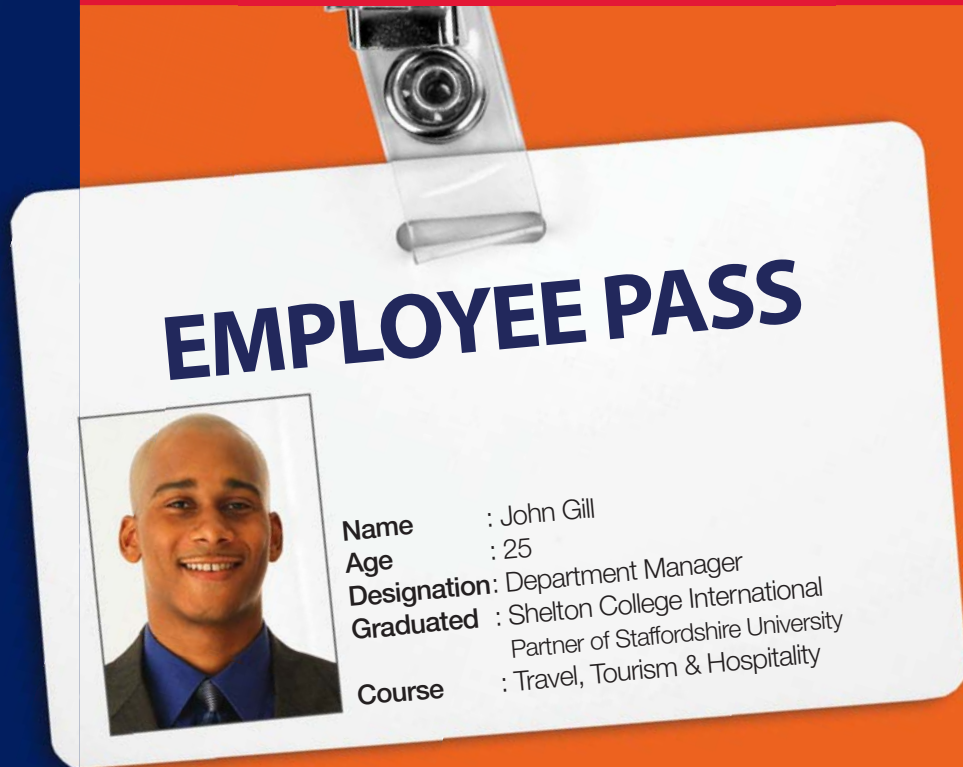


Travel, Tourism & Hospitality



Bachelor of Arts (Hons) Travel, Tourism & Hospitality Management

Tourism is one of the most important industry sectors in many Asian countries while the hospitality that is extended to customers and visitors to any business establishment contributes to the success or failure of the business.

At Shelton, our tourism and hospitality management programmes take a consumer-centric approach in educating future professionals in the practicalities of consumer and tourist behaviours.



Shelton College International

1 Telok Blangah Rise
 Singapore 098888
 Tel: 65 6334 1330
 Fax: 65 6337 4208
 Email: enquiries@sheltonsc.com
www.sheltoncollege.edu.sg



Staffordshire University, UK BA (Hons) Travel, Tourism & Hospitality Management

Duration: 12 months (Full-Time)

The BA (Hons) in Travel, Tourism & Hospitality Management award aims to develop the advanced study of travel, tourism and hospitality management and facilitate progression, both academic and vocational, by means of developing intellectual capabilities, knowledge, key personal and transferable skills and a capacity for independent and lifelong learning. The award aims to produce graduates with the vocationally relevant managerial skills and knowledge for them to play a leading role in travel, tourism, hospitality management and related service industries.

ADMISSION CRITERIA

- Shelton Advanced Diploma in Travel, Tourism & Hospitality OR
- 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

- Conferences, Exhibitions & Events Management
- Modern Recreational Tourism
- Land/Sea/Air Travel Management
- Research Methods
- Strategic Tourism in South and Southeast Asia
- Hospitality Management
- Investigation
- International Leisure & Tourism Marketing/ International HRM / Retail Marketing Management (Optional modules offered vary in different semesters)

Shelton Advanced Diploma in Travel, Tourism & Hospitality

Quality Assured by Staffordshire University, UK

Duration: 12 months (Full-Time)

The Advanced Diploma in Travel, Tourism & Hospitality programme allows students to acquire the critical Business knowledge and offer a wider choice of specialisation. The programme is specially designed to inculcate in students the concepts and tools for more effective managerial responsibilities in tourism industry. 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 Travel, Tourism & Hospitality 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

- Tourism and the Environment
- Travel, Tourism & Hospitality Operations Management
- International Travel, Tourism & Hospitality
- Travel & Tours Management
- Business Law
- Financial Management
- Marketing Management
- Corporate Strategy

Shelton Diploma in Travel, Tourism & Hospitality

Quality Assured by Staffordshire University, UK

Duration: 8 months (Full-Time)

The main emphasis of the course is to give students the best possible preparation for a successful career in tourism and hospitality management. Lectures on international case studies, group discussions and activities used throughout the course provide opportunities for individuals to apply their learning, to develop and enhance their business knowledge and competencies in tourism and hospitality industry.

ADMISSION CRITERIA

- Shelton Certificate in Travel, Tourism & Hospitality 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

- Business Management
- Financial Accounting
- Fundamentals of Marketing
- Fundamentals of Travel, Tourism & Hospitality
- Human Resource Management
- Planning for Travel, Tourism & Hospitality
- Tourism Geography
- Quantitative Techniques in Business

Shelton Certificate in Travel, Tourism & Hospitality

Quality Assured by Staffordshire University, UK

Duration: 4 months (Full-Time)

Tourism is one of the fastest growing industries in the world and one where there is an increasing demand for graduates with diverse analytical skills in planning, research, policy development and implementation both in the public and private sectors. This course aims to provide students a strong competitive edge to start a successful career in the Tourism Industry.

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
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- Business Communication
- Introduction to Travel, Tourism & Hospitality
- 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.

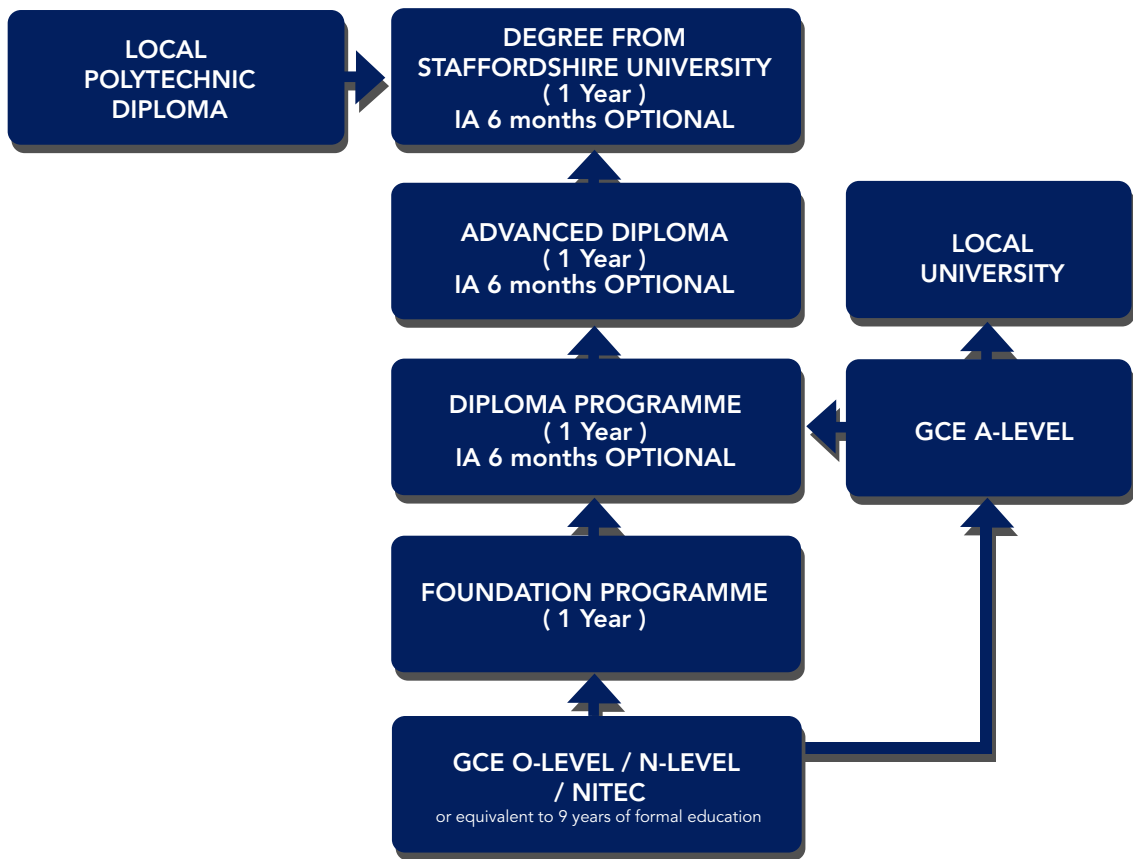
ADMISSION CRITERIA

- 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

SHELTON'S ACADEMIC PATHWAY



CAREER OPPORTUNITIES

Graduates of our BA (Hons) Degree programmes can expect to find a broad spectrum of career opportunities in meetings, incentives, conventions & exhibitions management, tourism planning & travel management, 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.

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 are opted a 6-month training internship period at each stage of our Mass Communication 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 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**!

DEGREE LEVEL

- . F&B Outlet Manager / Assistant Outlet Manager
- . Duty Manager / Assistant Front Office Manager
- . Assistant Manager
- . Sales & Marketing Manager
- . Assistant Catering Sales Manager
- . Reservation Manager
- . Chief Concierge
- . Human Resource Manager

ADVANCED DIPLOMA LEVEL

- . F&B Assistant Outlet Manager/Supervisor
- . Assistant Front Office Manager/ Supervisor
- . Sales & Marketing Executive
- . Catering Sales
- . Executive

DIPLOMA LEVEL

- . F&B Senior Captain/ Supervisor
- . Sales & Marketing Coordinator
- . Events Management Coordinator
- . Sales & Catering Officer
- . Guest Relation Officer
- . Reservation Officer
- . Tour Consultant
- . Ticketing Officer
- . Cashier
- . Management Trainee

CERTIFICATE LEVEL

- . Service Crew / F&B Captain
- . Front Office Officer
- . Guest Relation Officer
- . Concierge
- . Ticketing Assistant

■ At Shelton, nobody gets left behind.

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:

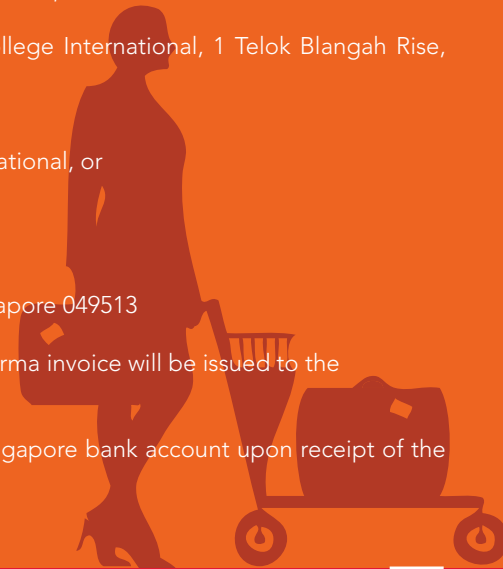
Name : Shelton College International

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.

