects:**  
This course leads to career opportunities in banking and financial institutions. There are numerous job possibilities in government, and small, medium and large businesses. Work can be very rewarding – your knowledge can assist in making decisions that help businesses develop and thrive, even in times of financial uncertainty.

**Financial Management**  
(8 subjects)
- Multinational Business Finance  
- Financial Institutions and Markets  
- Data Analytics and Business Modelling  
- Investment and Portfolio Analysis  
- Principles of Finance  
- Advanced Business Modelling  
- Financial Risk Management  
- Cost Benefit Analysis

**Career Prospects:**  
As a graduate with a major in Financial Management, you will have the financial expertise to pursue a broad range of successful careers, for example, a banker, compliance officer, financial manager, financial analyst, financial planner and investment analyst.

**Accounting**  
(11 subjects)
- Foundation of Accounting Principles  
- Cost Management and Control  
- Principles of Finance  
- Data Analytics and Business Modelling  
- Accounting Information Systems  
- Law of Business Organisations  
- Corporate Financial Accounting  
- Contemporary Issues in Accounting  
- Strategic Performance Management  
- Auditing and Assurance  
- Taxation Law

**Career Prospects:**  
Accounting graduates are in demand around the world. They progress through a wide range of employment opportunities in the public and private sector including: public accounting practice, financial and management accounting, systems accountant, financial officer, management consulting and policy advisor.
Majors

Management
(8 subjects)
• Managing People
• Operations Management
• Project Management
• Evidence Based Business Decision-Making
• Organisational Behaviour
• Management Accounting for Non-Accountants
• Innovation Driven Entrepreneurship
• Strategic Management and Leadership

Marketing
(8 subjects)
• Consumer Behaviour
• Advertising, Promotions and Market Communications
• Digital and Social Media Marketing
• Evidence Based Business Decision-Making
• International Marketing
• Strategic Marketing
• Marketing, Consumerism and Sustainability
• Social Surveys and Questionnaire Design

Career Prospects:
As a graduate of this major, you can pursue a broad range of careers including business consultant, business manager, entrepreneur, administrative officer and senior management roles such as strategic planning and operations management.

Career Prospects:
Marketing graduates can pursue careers as brand or product managers, marketing assistants, market research consultants, advertising executives or electronic marketers. Graduates can also undertake roles in sales, customer service management, and international marketing.
Bachelor of Business and Environmental Science

It is well recognised that businesses must have robust environmental strategies to succeed in the 21st century.

Chief Executive Officers have to consider carbon footprints, sustainable practices, global climate change, and waste management issues.

These are environmentally sensitive issues which have resulted in an increase of related legislation. In addition, some business activities require a knowledge of the environment. In the aquaculture industry, for example, biological knowledge is required to raise fish, prawns, algae and other crops. But there is no substitute for a good business plan. The benefit of this degree is that it gives you the knowledge and skill to do both.

This multi-disciplinary program uses the university’s strengths in business, environmental and marine science. Students are provided with core knowledge and training in the application of business and environmental principles. The course provides a fundamental background in business, environmental and marine sciences that is essential for a holistic approach to business operations.

---

**Study Program**

**Business**
- Accounting for Decision Making
- Principles of Economics
- Introduction to Management Concepts and Application
- Business Communication
- Plus 4 Business level 2 subjects and 4 Business level 3 subjects

**Environmental Science**
- Introduction to Biodiversity
- Environmental Processes and Global Change
- Introduction to Sustainability
- Statistics and Data Analysis 1
- Fundamentals of ecology
- Plus 2 Environmental Science level 2 subjects and 4 Environmental Science level 3 subjects

**Electives**
- Introduction to Aquaculture
- Aquaculture of Tropical Species
- The Case for Sustainability
- Sustainable Aquaculture
- Environmental and Social Impact Assessment
- Sustainability in Practice
- Marine Conservation Biology
- Tropical Marine Ecology and Coastal Impacts

**Career Prospects:**

As a graduate of Bachelor of Business and Environmental Science you will be able to work within a range of public, private and non-profit industries. You can also work in the areas of agriculture, aquaculture, forestry and fisheries. The future is clear. All companies will require key staff who can facilitate growth of businesses in times of strong social and governmental demands for good environmental practices.

---

**Duration:** 2 years full time  
**Course Structure:** 12 Business plus 12 Science subjects  
**Intakes:** March, July, November  
**Total Tuition Fees:** $60,241 (International)  
$57,673 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST)  
Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.
“A Business & Environmental Science degree is rarely offered, and I am glad James Cook University has this course. This degree is a perfect blend of understanding environmentally-related issues and business principles.

Under the close guidance of our lecturers and lab technicians, I’ve learnt research techniques and skills.”
With aquatic food resources already under pressure and declining, it is essential to develop aquaculture products in a sustainable fashion to improve aquatic food security.

It is increasingly important for Environmental Scientists to understand the theories of sustainability and the effects of humans on the climate as well as to know how to plan and lead sustainable business and environmental practices. With JCU’s Bachelor of Business and Environmental Science (Majoring in Aquaculture), you’ll learn how to manage the delicate balance between profit, policy, conservation and aquaculture.

This multi-disciplinary program provides students with core knowledge and training in the application of business and environmental principles, with particular attention to aquaculture. Graduates of the program will be able to integrate and apply a coherent body of theoretical and technical knowledge in the disciplines of business and environmental science, with depth in sustainability principles and tropical contexts in the area of aquaculture.

**Duration:** 2 years full time  
**Course Structure:** 12 Business plus 12 Science subjects  
**Intakes:** March, July, November  
**Total Tuition Fees:** S$60,241 (International)  
S$57,673 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST)  
Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.

**Career Prospects:**  
As a graduate of Bachelor of Business and Environmental Science (Majoring in Aquaculture) you will be able to work within a range of public, private and non-profit organisations, particularly those linked to the aquaculture industry. All companies will require key staff who can facilitate growth of businesses in times of strong social and governmental demands for good environmental practices.

---

**Study Program**

Students need to complete 24 subjects including electives as per study plan.

### Business

- Accounting for Decision Making
- Principles of Economics
- Introduction to Management Concepts and Application
- Business Communication
- 4 Business level 2 subjects and 4 Business level 3 subjects

### Environmental Science

- Introduction to Biodiversity
- Environmental Processes and Global Change
- Introduction to Sustainability
- Statistics and Data Analysis 1
- 2 Environmental Science level 2 subjects

### Aquaculture

- Introduction to Aquaculture (Core)
- Aquaculture of Tropical Species (Core)
- 4 Aquaculture level 3 subjects

### Electives*

- Introduction to Environmental Economics
- The Case for Sustainability
- Fundamentals of ecology
- Sustainable Aquaculture
- Aquaculture: Feeds and Nutrition
- Aquaculture: Propagation
- Aquaculture: Stock Improvement
- Aquatic Animal Ecophysiology
- Aquaculture Systems Design
- Aquaculture in Practice

*Subject to availability
“This aquaculture major in the Singapore campus of James Cook University is an integrated program that allows me to learn not just the science aspect of aquaculture but also disciplines of business. My interest in aquaculture grew after graduating from diploma in Marine Science and Aquaculture from a local polytechnic. An internship at an aquaculture farm made me understand the hard work involved and how important it was to farm sustainably. I hope to be able to do my part in shaping the growing aquaculture industry in Singapore into a more sustainable outlook in the future.”
**Entry Requirements**

**Bachelor of Business**

**Entry Requirements**
- The entry requirements differ from country to country but in general applicants must have satisfactorily completed 12 years of schooling or equivalent.
- Successful completion of the James Cook University Foundation Program will also satisfy the entry requirement.

**Pre-requisite**
- Successful completion of English Language subject or any language rich subject deemed comparable to Australian standards on a case-by-case basis.
  - GCE A level Grade D or higher in English or any language rich subject,
  - GCE AS level Grade C or higher in English or any language rich subject,
  - GCE O level Grade C or higher in English subject.

For further information email admissions-singapore@jcu.edu.au

**Advanced Standing**
- Advanced standing of up to 8 subjects will be granted upon successful completion of James Cook University Diploma of Higher Education (Business Studies) program.
- Credit exemption may be granted for students with tertiary qualifications from recognised institutions on a case-by-case basis.

**English Requirements**
- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 6 (no component lower than 6.0) / TOEFL (Internet Based) 74 (no component less than 18) / Pearson PTE Academic 52 (no component less than 52); or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP); or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis.

**Bachelor of Business & Environmental Science**

**Bachelor of Business & Environmental Science (Aquaculture)**

**Entry Requirements**
- The entry requirements differ from country to country but in general applicants must have satisfactorily completed 12 years of schooling or equivalent.
- Successful completion of the James Cook University Foundation Program will also satisfy the entry requirement.

**Pre-requisite**
- Assumed knowledge English and Maths B

For further information email admissions-singapore@jcu.edu.au

**English Requirements**
- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 6 (no component lower than 6.0) / TOEFL (Internet Based) 74 (no component less than 18) / Pearson PTE Academic 52 (no component less than 52); or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP); or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis.
Bachelor of Tourism, Hospitality and Events

This course would equip you with knowledge, exposure and skills in Tourism, Hospitality, and Events Businesses with a focus on managing complex businesses effectively. You will also gain transferable skills in critical thinking, research, academic writing, time management and presentation skills while advancing an understanding of the management of various tourism, hospitality and event establishments using diverse approaches and strategies suitable to their context. Through this course, you will eventually develop supervisory and managerial abilities to thrive and succeed in a very global industry.

### Duration:
2 years full time

### Course Structure:
(3 trimesters per year)

### Intakes:
March, July, November

### Total Tuition Fees:
S$59,064 (International)
S$56,496 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST).

Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.

### Study Program

Students are required to complete 72 credit points as per course structure which includes 20 Core Subjects (60 Credit Points) and 4 Elective Subjects (12 Credit Points)

#### Core Subjects

**Level 1**
- Introduction to Tourism, Hospitality, and Events Management
- Accounting for Decision Making
- Principles of Data Analysis for Business
- Introduction to Management Concepts and Application
- Leadership and Ethics in Tourism Management
- Business Communication
- Marketing Matters
- Business Law

**Level 2**
- Managing People
- Tourism and Leisure Management
- Conference and Events Management
- Evidence Based Business Decision Making
- Food and Beverage Management
- Project Management

**Level 3**
- Innovation for Tourism, Hospitality and Events Futures
- Experience Design in Tourism, Hospitality and Events
- Revenue and Yield Management
- Visitor and Crowd Behaviour Management
- Hospitality Operations Management
- Destination Management and Planning
- Professional Internship or Multidisciplinary Project or Independent Project

#### Elective Subjects

Select 9 credit points of any Level 1, 2 or 3 undergraduate subjects

#### + Elective Subjects

Select 3 credit points of any Level 2 or 3 undergraduate subjects

### Career Prospects:

Join some of the fastest-growing industries and kick-start your career in tourism, hospitality and events. Build an understanding of research and practice in tourism, hospitality and events as a complex field of business. Gain sought-after skills in digital fluency, sustainability, resilience and futures thinking, with a focus on tropical environments.

JCU Tourism, Hospitality and Events (THE) graduates are multi-skilled business professionals who find employment in a growing number of areas. Graduates pursue careers in tourism, hospitality, events, and business. You could find employment as a hospitality manager, events manager, hotel supervisor, travel agent, spa manager, event and conference organiser, tourism operator, tour guide or business owner.
Entry Requirements

Entry Requirements

- The entry requirements differ from country to country but in general applicants must have satisfactorily completed (passed) 12 years of schooling or equivalent.
- Successful completion of the James Cook University Foundation Program will also satisfy the entry requirement.

Pre-requisite

- Successful completion of English Language subject or any language rich subject deemed comparable to Australian standards on a case-by-case basis which includes GCE A level Grade D or higher in English or any language rich subject, GCE AS level Grade C or higher in English or any language rich subject, or GCE O level Grade C or higher in English subject.

Advanced Standing

- Students may apply for credit transfer for previous tertiary study in accordance with the Credit Transfer Procedure. Maximum advanced standing up to 48 credit points.

English Requirements

- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 6 (no component lower than 6.0) / TOEFL (Internet Based) 74 (no component less than 18) / Pearson PTE Academic 52 (no component less than 52) or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP) or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis.
Duration: 1 year full time

Course Structure: 3 trimesters per year (normally 4 subjects per trimester)

Intakes: February, June & October

Total Tuition Fees: S$32,100

Note: All course fees include prevailing 7% Goods and Services Tax (GST)

Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.

“An understanding of economics, business and finance, how small changes in one part of the world affect the entire global market - these are important things to learn in my MBA course, but much more important in my chosen field of work.

As a consultant, I work with clients to solve problems and improve their businesses. And just like every project team is different in James Cook University, I get to work with a different selection of work teams as each project requires.

Every project is unique and has its own demands and solutions. I am currently consulting for a major bank in Singapore and I’m glad I have the skills and knowledge to contribute to its growth.

I am making a difference by being part of a team that is keeping the business world running.”

Kavya Raj

Graduate of Master of Business Administration
Master of Business Administration

Our MBA program consists of 12 subjects chosen from a wide spectrum covering all fields of contemporary management. Students can choose from a suite of 6 majors to specialise in and demonstrate a focus area for their future prospective employers or pursue a general stream:

- Analytics and Business Solutions
- Creative Marketing
- Entrepreneurship
- Finance
- Global Talent Management
- MICE, Tourism and Hospitality

Curriculum is designed to instil mindset of innovative business solution, equip skills and techniques of data-driven decision making and engage students in experiential learning to serve business partners’ demands.

Study Program

Students need to complete 12 subjects including electives as per study plan.

- **Core Subjects**
  - Managing Strategic Resources and Operations
  - Corporate Strategy
  - Business Innovation and Technology Management
  - Corporate Finance
  - Leadership
  - Applied Research Project or Professional Project/Internship

- **2 Elective Subjects**
  Students can choose any 2 subjects from the existing Master of Business Administration, Master of Tourism and Hospitality Management and Master of Information Technology

- **4 Major Subjects**
  (from one of the following majors)
  - Analytics and Business Solutions
  - Creative Marketing
  - Entrepreneurship
  - Finance
  - General Stream
  - Global Talent Management
  - MICE, Tourism and Hospitality

---

**Duration:** 12 months full time

**Course Structure:** 3 trimesters per year

**Intakes:** March, July, November

**Total Tuition Fees:**
- $38,520 (International)
- $37,236 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST)
Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.
Majors

Analytics and Business Solutions
(4 subjects)
• Data Analysis and Decision Modelling
• Information Management and Analytics Technology
• Data Mining
• Business Consulting

Career Prospects:
With the rise of big data, businesses increasingly need managers who can quickly analyze and understand the implications of huge amount of information. The program gives students state-of-the-art tools and techniques to sort and analyze the data, and make valuable organizational impact based on the data. As such, those with degrees in these fields can have impact on a number of areas of business, including finance, marketing, supply chain, and more.

Post-MBA careers in Analytics and Business Solutions can be business analysts, consultancy, financial sector, supply chain management, operations management, marketing, and other areas of business.

Creative Marketing Major
(4 subjects)
• Multinational Corporations and International Markets
• Marketing and Customer Engagement
• e-Strategic Management
• Marketing Strategy, Analytics and Development

Career Prospects:
The program places data-driven creativity at its core, and combines marketing knowledge with advanced management and analytical skills. Students will be equipped with data-driven approaches to understand markets, competitors, and portfolios of product offerings. Students also learn the cutting-edge operating technologies and techniques through hands-on projects and activities.

Post-MBA in Creative Marketing could be Brand Manager, Marketing Manager, Product Manager, Strategic Marketing Manager, Digital Marketing Manager, E-commerce manager, etc.

Entrepreneurship
(4 subjects)
• Business Consulting
• Innovation and Entrepreneurship
• Venture Capital & Entrepreneurship
• Project Management

Career Prospects:
The program is designed for prospective students who are keen on creating new businesses, either as stand-alone new firms or as part of existing organisations’ new business growth plans. Students will be exposed to latest trends, tools, techniques, theories, and practices to identify, refine, incubate and grow their new business ideas.

Post MBA in Entrepreneurship could launch new ventures, take on leadership roles at startup companies, work in corporate entrepreneurship or work at venture capital firms.

Finance
(4 subjects)
• Finance of International Trade
• Advanced Issues in Accounting
• Investment and Portfolio Analysis
• Introduction to Accounting

Career Prospects:
The program imparts an in-depth exploration of core areas of finance, such as financial planning and analysis, foreign exchange risk management, fund positioning and budgeting, international financial management, navigating IPOs and mergers and acquisitions, and financial derivatives.

Post-MBA in Finance can work in various fields such as investment banking, financial statement reporting and analysis, hedge fund management, international finance, asset management, management accounting and insurance management.
**Global Talent Management**  
(4 subjects)  
- Leading and Managing Organisational Change  
- Contemporary Issues in Human Resource Management  
- HR Analytics and Decision Making  
- Performance Management and Appraisal

**Career Prospects:**  
Nations are racing intensely to gain a competitive edge by investing in innovative and sustainable global talent development and management. The program equips students with HR professional knowledge and practical tools, HR ethics and social responsibility, global vision, and team building and problem-solving abilities.

The program welcomes not only those who study/work in the HR sector—employers, managers, and professionals but also those who are interested in the field of HR and for those with an interest in managing/communicating with people.

**MICE, Tourism and Hospitality**  
(4 subjects)  
- Tourist Management Strategies  
- Tourism Systems Analysis  
- Tourism and Hospitality Operations Management  
- Meetings, Incentives, Conferences and Events (MICE)

**Career Prospects:**  
The program provides students with an international vision of the tourism industry, the analytical tools and creative solutions for executives in tourism and hotel companies and MICE sector.

Post-MBA in MICE, Tourism and Hospitality will have the skills and knowledge to better manage their work or to change to one which is in the hospitality, tourism and travel industry.

**General Stream**  
(4 subjects)  
- Any 4 from the major subjects
Duration: 1 year full time

Course Structure:
3 trimesters per year (normally 4 subjects per trimester)

Intakes:
February, June & October

Total Tuition Fees:
S$32,100

Note: All course fees include prevailing 7% Goods and Services Tax (GST)

Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.

“Coming from Ivory Coast, I didn’t really have the chance to work with people from different background and culture.

The MBA program offers me the opportunity to learn from lecturers and also fellow students which can then be useful for my future career to work with people from different culture and background.”

Oriane Rosalie Halejcio
Master of Business Administration

22 | www.jcu.edu.sg
Entry Requirements

Master of Business Administration

Entry Requirements

The following course pre-requisites have been designed to ensure the assumed base introductory knowledge within the Accounting, Marketing and Management disciplines.

- Completion of an AQF level 7 bachelor degree in a cognate* discipline from this or another university; or
- Completion of an AQF level 7 bachelor degree in any discipline from this or another university and two years business experience in a managerial role; or
- Completion of an AQF level 8 honours degree in any discipline from this or another university; or
- Completion of an AQF level 8 Graduate Certificate in Business Administration from this or another university; or
- Four years business experience in a managerial role**, to the satisfaction of the Course Coordinator; or
- Other qualifications or practical experience recognised by the university as equivalent to the above.

*Cognate disciplines: Accounting and Finance, Marketing, Management, Commerce, HRM, Economics, Tourism and Hospitality or other disciplines where students will have completed study relating to organisational behaviour, business, strategy, marketing, economics, communication and people management.

**Business experience: Applicants must have a minimum of 4 years full-time equivalent professional work experience in a management, leadership or supervisory level in a business environment or be eligible for a member grade status of a relevant professional organization organisation. Students will have demonstrable effective management experience relating to organisational behaviour, business, strategy, accounting, marketing, economics, communication and people management.

English Requirements

- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 6.5 (no component lower than 6.0) / TOEFL (Internet Based) 86 (no component less than 21) / Pearson PTE Academic 58 (no component less than 54) or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP) or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis

Advanced Standing (if any)

Students may apply for a credit transfer for previous tertiary study or informal and non-formal learning in accordance with the Credit Transfer Procedure.

Credit will be granted for the following:

- An AQF level 7 bachelor degree in a cognate discipline* in conjunction with four (4) years business experience in a managerial role** – 12 credit points
- An AQF level 8 bachelor honours degree in a cognate discipline* – 12 credit points
- The JCU Graduate Diploma in Business Administration – 12 credit points
- Graduate Diploma in a cognate discipline* - up to 12 credit points

Note: where employment experience without qualifications, as provided for in the Admission Requirements, is used to meet entry requirements, that experience will not also be used to give credit.

*Cognate disciplines: Accounting and Finance, Marketing, Management, Commerce, HRM, Economics, Tourism and Hospitality or other disciplines where students will have completed study relating to organisational behaviour, business, strategy, marketing, economics, communication and people management.

** Business experience: Applicants must have a minimum of 4 years full-time equivalent professional work experience in a management, leadership or supervisory level in a business environment or be eligible for a member grade status of a relevant professional organization organisation. Students will have demonstrable effective management experience relating to organisational behaviour, business, strategy, accounting, marketing, economics, communication and people management.

Maximum allowed: 12 credit points
Master of International Tourism and Hospitality Management

The tourism and hospitality industries are undergoing strong growth in Asia.

With the rising affluence of middle-class populations, growing regional and global trade, there are excellent opportunities available in the hospitality and tourism industries.

The Master of International Tourism and Hospitality Management provides an opportunity for existing graduates in tourism and other industries to upgrade their qualifications and take advantage of this growth. This program is an innovative masters’ level degree that combines tourism, hospitality and business management to give executives and managers the skills required to succeed.

# Students with undergraduate business degree background may complete the program within 12 months with a waiver of the foundation subjects. Please see entry requirements on page 22.

Study Program

This course is composed of 16 subjects including foundation, core and elective subjects as per the study plan.

Foundation Subjects

- Marketing Management
- People in Organisations
- Accounting and Finance for Managers
- Comparative Global Business Systems

Core Subjects

- Sustainable Enterprise
- Applied Research Project
- Tourism and the Environment
- Tourism Systems Analysis
- Tourism and Hospitality Operations Management
- Global Destination Competitiveness
- Tourist Management Strategies
- Economic Decision-Making in the Hospitality Industry
- Hospitality and Gastronomy

Plus three elective subjects

Career Prospects:
The Master of International Tourism and Hospitality Management provides opportunities for graduates to pursue careers in the travel and tourism industry, events management, tourism policy and hotel & tourism property management.

Duration: 16 months full time
Course Structure: 3 trimesters per year (normally 4 subjects per trimester)
Intakes: March, July, November
Total Tuition Fees: S$51,360 (International)
            S$49,648 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST). Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.
Through coursework, I am able to work with different kinds of people and learn about their cultures in the process. This programme also heavily focuses on sustainability practices and how we can better it to help the future of not only the tourism industry but for other industries as well. Through this course we are able to understand the different factors that come into play in today’s sustainability practices.

Joel Yap
Master of International Tourism and Hospitality Management

“In the program, we are trained to analyse megatrends and data to help shape the future of the tourism and hospitality industry. James Cook University is such a cultural melting pot that you are able to experience so much culture here. I have met people from Vietnam, Thailand, Tahiti, Maldives and a lot of other places.
Master of International Tourism and Hospitality Management – Master of Business Administration

With the rising affluence of middle class populations, growing regional and global trade, there are excellent opportunities available in the hospitality and tourism industries.

Graduates can apply critical business acumen to hospitality industry issues, such as revenue management, responsible management practices, globalisation, individual identity and career development, sustainability, leadership and change, and strategy with this joint degree.

Core Subjects
- Sustainable Enterprise
- The Changing Business Environment
- Managing Strategic Resources and Operations
- Corporate Responsibility and Governance
- Marketing and Customer Engagement
- Innovation and Entrepreneurship
- Leading and Managing Organisational Change
- Applied Research Project
- Tourism and the Environment
- Tourism Systems Analysis
- Tourism and Hospitality Operations Management
- Global Destination Competitiveness
- Tourist Management Strategies
- Economic Decision-Making in the Hospitality Industry or Economics for a Sustainable World
- Hospitality and Gastronomy

Plus one elective subject

Study Program
This course is composed of 16 subjects including core subjects and elective as per the study plan.

Duration: 16 months full time
Course Structure: 3 trimesters per year
(normally 4 subjects per trimester)
Intakes: March, July, November
Total Tuition Fees: S$51,360 (International)
S$49,648 (Domestic)*

*Fees apply to all Singapore residents (Singapore Citizens, Permanent Residents and all pass holders excluding those holding a Student Pass).

Note: All course fees include prevailing 7% Goods and Services Tax (GST)
Students will pay the tuition fees in equal instalments. The details of the breakdown will be provided in your Student Contract. Please contact us for further details.

Career Prospects:
With this joint master’s program, graduates can address the demand for managers in senior operational positions of leading international hospitality management organisations.
Entry Requirements

- **Master of International Tourism and Hospitality Management**
- **Joint Degrees:**
  - **Master of International Tourism and Hospitality Management - Master of Business Administration**

**Entry Requirements**

- Successful completion of study equivalent to an Australian undergraduate bachelor award.

**English Requirements**

- Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of IELTS 6.5 (no component lower than 6.0) / TOEFL (Internet Based) 86 (no component less than 21) / Pearson PTE Academic 58 (no component less than 54); or
- Satisfactory completion of James Cook University Singapore English Language Preparatory Program (ELPP); or
- Successful completion of other qualifications completed in English Language deemed comparable to Australian standards within the last two years on a case-by-case basis

**Advanced Standing**

Advanced Standing from 4 of the Foundation subjects can be considered for:

- Applicants with a minimum 4 years full-time equivalent professional work experience in management, leadership or supervisory level in a business environment.
- Applicants with undergraduate degree from cognate discipline such as organisation behaviour, strategic management, marketing, economics, communication, human resources, tourism or general management.*

*Not applicable for joint degree programs.

Advanced standing can also be considered for:

- Applicants with a four-year relevant undergraduate program
- Previous tertiary study where appropriate

**Additional Requirements**

- For MBA applicants with an undergraduate degree from non cognate discipline, the online Academic Skills for Business foundation course has to be taken prior to admission or on the first trimester of the MBA program.

This online foundation course is free of charge.
This program helped me to step out of my comfort zone. I am able to enhance my presentation skills and boost my confidence.

As part of my course project, I organised an event on campus which required me to seek external sponsors and execute the event successfully. The project helped me to engage in conversations, write corporate emails and prepare presentations for these sponsors.”
Diploma of Higher Education (Majoring in Business Studies)

Bachelor of Business
Bachelor of Business and Environmental Science
Bachelor of Business and Environmental Science (Majoring in Aquaculture)
Bachelor of Tourism, Hospitality and Events
Master of Business Administration
Master of International Tourism and Hospitality Management

Joint Degrees:
Master of International Tourism and Hospitality Management - Master of Business Administration

Your Local Representative:

James Cook University Australia offers pathway, undergraduate and postgraduate at the Singapore campus of James Cook University. This publication is intended as a general guide. The information is correct at the time of printing. James Cook University reserves the right to alter any course contents or admission requirements without prior notice. Version SIN04/20

James Cook University, Australia CRICOS Provider Code 00117J

149 Sims Drive Singapore 387380

T +65 6709 3888 | F +65 6709 3889 | E admissions-singapore@jcu.edu.au | W www.jcu.edu.sg

CPE Registration No. 200100786K | Period of registration: 13 July 2018 to 12 July 2022