



DIMENSIONS



MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL MARKETING)

Awarded by **the UNIVERSITY OF CHESTER, UK**

(Registered with CPE, Singapore)

Duration: 12 Months **Full-time**



DIMENSIONS International College

Address : 58, Lowland Road, Singapore 547453

Tel: (65) 6334 0600 **Fax:** (65) 6334 6066 **Website :** dimensions.edu.sg

Email: enquiry1@dimensions.edu.sg (non-PRC) | cse@dimensions.edu.sg (PRC)

DIMENSIONS International College
UEN No. : 200108141H
13/06/2015 to 12/06/2019



Cert No. : EDU-2-2035
Validity : 09/02/2016 - 08/02/2020

About DIMENSIONS International College

DIMENSIONS International College, registered with the Council for Private Education (CPE), was founded in 1980 to equip both local and international students with the essential prerequisites that prepare them for their higher learning needs.

The College has attained the following awards:

- ★ 4-Year EduTrust Certification by the Council for Private Education (CPE)
- ★ Singapore Quality Class
- ★ Singapore Service Class

DIMENSIONS International College is committed to providing quality education to students and helping them to achieve their pursuit of academic excellence.

DIMENSIONS International College offers a comprehensive range of courses, namely – Preparatory, Language, Business & Management, Hospitality and Engineering, stretching from Preparatory Studies all the way up to Master's Degree.

University of Chester

From its roots in the North West of England, as the country's first purpose-built provider of higher education for teachers, the University of Chester now offers a comprehensive range of foundation, undergraduate and postgraduate programmes, as well as undertaking world class academic research.

Now with a diverse student body of more than 18,000, drawn from every continent, the University is committed to developing curriculum with a wide range of educational providers both within the UK and overseas.

The institution is currently based across six sites, with specialist facilities – the Parkgate Road Campus, Kingsway Buildings, Riverside Campus and new Queen's Park Campus (home to the Chester Business School), all in Chester, as well as the Warrington Campus, and the new multi-million pound Thornton Science Park in Ellesmere Port which is dedicated to Science, Engineering and business engagement. These are complemented by a number of partner institutions.

For updated and accurate information of the University of Chester, please visit their website at www.chester.ac.uk

Programme Introduction

The **Master of Business Administration (International Marketing)** is designed to provide students with higher level of business and management skills and knowledge. Students will be able to explore different business and marketing strategies that exist while examining frameworks, models and theories that would help them excel in a global environment.

Conducted at DIMENSIONS International College, this programme requires students to complete 8 modules including the International Marketing module, aligned with the International Marketing specialization which enables students to critically evaluate theories and further applying contemporary international marketing strategies.

Upon successful completion, students will be awarded the Master of Business Administration by the University of Chester, UK.

DIMENSIONS International College is an approved academic partner of University of Chester for the above programme.

Education Chart



- ❖ Admission of course is subjected to course entry requirements

Programme Structure and Content

Master of Business Administration (International Marketing) consists of 8 modules.

Module Outline

- **Leadership Learning and Continuous Professional Development**
This module aims to enable the student to analyse and evaluate organisations, management and leadership processes & practices and work roles using a range of theoretical tools. Upon completion, students should be able to analyse the evolution and nature of contemporary management and leadership.
- **Marketing Across Boundaries**
The module is to enable students to critically evaluate the analytical models and concepts that underpin market analysis and the marketing process and how they apply in business. Students are expected to explore issues and apply knowledge concerning practice of marketing in rapidly changing business contexts through the use of case study.
- **Finance for Managers**
This module explores the major areas in financial accounting, management accounting and investment decision. It is intended to enable student to critically analyse and interpret data, and by the integration of theory and practice, investigate and apply relevant tools to the assessment of a variety of financial problems in organizations.
- **Leading and Managing People**
This module aims to develop a critical understanding of the theories, concepts, and techniques employed in strategic human resource management and to assess the contribution of HR practices to the achievement of organisational goals. Students are expected to synthesise knowledge and experience of managing and leading people to develop appropriate responses to differing situations.
- **International Marketing**
This module aims to enable students to critically evaluate theoretical underpinnings that could be employed within the field of International marketing and to enable them to apply knowledge of contemporary International marketing strategies and techniques.
- **Strategic Management**
This module aims to enable students to develop an appreciation of the main areas of study in corporate strategy, including the need to appreciate issues of ethics and information management in formulating corporate strategy. Learners are expected to critically evaluate the practical issues and problems of corporate strategy as applied to an organisational context.
- **Preparing for Research**
This module aims to provide students with the opportunity to devise a personal programme of academic research and to build the necessary skills to undertake a personal programme of academic research. It also aims to enhance students' project planning, presentation, critical reflection & study skills.
- **Management Project**
This module provides opportunities to learners to critically evaluate and select appropriate research methods in order to undertake an extended piece of research with minimal intervention that produces a rigorous write-up of the work undertaken, including self-reflection.

Language (Course conducted in)

English

Scope of study

Theories, case analysis and practices in the area of business administration and management

Delivery Modes

Classroom lectures and tutorials; case studies, group-based discussion, coursework, project and research activities

Modes of Assessment

Combination of case analysis, presentation, assignment, individual and group project and time-constrained assignment

Assessment Grading Criteria

Module Name	Assessment Methods (Weighting)
Leadership Learning and Continuous Professional Development	Time-constrained in-class Assessment 1 (25%); Time-constrained in-class Assessment 2 (75%)
Marketing Across Boundaries	Individual Assignment 1 (25%); Individual Assignment 2 (75%)
Finance for Managers	Time-constrained in-class Assessment (25%); Individual Assignment (75%)
Leading and Managing People	Time-constrained in-class Assessment 1 (25%); Time-constrained in-class Assessment 2 (75%)
International Marketing	Individual Assignment 1 (25%); Individual Assignment 2 (75%)
Strategic Management	Time-constrained in-class Assessment (25%); Individual Assignment - Case Study (75%)
Preparing for Research	Research proposal (100%)
Management Project	Research project report (100%) *To enroll for Management Project, students must successfully complete ALL the other 7 modules, including prerequisite module - Preparing for Research.

Grading Criteria

The grading criteria is based on the University's Generic Marking Criteria in 10 classifications to evaluate a student's Knowledge and Understanding, Intellectual / Cognitive Skills, Practical Skills and Transferable / Key Skills in term of percentage

Duration

- ❖ 12 months Institutional Training
- ❖ Maximum allowed period for a student to complete the course is 36 months, subject to the approval from the University of Chester, UK

Contact Hours

Monday to Friday: 9.30am-12.30pm and/or 1.45pm-4.45pm
3 contact hours per session, 5 sessions per week (Total: 15 contact hours per week)

Intakes

January and June

DIMENSIONS reserves the right to change the intakes at any time without prior notice. Please visit our website for latest intakes

Examination Period

Examinations in course and / or at the end of semester

Expected Examination Results Release Date

Not more than 3 months after the final assessment

Graduation Requirements

A "Pass" in all assignments, projects, tests and examinations

Teacher-Student Ratio

Average teacher - student ratio is 1:35

Note: The number of students in the classroom is subjected to the maximum allowable seating capacity.

Qualification Award

Master of Business Administration awarded by the University of Chester (UK)

Entry Requirements

Age: At least 21 years old.

Academic Level: An honour degree or professional qualification from recognised institution or equivalent plus two years working at supervisory level. Applicants with less or without working experience may be considered under exceptional circumstances.

English Proficiency: At least IELTS 6.5 or CAE Level 6 or pass the English Proficiency Test at equivalent level.

Course Fees

1.	Application Fee (<i>Non – refundable</i>)	S\$ 500.00
2.	Tuition Fee	S\$19,800.00
3.	Registration Fee For Overseas Institute	S\$ 1,000.00
4.	Administrative Fee	S\$ 510.00
5.	Examination Fee	S\$ 1,200.00
6.	Course Material	S\$ 980.00
7.	Medical Check-Up Fee	S\$ 60.00
8.	International Student Management Fee	S\$ 500.00
9.	ICA Processing and Student's Pass Fee	S\$ 120.00
		7% GST S\$ 1,726.90
		Total S\$26,396.90

Miscellaneous Fees

1.	Loss of Student's Pass	S\$278.20
2.	Renewal of Student's Pass	S\$128.40
3.	Administrative Fees for Extension / Replacement of Student's Pass	S\$535.00
4.	Additional Book Fee Per Book	S\$107.00
5.	Appeal for Result Fee Per Module	S\$160.50
6.	Academic Status Certification Fee Per Certification Letter	S\$ 53.50
7.	Late Payment Fee	S\$107.00
8.	Documents Courier Services Fee Per Delivery	S\$ 53.50
9.	Re-enrolment Fee	S\$535.00
10.	Course Deferment Fee	S\$374.50
11.	Graduation Ceremony Fee	Subject to University / DIMENSIONS' prevailing charges
12.	Re-assessment Fee Per Module	S\$481.50

Note:

- ❖ All miscellaneous fees are inclusive of 7% GST.
- ❖ Total course fees paid (except application fee and GST) by students are protected under the Fee Protection Scheme (FPS).
- ❖ All students must sign the Advisory Note to Student before signing the Standard PEI-Student Contract.
- ❖ The Standard PEI-Student Contract must be signed by the student prior to making course fees payments to DIMENSIONS.

- ❖ The course fees shown above are effective from 3rd February 2016 and valid till 31st December 2016. DIMENSIONS reserves the right to make amendment to the course fees without prior notice as and when it deem necessary.

Enquiries

For further information, please contact our Customer Service Representative at:

Main Campus

(School of Preparatory Studies)
58 Lowland Road
Singapore 547453

Bukit Timah Campus

(School of Hospitality)
2 Jalan Seh Chuan
Singapore 598417

City Campus

(School of Higher Education) /
(School of Languages)
277 River Valley Road
Singapore 238318

Tel: 6334 0600 Fax: 6334 6066

Tel: 6875 0555 Fax: 6314 5005

Tel: 6735 8080 Fax: 6733 9595

Office Operating Hours

Monday to Friday, 9 am to 6 pm. Saturday, 9 am to 1 pm

Note:

- ❖ Our courses will be conducted at one of the above registered premises of DIMENSIONS International College.
- ❖ For updated and accurate information, please visit our website at dimensions.edu.sg.

General Information

Refund Policy (reference to Standard PEI-Student Contract Version 3.1)

Refund for Withdrawal Due to Non-Delivery of Course:

DIMENSIONS shall notify the Student within three (3) working days upon knowledge of any of the following:

- (i) DIMENSIONS does not commence the Course on the Course Commencement Date;
- (ii) DIMENSIONS terminates the Course before the Course Commencement Date;
- (iii) DIMENSIONS does not complete the Course by the Course Completion Date;
- (iv) DIMENSIONS terminates the Course before the Course Completion Date;
- (v) DIMENSIONS has not ensured that the Student meets the course entry or matriculation requirement as set by the organisation stated in Course Details within any stipulated timeline set by CPE; or
- (vi) The Student's Pass application is rejected by Immigration and Checkpoints Authority (ICA).

The Student should be informed in writing of alternative study arrangements (if any), and also be entitled to a refund of the entire Course Fees and Miscellaneous Fees already paid should the Student decide to withdraw, within seven (7) working days of the above notice.

Refund for Withdrawal Due to Other Reasons:

If the Student withdraws from the Course for any reason other than those stated in (i) to (vi), DIMENSIONS will, within seven (7) working days of receiving the Student's written notice of withdrawal, refund to the Student an amount based on the refund table.

Refund Table:

% of [the amount of the Course Fees and Miscellaneous Fees paid]	If Student's written notice of withdrawal is received
70%	More than 14 days before the Course Commencement Date
50%	Before, but not more than 14 days before the Course Commencement Date
30%	After, but not more than 7 days after the Course Commencement Date
0%	More than 7 days after the Course Commencement Date

Refund During Cooling-Off Period:

DIMENSIONS will provide the Student with a cooling-off period of seven (7) working days after the date that the Contract has been signed by both parties.

The Student will be refunded the highest percentage (stated in Refund Table) of the fees already paid if the Student submits a written notice of withdrawal to the DIMENSIONS within the cooling-off period, regardless of whether the Student has started the course or not.

=====

Notes:

- The college reserves the rights to terminate the class, if the number of students enrolled in the class is less than 10 students.
- Application fee is strictly non-refundable.
- Bank charges (if applicable) are to be borne by student.
- Calendar days is used in the Refund Table.

(Refund Policy rev 11, wef 14 Oct 2015)

(Note: For updated and accurate information, kindly refer to <http://dimensions.edu.sg/about-dimensions/college-policies/refund-policy/>)

Pre-course Counselling

To ensure that all prospective students are provided with clear and unambiguous pre-course counseling in accordance with the EduTrust Guidance Document and Private Education Act so that prospective students are able to make an informed choice of course and college.

Course Induction Programme

In the first week of studies, an induction session will be conducted. The students will be briefed by the Academic Staff on full details of the course including scheme of work, timetable, assessments and grading, assessment and exam dates and venue and many other academic matters

Minimum Number of Students to Commence Class

DIMENSIONS has the right to cancel a class/an intake if the minimum number of students enrolled is less than 10 for any programme per class. Students may enroll into a later intake, if any, or withdraw from course. (For refund, please refer to our Refund Policy)

Medical Insurance

DIMENSIONS shall provide all students aged 7 and above the required medical insurance coverage on hospitalisation and related medical treatment for the entire course duration. A Singapore Citizen/PR or a non- student's pass international student who is protected by his/her own medical insurance coverage in Singapore can opt out from the medical insurance scheme with a proof of valid Medical Insurance Plan given to DIMENSIONS.

Teacher Qualifications

All teachers are registered with the Council for Private Education (CPE). All teachers have the required qualifications with 5 years of experience or higher level of qualifications. Please refer to faculty member lists in the website for the detailed qualifications of teachers.

Pre-requisite for Taking Examination

Students (both international and local) must achieve an attendance rate of 80% and above in order to qualify for examinations. Our College only accepts medical certificates as proof for absenteeism.

Fee Protection Scheme (FPS)

An important aspect of EduTrust framework is the Fee Protection Scheme (FPS). The FPS of DIMENSIONS serves to protect the course fees (exclude application fee, miscellaneous fee and GST) paid by the students. In the event that DIMENSIONS is unable to continue its operations due to insolvency and/or regulatory closure; students can claim the unconsumed fees from the FPS service provider.

FPS is compulsory for all local and international students taking courses at DIMENSIONS except for short courses with waiver granted by CPE.

DIMENSIONS has appointed Liberty Insurance as our FPS Insurance provider and DBS Bank as our FPS Escrow provider, both are CPE appointed FPS service provider.

DIMENSIONS is strictly not allowed to collect course fees beyond 12 months.

Late Payment Fee

Students are required to meet payment deadlines of their course fees as agreed upon and stated in the Standard PEI-Student Contract to maintain a status of active enrolment. DIMENSIONS may impose late charges if payments are not received by the stipulated due dates. Our policy also states that by failing to make timely payments of course fees, DIMENSIONS reserves the right to cancel students' course registration, withhold results slips, transcripts or awarding certificates and other services.

Dispute Resolution Policy

- ❖ DIMENSIONS has a documented close-loop feedback and complaint management system in place to gather and address all feedback / complaints received (either from the public, staff or students).
- ❖ A Student dispute may arise from any aspect of a student's educational experience at DIMENSIONS which they believe to be unfair, unjust or unreasonable. Where collaboration partner or DIMENSIONS procedure exist for dealing with students' academic matters (e.g. appeal against results), then these will take precedence over the Dispute Resolution Procedure.
- ❖ We treat all grievances, disputes and appeals as our important feedback. We have staff specially assigned to manage students' welfare, including the handling of their grievances and complaints according to our procedures. We are committed to resolving any feedback / complaint received within 21 working days. If the complaint is not resolved amicably within the stipulated period, it will be channelled to Singapore Mediation Centre (SMC), Singapore Institute of Arbitrators (SIArb) or the Small Claims Tribunal for mediation.

Documents Required for Admission Processing of Student's Pass

Documents (Original & Translated)

1. Application Form Duly Completed
2. 2 Passport-Sized Photos
3. Passport (Photocopy)
4. Birth Certificate or equivalent
5. Certified and Notarized Copies of Highest Education Certificate
6. Certified and Notarized Copies of Highest Education Transcripts
7. 1 Set of ICA Student's Pass Application Form V36 and eForm 16 completed in English and signed by applicant. You can download the form from
<http://www.ica.gov.sg/data/resources/docs/Visitor%20Services/FormV36.pdf>
<http://www.ica.gov.sg/data/resources/docs/eForm16.pdf>
8. Change-of- Name Deed (If Applicable)
9. Photocopy of Father's and Mother's Identity / Passport (If Applicable)
10. Documentary Evidence of Financial Ability (For Application from Visa-Required Countries)
11. Parent's Statement of Working Statement (If Applicable)
12. Proof of English Proficiency or IELTS or TOEFL Score Sheet (If Applicable)
13. Study Plan (If Applicable)

Immigration & Checkpoints Authority (ICA) Regulations

All international students with Student's Pass must meet all the following requirements:

- ❖ A student must attend a minimum of 90% of scheduled-course hours or not be absent from the course for seven consecutive days.
- ❖ A student should spend at least three hours in the school per school day, attend classes and tutorials, participate in enrichment activities and perform self-studies.
- ❖ A student must not engage in any form of activities that may contravene the stipulated conditions (including those stated in the Student's Pass application form, In-principle Approval letter and Student's Pass card) upon which a Student's Pass is issued (e.g. illegal employment).
- ❖ A student must not remain in Singapore without authority after the expiry of the Student's Pass. DIMENSIONS shall inform the ICA of his/her means and date of departure.
- ❖ A student is permitted to attend the course only after the approval of the Student's Pass has been given by the ICA.
- ❖ A student must not be retained as a student in any other school/s or course/s other than the one indicated in the Student's Pass.
- ❖ A student must surrender the Student's Pass for cancellation within seven days from the date of cessation or termination of his/her studies or course/s.

Notes:

Our College only accepts medical certificates as proof for absenteeism. Any other documents should only be accepted on a case-by-case basis with full justification and be acceptable by ICA.

DIMENSIONS does not guarantee any success rate of approval for student's pass, Industrial Attachment posting, employment and Permanent Residency/ Singapore Citizenship applications.