

Business

Business Management | Human Resource Management
International Business Management | Marketing Management



Shelton College International

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EMPLOYEE PASS



Name : Judy Jung
Age : 26
Designation: Department Manager
Graduated : Shelton College International
Partner of Staffordshire University
Course : Business Administration

- Bachelor of Arts (Hons)
Business Management
- Bachelor of Arts (Hons)
Human Resource Management
- Bachelor of Arts (Hons)
International Business Management
- Bachelor of Arts (Hons)
Marketing Management

The dawn of the 21st-Century Global Marketplace has reinvented business trends and practices worldwide.

Staffordshire University and Shelton's unique combination of coursework in the foundations of business principles and functional concepts provide aspiring business professionals with essential knowledge in the key areas of Corporate Finance, Human Resource Management, International Business Management and Marketing Management.



Shelton Advanced Diploma in Business Administration

Quality Assured by Staffordshire University, UK | Duration: 12 months (Full-Time)

The Advanced Diploma in Business Administration programme allows students to acquire the critical Business knowledge. The programme is specially designed to inculcate in students the concepts and tools for more effective managerial responsibilities. The course offers an interactive medium for individuals to learn critical thinking, perform analytical studies, as well as to develop logical arguments to support the business decisionmaking process.

ADMISSION CRITERIA

- Shelton Diploma in Business Administration OR
- Shelton Double Diploma in Business Administration and Travel, Tourism & Hospitality OR
- Other recognized qualifications of approved overseas institutions of Higher Education
- Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

MODULES

- Business Environment
- Business Law
- Corporate Strategy
- Financial Management
- International Business
- Marketing Management
- Operations Management
- Organisational Behaviour

Shelton Diploma in Business Administration

Quality Assured by Staffordshire University, UK | Duration: 8 months (Full-Time)

The Diploma course offers a balanced academic and practical approach to fundamental business concepts and applications. It covers the essential subject areas including management, marketing, finance, and human resource management. The lectures on international case studies, group discussions and activities used throughout the course provide opportunities for students to apply their learning, to develop and enhance their business knowledge and competencies.

ADMISSION CRITERIA

- Shelton Certificate in Business Administration OR
- Shelton Double Certificate in Business Administration and Travel, Tourism & Hospitality OR
- Minimum 12 years of formal education (high school)
- Minimum English Language requirement of TOEFL 500 or IELTS 5.5 or 70% in Shelton's English Language Placement Test
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- Accounting for Management Decision Making
- Business Management
- Financial Accounting
- Fundamentals of Marketing
- Human Resource Management
- Information Management
- Principles of Economics
- Quantitative Techniques in Business

Shelton Certificate in Business Administration

Quality Assured by Staffordshire University, UK | Duration: 4 months (Full-Time)

The Certificate in Business Administration is a pre-degree preparatory program that aims to equip students for entry into their desired degree program. The course provides students with an appreciation of the theoretical issues currently involved in the study of business and a range of practical skills which will enhance their value to potential employers.

ADMISSION CRITERIA

- Minimum age of 16 years and above
- Minimum 9 years of formal education (high school) OR
- Minimum 3 credits for Singapore-Cambridge GCE 'O' Level
- Minimum English Language requirement of TOEFL 450 or IELTS 5 or 60% in Shelton's English Language Placement Test OR
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- Business Communication
- Business Studies
- Principles of Accounts
- Quantitative Methods

Shelton Foundation Programme in Business Administration

Duration: 12 months (Full-Time)

The Shelton's Foundation programme in Business Administration is a preparatory program that aims to equip students for entry into their desired degree program. The course provides students with an appreciation of the theoretical issues and a range of practical skills in the business stream which will enhance their understanding and prepare them into progression to higher education. On completion of the one year university foundation program students can proceed to pursue their Shelton Diploma in Business Administration, Shelton Diploma in Travel Tourism and Hospitality and Shelton Double Diploma in Business Administration and Travel, Tourism and Hospitality.

ADMISSION CRITERIA

- Minimum age of 16 years and
- Minimum 9 years of formal education (middle school) for those who didn't finish high school
- Minimum English Language requirement of TOEFL 450 or IELTS 5 or 60% in Shelton's English Language Placement Test OR
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- English
- E-Maths
- Principles of Accounts
- Business Studies
- Business Communication
- Introduction to Travel, Tourism and Hospitality

- | BA (Hons) **BUSINESS MANAGEMENT**
- | BA (Hons) **HUMAN RESOURCE MANAGEMENT**
- | BA (Hons) **INTERNATIONAL BUSINESS MANAGEMENT**
- | BA (Hons) **MARKETING MANAGEMENT**

Staffordshire University, UK BA (Hons) Business Management

Duration: 12 months (Full-Time)

The BA (Hons) in Business Management award requires students to understand the context, nature, role and significance of management activities as undertaken by managers in a range of organisations. Students will be encouraged to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts. This award offers students a vocationally relevant degree which will enable them to become operationally effective in a management role as quickly as possible.

- ADMISSION CRITERIA**
- Shelton Advanced Diploma in Business Administration OR
 - Shelton Double Advanced Diploma in Business Administration and Travel, Tourism & Hospitality OR
 - Other recognized qualifications of approved overseas institutions of Higher Education
 - Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

- MODULES**
- Strategic Management
 - Decision Making
 - Enterprising Management
 - Investigations
 - The Changing Face of Management
 - Contemporary Management Issues
 - Research Methods
 - International HRM/Corporate Finance/ Retail Marketing & Management (Optional modules offered vary in different semesters.)

Staffordshire University, UK BA (Hons) Human Resource Management

Duration: 12 months (Full-Time)

The BA (Hons) in Human Resource Management award is designed for those students whose interests and / or career aspirations are centred around the 'people' aspects of business. The award will develop students' awareness of theories of learning and performance and the organisational context of Human Resource Management.

- ADMISSION CRITERIA**
- Shelton Advanced Diploma in Business Administration OR
 - Shelton Double Advanced Diploma in Business Administration and Travel, Tourism & Hospitality OR
 - Other recognized qualifications of approved overseas institutions of Higher Education
 - Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

- MODULES**
- Strategic Management
 - Emerging People Management Debates
 - Changing Organisations in an Uncertain World 1
 - Research Methods
 - Decision Making
 - Investigations
 - Changing Organisations in an Uncertain World 2
 - Corporate Finance/International HRM/Retail Marketing Management (Optional modules offered vary in different semesters.)

Staffordshire University, UK BA (Hons) International Business Management

Duration: 12 months (Full-Time)

The BA (Hons) in International Business Management award focuses on the International aspects of doing business. Students will develop their knowledge of the International business environment and will demonstrate the ability to analyse appropriate approaches to solving business problems.

- ADMISSION CRITERIA**
- Shelton Advanced Diploma in Business Administration OR
 - Shelton Double Advanced Diploma in Business Administration & Travel, Tourism & Hospitality OR
 - Other recognized qualifications of approved overseas institutions of Higher Education
 - Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

- MODULES**
- Strategic Management
 - Advanced Business Specialism
 - Contemporary & International Marketing / Managing International Supply Chains
 - Research Methods
 - Decision Making
 - Investigations
 - Globalization & International Institution / International HRM
 - Corporate Finance/Retail Marketing & Management (Optional modules offered vary in different semesters.)

Staffordshire University, UK BA (Hons) Marketing Management

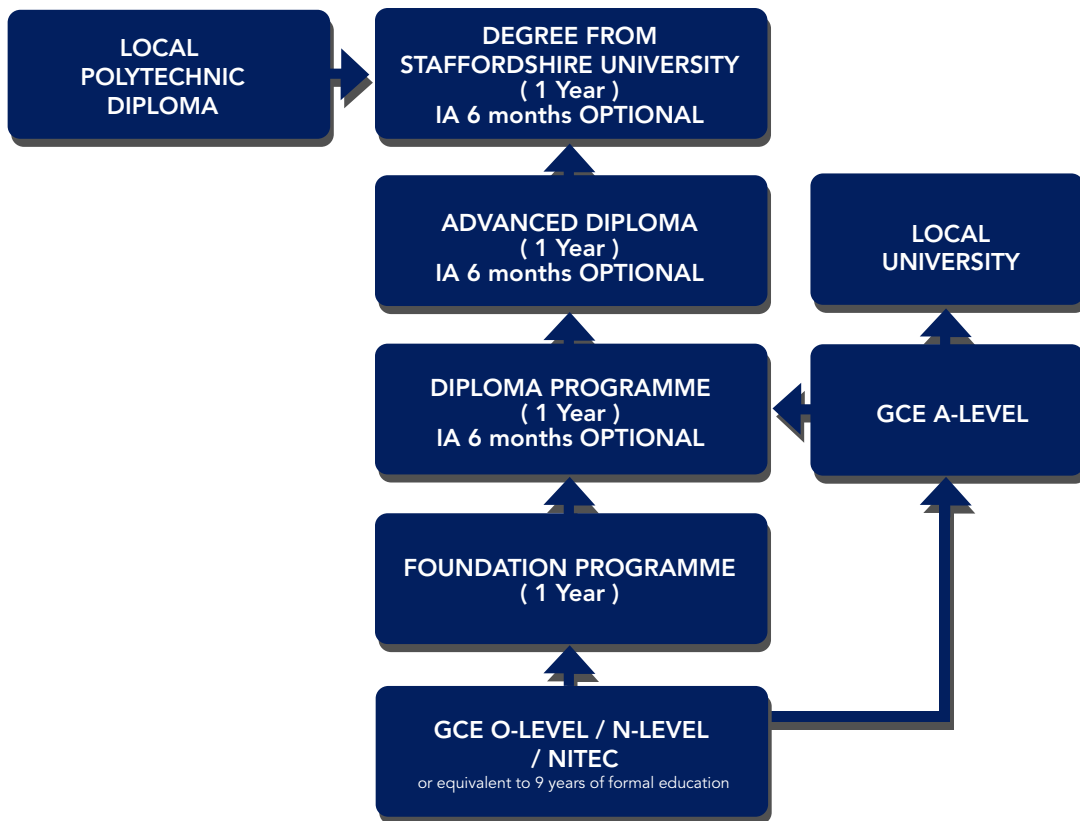
Duration: 12 months (Full-Time)

The BA (Hons) in Marketing Management award facilitates understanding of the theories and concepts that underpin effective marketing, and the practical skills required to start a career in marketing. Key areas covered include customer lifestyles and behavior, customer value, marketing communications, international marketing, market decision-making and general business modules, allowing students to gain clear understanding of the vital role of marketing within the business context.

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- Shelton Advanced Diploma in Business Administration OR
 - Shelton Double Advanced Diploma in Business Administration and Travel, Tourism & Hospitality OR
 - Other recognized qualifications of approved overseas institutions of Higher Education
 - Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

- MODULES**
- Strategic Marketing Management
 - Brand Management
 - Integrated Marketing Communications
 - Research Methods
 - Contemporary & International Marketing
 - Investigations
 - Corporate Finance/Retail Marketing Management/ International HRM (Optional modules offered vary in different semesters.)

SHELTON'S ACADEMIC PATHWAY



CAREER OPPORTUNITIES

Graduates of our BA (Hons) Degree programmes can expect to find a broad spectrum of career opportunities in business administration, office management, human resource management, international business development, trainee management, costing and procurement, sales and marketing or other administrative services. Whichever industry you eventually choose, this highly-recommended pathway is a useful supplement to your chosen profession.

Graduates will be well placed to augment their professional and career development by applying to MBA and Executive MBA programmes offered by Staffordshire University and other renowned international Universities in Singapore, Australia, United Kingdom and the United States of America.

UNIQUE HOSPITALITY COMBINATION

While pursuing Business studies, students may opt to pursue concurrent knowledge of Travel, Tourism and Hospitality through enrolment in Shelton's Double Diploma and Double Advanced Diploma programmes in Business Administration and Travel, Tourism & Hospitality. Course details in Travel, Tourism & Hospitality can be found in our course prospectus dedicated to the subject area.

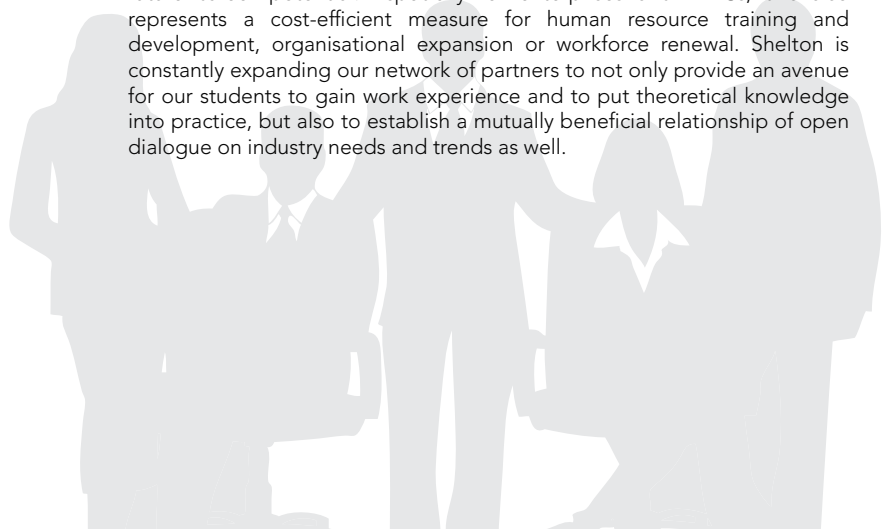
Shelton College International's offering of such a unique professional pathway, combines the fundamentals of business management with the principles and concepts of excellent tourism and hospitality management. This allows students the unique option to evaluate and realign career choices during their course of study, without any hindrance to academic progression or targeted graduation timelines.

INTERNSHIP & JOB PLACEMENT

Our commitment to see students mature into well-trained, professional individuals comes closer to fruition when our students are sent out on internships. Internships form an optional part of a student's coursework and personal development here at Shelton. International students can opt for a 6-month training internship period at each stage of our Business Management pathway, up to the final year Honours programme.

Our philosophy of providing relevant practical opportunities to apply knowledge and skill sets gained in the classroom allow students serving their internship to link theory to practical applications - thereby creating the opportunity for students to further develop their innate potential. By serving their internships, our students gain an edge over their peers and fresh graduates when they first embark on their chosen careers.

We take special care in matching our students to relevant industrial partners that we hold in high regard as well. For our partners, this arrangement provides the best opportunity for talent development and renewal for each organisation as well. As management trainees, partners will be able to ascertain the capabilities of each trainee, evaluate their performance and future career potential. Especially for enterprises and MNCs, this also represents a cost-efficient measure for human resource training and development, organisational expansion or workforce renewal. Shelton is constantly expanding our network of partners to not only provide an avenue for our students to gain work experience and to put theoretical knowledge into practice, but also to establish a mutually beneficial relationship of open dialogue on industry needs and trends as well.



Here at Shelton, we custom-make **your** careers for **you**.
Because it's really all about **you!**

BUSINESS MANAGEMENT

DEGREE LEVEL

- . Admin Manager
- . Accounts Manager
- . Retail Sales Manager
- . Advertising Manager
- . HR Manager
- . Sales Manager
- . Business Development Manager
- . Catering Sales Manager
- . Events Manager
- . Operations Manager

ADVANCED DIPLOMA LEVEL

- . Assistant Admin Manager
- . Senior Accounts Executive
- . Assistant Retail Sales Manager
- . Assistant Advertising Manager
- . Assistant HR Manager
- . Assistant Sales Manager
- . Assistant Business Development Manager
- . Assistant Catering Sales Manager
- . Assistant Events Manager

DIPLOMA LEVEL

- . Admin Executive
- . Personal Assistant
- . Accounts Executive
- . Retail Sales executive
- . HR Executive
- . Sales Executive
- . Senior Advertising Sales Executive
- . Business Development Executive
- . Accounts Executive
- . Senior Sales Representative
- . Events Coordinator

CERTIFICATE LEVEL

- . Admin Assistant
- . Secretary
- . Receptionist
- . Retail Sales Admin
- . Inventory Assistant
- . HR Assistant
- . Sales Assistant
- . Advertising Sales Executive
- . Assistant Business Development Executive
- . Accounts Assistant

HUMAN RESOURCE MANAGEMENT

DEGREE LEVEL

- . Admin Manager
- . Accounts Manager
- . Retail Sales Manager
- . Advertising Manager
- . HR Manager
- . Sales Manager
- . Business Development Manager
- . Catering Sales Manager
- . Events Manager
- . Operations Manager
- . HR Manager
- . Personnel Manager
- . Recruitment or Training Manager

INTERNATIONAL BUSINESS MANAGEMENT

DEGREE LEVEL

- . Admin Manager
- . Accounts Manager
- . Retail Sales Manager
- . Advertising Manager
- . HR Manager
- . Sales Manager
- . Business Development Manager
- . Catering Sales Manager
- . Events Manager
- . Operations Manager
- . Export Manager
- . Global Marketing Manager
- . International Logistics Manager

MARKETING MANAGEMENT

DEGREE LEVEL

- . Admin Manager
- . Accounts Manager
- . Retail Sales Manager
- . Advertising Manager
- . HR Manager
- . Sales Manager
- . Business Development Manager
- . Catering Sales Manager
- . Events Manager
- . Operations Manager
- . Sales Manager
- . Advertising Manager
- . Public Relations Manager
- . Brand Manager
- . Retail and General Manager



ENROLMENT PROCEDURES

1. Complete the official enrolment form IN FULL . (*Download form here: www.sheltonsc.com/docs/SchoolApplicationForm.pdf*)
2. All documents in foreign languages must be officially translated into English. The submission of this completed Enrolment Form must be accompanied by the following documents:
 - Applicant's certified/notarized copy of Birth Certificate
 - Applicant's certified/notarized copies of ALL educational qualifications, transcripts, awards and certificates
 - Applicant's personal particulars page copy from passport
 - 6 recently taken passport-sized photographs
 - For visa-required countries ONLY, documentary proof of bank deposit of at least S\$30,000 for the last 6 months
 - Standard Student Contract, to be signed by the applicant, parents and their respective witnesses
(*Download form here: www.sheltonsc.com/docs/Student_Contract.pdf*)
 - Hostel Stay Application Form (if required)
(*Download form here: http://www.sheltonsc.com/docs/Hostel_Application_Contract_Form.pdf*)
3. Return with payment of Registration Fee of S\$535 (non-refundable) to Shelton College International, 1 Telok Blangah Rise, Singapore 098888 or email to enquiries@sheltonsc.com.

The Registration Fees can be paid via the alternatives below:

- (i) By demand draft (in Singapore Dollars only) made payable to Shelton College International, or
- (ii) By direct payment to the College's Singapore Bank Account:

Name : Shelton College International

A/C no: 501-818074-001

Bank : Overseas Chinese Banking Corporate Ltd - OCBC

Branch: North Bridge Branch, OCBC Centre 65, Chulia Street Singapore 049513

4. Conditional acceptance / Letter of Acceptance to the course applied for and pro-forma invoice will be issued to the applicant.
5. All outstanding fees are to be paid/telegraphically transferred to the College's Singapore bank account upon receipt of the applicant's in-principle approval of Student Pass letter by ICA.

About Staffordshire University

Staffordshire University is a large university located in Central England with about 12,000 full-time and 3,000 part-time students. It is situated on three main campuses: Stoke, Stafford and Lichfield. Staffordshire University, like Shelton, has a proud history of providing vocational courses to its local communities as well as to regional, national and international students.

The University's teaching standards are some of the very best in the sector - over the last three years, the University has achieved 12 consecutive excellences in all subject reviews carried out by the Quality Assurance Agency (QAA) in the United Kingdom. The University's Business School - one of the largest of its type in Europe - is particularly noted for its international links. Staffordshire's graduates have gone on to pursue exciting opportunities in many diverse fields in industry and commerce or in the public sector. Some have started their own businesses in the UK or abroad while others have given their careers an extra boost by returning for a postgraduate degree.

■ CREATE THE DIFFERENCE

A Profile in Excellence

Studying in Shelton, a premier private college, amply demonstrates the benefits of education in Singapore. All its policies are in line with the Government's drive to promote Singapore as an education hub in Asia. Shelton today has a population of more than 500 students from all over the world and it takes in students as young as twelve years old. Shelton provides its students with all the benefits of a Singapore education and a clear, fluent understanding of course progression and career opportunities. All Shelton's programmes are designed to provide our students with the best education with an emphasis on personal development.

To this end, all lecturers and academic staff are carefully selected for their international experience and varied cultural backgrounds to ensure that the finest quality of education, knowledge and information are imparted to our students. Our dynamic team of highly qualified and committed counselors adds value to a well-rounded student welfare and support framework that make studying at Shelton an enriching experience.

■ At Shelton, nobody gets left behind. Just like we will never say no to you.

