

**BACHELOR OF SCIENCE**

INTERNATIONAL MANAGEMENT  
(JAPAN & KOREA)

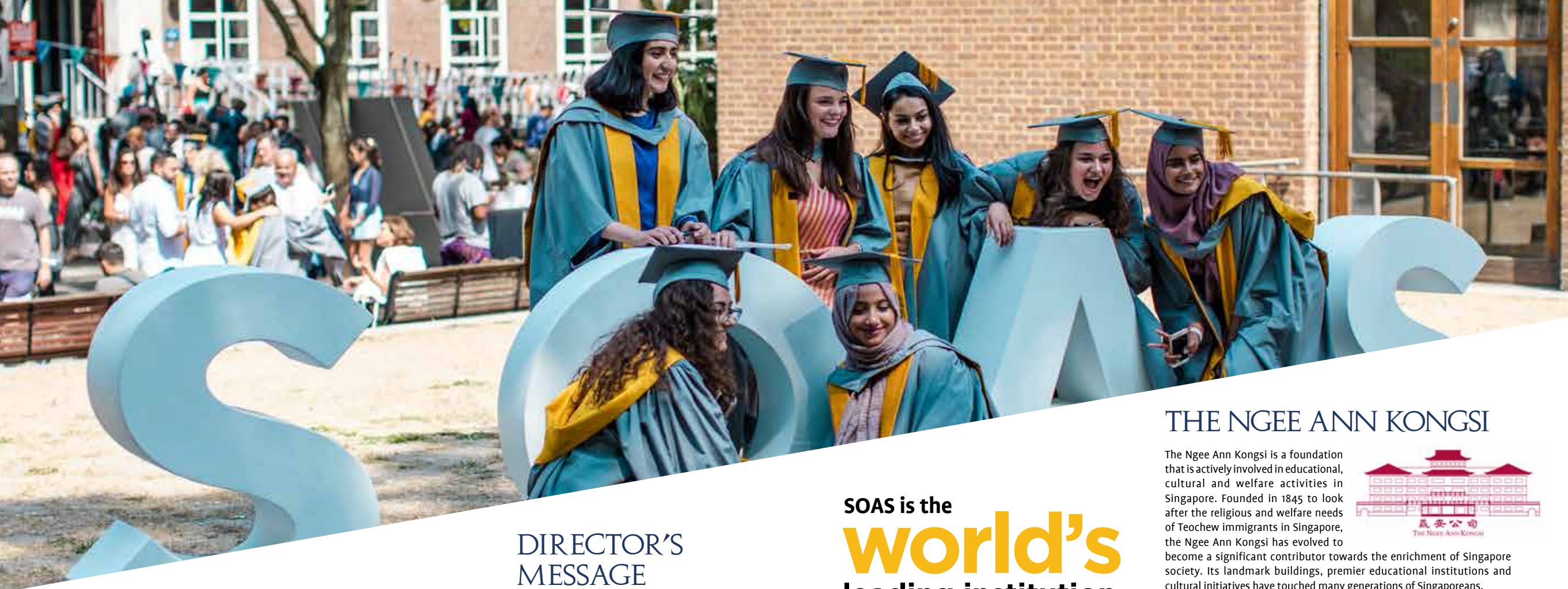
**BACHELOR OF ARTS**

INTERNATIONAL MANAGEMENT AND  
SOUTH EAST ASIAN STUDIES



2019/2020

[www.naa.edu.sg](http://www.naa.edu.sg)



## SOAS UNIVERSITY OF LONDON

SOAS University of London is a public research university in London, England, and a constituent college of the federal University of London.

Founded in 1916, SOAS is the world's leading institution for the study of Asia, Africa and the Middle East. SOAS offers around 350 undergraduate bachelor's degree combinations, over 100 master's degrees and PhD programmes in nearly every department.

Celebrating more than 100 years of research and teaching excellence, SOAS's world class scholars are well-placed to provide the analysis and understanding of our rapidly changing world.

SOAS's programmes are taught by respected specialists engaged in fieldwork and research which influence government policy and the pressing issues confronting two-thirds of humankind today: democracy, development, economy, finance, public and corporate policy, human rights, migration, identity, legal systems, poverty, religion, and social change.

SOAS's vision is of an interconnected world where we play an important role in addressing the challenges facing the world by:

- Challenging perspectives through our research and teaching
- Helping to build bridges in a complex world
- Applying a global lens to the critical issues of our time
- Developing graduates who can influence and make an impact throughout their careers
- Developing new intellectual and strategic partnerships

For more information on SOAS University of London please visit: [www.soas.ac.uk](http://www.soas.ac.uk)

## DIRECTOR'S MESSAGE

I am delighted you are considering the BSc International Management (Japan & Korea) or the BA International Management & South East Asian Studies offered by SOAS University of London in partnership with Ngee Ann Academy.

“SOAS is the leading higher education institution in Europe specialising in the study of Asia, Africa and the Middle East. We want to inspire our students through the highest-quality education.

Ngee Ann Academy has similar aims. We are proud of these programmes and very excited to see how our graduating students will influence and shape the world we live in.”



Baroness Valerie Amos CH Director of SOAS University of London

SOAS is the **World's leading institution** for the study of Asia, Africa and the Middle East

Established in **1916**

SOAS has over **100 years** of experience in teaching and research.

World's **TOP 200** for Teaching in the 2019 Times Higher Education World University Rankings.

SOAS is ranked **3RD globally** in Development Studies by the 2018 QS World University Rankings.

## THE NGEE ANN KONGSI

The Ngee Ann Kongsi is a foundation that is actively involved in educational, cultural and welfare activities in Singapore. Founded in 1845 to look after the religious and welfare needs of Teochew immigrants in Singapore, the Ngee Ann Kongsi has evolved to become a significant contributor towards the enrichment of Singapore society. Its landmark buildings, premier educational institutions and cultural initiatives have touched many generations of Singaporeans.



## NGEE ANN ACADEMY



Ngee Ann Academy (NAA) is a wholly owned subsidiary of Ngee Ann Education Holdings which is, in turn, a full-fledged subsidiary of The Ngee Ann Kongsi.

At NAA, students get high quality academic support from the university's teaching faculty and other professional support services to help them throughout their study with us.

Our teaching facility is located within Ngee Ann City in the heart of Orchard Road. The classroom facilities and student lounge are designed with the students in mind and offer a conducive environment for both learning and social interaction. Our classrooms are equipped with high-impact touch display technology to provide high quality, effective presentation that enhance learning and interaction between lecturers and students.

## VISION AND MISSION

At NAA, we aim to be an exceptional institution for developing well rounded individuals who are committed to making positive contributions to society.

Our mission is to provide high quality education and training to help individuals advance their knowledge and skills so as to realise their maximum potential.



# PROGRAMME OVERVIEWS

## BSC INTERNATIONAL MANAGEMENT (JAPAN & KOREA)

In this programme, students will gain specialist knowledge of business and management in Japan and Korea including modules in accounting, finance, managerial economics, marketing, corporate governance, research methods and international business strategy, as well as a deep understanding of the region's history, culture and language.



## BA INTERNATIONAL MANAGEMENT AND SOUTH EAST ASIAN STUDIES

This programme enables students to gain a strong grounding in business management theories, as well as draw on SOAS's expert knowledge of the historical and cultural context of Southeast Asia. In addition to developing a critical, analytical understanding of the region, students gain significant knowledge and skills (including one SEA language skill) which will boost their qualifications for finding employment, or further study for a higher degree.



## PROGRAMME STRUCTURE

|   | BACHELOR OF SCIENCE  |    | BACHELOR OF ARTS                                      |    |
|---|--|----|---|----|
|   | CP   | CP | CP  | CP |
| YEAR 1                                    | Principles of Management   | 30 | Principles of Management                              | 30 |
|   | Principles and Management of Marketing                                 | 15 | Principles and Management of Marketing                | 15 |
|   | Introduction to Accounting   | 15 | Introduction to Accounting                            | 15 |
|   | Management in Japan and Korea: Domestic and International Developments | 30 | Introduction to South East Asia                       | 15 |
|   | Organisational Behaviour   | 15 | South East Asia on Film                               | 15 |
| YEAR 2                                    | Quantitative and Analytical Techniques for Managers                    | 15 | South East Asian Language (Thai or Bahasa Indonesia)  | 30 |
|   | International Marketing 1: The Environment                             | 15 | International Marketing 1: The Environment            | 15 |
|   | International Relations of East Asia                                   | 30 | International Relations of East Asia                  | 30 |
|   | Qualitative and Case Study Research                                    | 15 | Qualitative and Case Study Research                   | 15 |
|   | Business Ethics and Corporate Social Responsibility                    | 30 | Business Ethics and Corporate Social Responsibility   | 30 |
|   | International Business Strategy  | 15 | Cultural Studies of Mainland South East Asia          | 15 |
|   | Managerial Economics   | 15 | Cultural Studies of Island South East Asia            | 15 |
| YEAR 3                                    | Corporate Governance   | 15 | Corporate Governance                                  | 15 |
|   | International Human Resource Management                                | 15 | International Human Resource Management               | 15 |
|   | Independent Study Project in International Management                  | 30 | Independent Study Project in International Management | 30 |
|   | Finance in Japan and Korea   | 15 | Southeast Asian Government and Politics               | 30 |
|   | Contemporary Issues in the Japanese and Korean Economies               | 15 | Economic Development of South East Asia               | 30 |
|   | Financial Strategy   | 15 |   |    |
| International Marketing 2: Global Markets | 15   |    |   |    |

# PROGRAMME DETAILS

- Degree is awarded by SOAS University of London
- Programme Type: Single Honours
- 3 Intakes: January, May, September
- Full time (Classes Monday – Friday)
- Duration: 36 months

Students who receive credit exemptions can complete the degree in a shorter period of time.

## ADMISSION CRITERIA

General Entrance Requirements for admission into Year 1:

- 17 years or older at time of registration with the University; AND
- Satisfy course requirements in English; AND
- Three approved \*GCE 'A'/H2 level subjects that are at least grades B, C, C; OR
- International Baccalaureate Diploma of 28 points overall

General Entrance Requirements for admission into Year 2:

- Polytechnic Business and Management related diplomas with a Grade Point Average of >2.6

Applicants who do not meet the above requirements will be assessed on a case by case basis.

### English Language Requirements:

GCE O Level – C5 or better in English, or an IELTS overall score of at least 6.0 with a minimum of 5.5 in each band/skill or equivalent score in another recognised test if they obtained their qualification from countries where English is not the standard medium of instruction and/or their first language.

## FEES

|                              | SINGAPOREAN/PR   | INTERNATIONAL      |
|------------------------------|------------------|--------------------|
| Total Programme Fee          | S\$43,920        | S\$43,920          |
| Application Fee              | S\$100           | S\$350             |
| Administration Fee           | S\$200           | S\$300             |
| Medical Insurance per annum  | S\$80 (optional) | S\$80 (compulsory) |
| Student Development Workshop | S\$300           | S\$300             |
| Student Pass Processing Fee  | -                | S\$30 nett         |
| Student Pass Issuance Fee    | -                | S\$60 nett         |
| Multiple Journey VISA        | -                | S\$30 nett         |

The above fees are subject to prevailing GST, unless otherwise stated.

An application fee of SGD100 (before GST) is payable for local students and SGD350 (before GST) for International Students for each application form that is submitted. The application fee is non-refundable and non-transferable. The fee will be refunded fully only if the intake does not commence. Unpaid applications will not be processed. Cash, Cheque, MasterCard / Visa credit



card, NETS, cashier's order, telegraphic transfer or Internet Banking can be used to pay application fee. You may refer to <http://naa.edu.sg/payment-information/> for full details.

## AWARD & GRADUATION

Students who successfully complete all academic requirements of the programme will be awarded the Bachelor of Science International Management (Japan & Korea) or the Bachelor of Arts International Management and South East Asian Studies by SOAS University of London.

Graduating students have a choice to attend the SOAS Graduation ceremonies in Singapore or in London.

## ASSESSMENT DETAILS

On undergraduate programmes, work is assessed through a combination of examination and coursework. The coursework may take the form of an essay, project or a presentation. The ratio of exam: coursework varies from course to course and students are advised to consult the course handbook for further details.

## STUDENT SERVICES

The Student Services team at Ngee Ann Academy provides a range of support, advice and information for students during their studies at NAA. Activities and services provided by the Student Services team include: Freshmen orientations which are conducted before the start of the students' first term or trimester. The orientation session covers information such as enrolment, administrative procedures and familiarisation with campus facilities and services. For international students, the team also provides advice and assist with any issues the students may have in adjusting to life in Singapore.

Professional Workshops to equip our students with relevant and transferable skills such as study skills, effective writing and interviewing skills, to help them achieve their academic and professional goals.

Professional counselling services focusing on student mental and emotional health and wellness are available on request. Student Representatives are elected to ensure that students' views on academic and non-academic matters are heard. They help ensure that the University and NAA continually listen to and engage with students to improve our academic and non-academic services.

A cozy student lounge at NAA provides a relaxing gathering point for students to network and socialise.

# APPLICATION & ADMISSION

## HOW TO APPLY

Please download the application form from the relevant programme page at [www.naa.edu.sg](http://www.naa.edu.sg) and submit before the closing date. Before application, ensure you have met the academic and English Language requirements for the programme. You need copies of all supporting documents on hand for entry in the application form. Applications with incomplete, inaccurate information and not accompanied by supporting documents will NOT be processed and considered.

For an international applicant, you must apply for a Student's Pass (STP) to study in Singapore. Your Student's Pass application is subjected to approval by the Singapore Immigration & Checkpoints Authority (ICA).

## SUPPORTING DOCUMENTS

1. Educational certificates (e.g. 'O' and 'A' level certificates, diplomas, exam transcripts). Translated and notarised copies are required if documents are not in English. By the application closing date, you must have attained the minimum qualification required for the programme.
2. NRIC or FIN/passport (for international applicants).
3. Passport-sized photograph. Your photo must be taken in the recent 3 months.

International applicant can refer to [www.naa.edu.sg/international-student-admission](http://www.naa.edu.sg/international-student-admission) for details of application procedure and document checklist.

## VERIFICATION OF DOCUMENTS

If you are living in Singapore, bring your original and photo-copy of your documents to Ngee Ann Academy for application and verification. NAA will certify the documents before the application is being processed.

For international applicants, please mail in the original notarised documents to NAA for verification. You can also refer to our website for a list of authorised agents.

## APPLICATION OUTCOME & ACCEPTANCE OF OFFER

Applicants will be informed by e-mail of the application outcome within 2 weeks after submission of application to the University. To accept the offer, you must return the signed copy of the CPE Student Contract, Letter of Acceptance and CPE Advisory (Form 12).

## COURSE FEE PAYMENT

For first payment of course fees only, you may make payment at Ngee Ann Academy at 391A Orchard Road, Ngee Ann City Tower A, #25-02A, Singapore 238873, or via E-payment. All payments are to be in Singapore dollars. You may refer to <http://naa.edu.sg/payment-information/> on how to make payment.

All payments need to be made before the stipulated deadline. If you encounter any problem during e-payment, please contact Student Services at [studentservices@NAA.edu.sg](mailto:studentservices@NAA.edu.sg) for assistance.

## PRIVATE EDUCATION ACT

The Private Education Act was legislated in December 2009, and Committee for Private Education (CPE) was set up to regulate the private education industry in Singapore.

Under the Enhanced Registration Framework (ERF), all Private Education Institutions (PEIs) must be registered with the CPE before they are allowed to commence operations. In addition, a quality assurance framework known as EduTrust Certification Scheme (EduTrust) assesses a PEI's academic processes, corporate governance and administration, quality management and the protection and welfare of students. The EduTrust aims to recognise PEIs that are able to consistently maintain a high standard of quality in the overall provision of education services and make continual improvements that lead to positive student outcomes. Ngee Ann Academy has been awarded the EduTrust certification by the CPE.

For more information on studying in a PEI in Singapore, you may visit [www.cpe.gov.sg](http://www.cpe.gov.sg)

## PEI-STUDENT CONTRACT

To enhance the confidence of students and their parents in the quality of education in Singapore, CPE has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. NAA will honour all terms and conditions in the contract and in all communication materials. Students may request for a copy of the PEI-Student Contract from NAA or view it on the CPE website [www.cpe.gov.sg](http://www.cpe.gov.sg).

## COOLING-OFF PERIOD

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to NAA within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, NAA's refund policy will apply.

## FEE PROTECTION SCHEME

NAA adopts the compulsory Fee Protection Scheme (FPS) to ensure that fees paid by students to the school are insured by a

CPE-appointed service provider. FPS insurance premiums are paid by Ngee Ann Academy, unless otherwise stated in the Student Contract which has to be paid by the student separately. For details on the Fee Protection Insurance Scheme, please refer to our website at [www.naa.edu.sg](http://www.naa.edu.sg)

## MEDICAL INSURANCE

NAA provides a medical insurance coverage in the form of a Group Hospitalisation & Surgical (GHS) Insurance as part of our student support to our Full-Time students. This Group Hospitalisation & Surgical insurance scheme shall provide for 24 hours GHS coverage in Singapore with an annual coverage limit of up to S\$20,000 per student, in B2 wards (6-bedder) in Singapore Government / Singapore Government Restructured Hospitals and throughout the course duration as stipulated in the PEI-Student Contract.

## REFUND/TRANSFER/ WITHDRAWAL POLICY

Students are to put up their request for refund/change of programme (transfer)/ withdrawal via the appropriate forms. NAA will acknowledge the students' requests within 3 working days and advise students on the final outcome within 7 working days from the date of receipt of the request.

For detailed information please refer to our website: [www.naa.edu.sg](http://www.naa.edu.sg)

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LinkedIn: [linkedin.com/company/ngeeannacademy/](https://linkedin.com/company/ngeeannacademy/)  
[www.naa.edu.sg](http://www.naa.edu.sg)

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Scan to visit  
our website

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Fax: +65 6738 3314

Programme Enquiries: [admissions@naa.edu.sg](mailto:admissions@naa.edu.sg)  
General Enquiries: [contactus@naa.edu.sg](mailto:contactus@naa.edu.sg)

This brochure contains key information, accurate as at time of print in November 2018. For the most updated and complete corporate and programme information, refer to our website at [www.naa.edu.sg](http://www.naa.edu.sg). NAA and SOAS University of London reserve the right to change the information, including fees, herein at any time.



Cert No.: EDU-2-2065  
Validity: 07/09/2015 – 06/09/2019

Ngee Ann Academy Pte Ltd  
CPE Registration Number: 199703922R  
Period of Registration: 15/09/2018 – 14/09/2022