

# Diploma in Business Management



**COLLEGE OF  
ALLIED EDUCATORS**

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

COLLEGE OF ALLIED EDUCATORS PTE LTD | 11 Collyer Quay #18-01, The Arcade | Singapore 049317

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UEN/GST/PEI Reg. No.: 201013690M | Period: 28/06/2021 - 27/06/2025



Certificate No. EDU-2-2154  
Validity: 18/12/2022- 17/12/2026



CAE is a leading provider of allied health science courses. Our flagship programme, *Postgraduate Diploma in Counselling Psychology*, is recognised by IRCEP and Singapore Association for Counselling. CAE is also a proud member of International Association for Counselling.



The **Diploma in Business Management** is designed to provide students with a solid foundation in core business principles and practices. This diploma offers a comprehensive introduction to key areas of business studies, preparing students for entry-level management positions or further academic pursuits.

The **Diploma in Business Management** will prepare students for critical roles such as:

- Administrative Assistant
- Customer Service Representative
- Sales Associate
- Marketing Coordinator
- Human Resources Assistant
- Operations Coordinator
- Project Assistant
- Financial Assistant

This full-time Diploma will introduce students to business management, marketing principles, financial management fundamentals, economics, and business analytics. Students will learn about international business and global markets.

## OBJECTIVES

The objectives of this Diploma course are:

1. To provide essential knowledge required to understand the business environment, the fundamentals of financial management, and the impact of marketing to businesses.
2. To expose students to human resource management and the principles of behaviour management within the business environment.
3. To equip students with the skills, business and industry management knowledge to prepare them for the competitive international and global business space.

## MODULES

### 1. Introduction to Business and Management

- Understand the core concepts and functions of business
- Explore different management theories and their practical applications
- Analyse the internal and external business environment
- Develop critical thinking skills for business problem-solving

### 2. Principles of Marketing

- Understand core marketing concepts and their applications
- Analyze consumer behavior and market segmentation
- Develop basic skills in creating marketing strategies
- Explore the impact of digital technologies on modern marketing practices

### 3. Financial Management Fundamentals

- Understand basic accounting principles and financial statements
- Develop skills in budgeting and financial planning
- Analyze financial performance using key ratios and metrics
- Explore the fundamentals of investment decision-making

### 4. Organizational Behaviour and Human Resource Management

- Understand key theories of organizational behavior and their applications
- Analyze the factors influencing individual and group behavior in organizations
- Explore the fundamental principles and practices of human resource management
- Develop skills in managing people and teams effectively

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## 5. Business Economics

- Understand key microeconomic and macroeconomic concepts
- Analyze market dynamics and their impact on business operations
- Develop skills in applying economic theories to business decision-making
- Explore the economic factors influencing the global business environment

## 6. Business Communication and Digital Skills

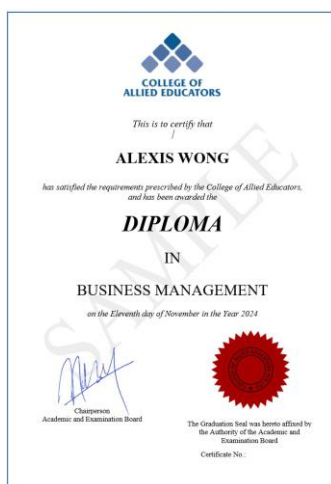
- Enhance written and verbal communication skills for business contexts
- Develop effective presentation and public speaking techniques
- Understand the principles of professional business communication
- Gain proficiency in using essential digital tools and technologies for business

## 7. International Business and Global Markets

- Understand the key drivers and challenges of international business
- Analyse different international market entry strategies
- Evaluate the impact of cultural differences on business operations
- Comprehend international trade theories and their practical applications
- Develop skills in analysing global business environments
- Understand the basics of foreign exchange markets and international finance
- Assess the role of international organizations in global business

## 8. Business Analytics and Decision Support Systems

- Understand the role of data analytics in business decision-making
- Learn fundamental statistical analysis techniques for business
- Develop skills in using business analytics software and tools
- Understand database management principles and practices
- Master data visualization techniques and best practices
- Apply analytical tools to solve real business problems
- Evaluate and interpret analytical results for business decisions



CERTIFICATE SAMPLE

## INTAKES

Jan/May/Sep

## REGISTRATION DEADLINE

For local students, registration closes one month prior to intake dates. For international students, registration closes two months prior to intake dates.

## AVERAGE TEACHER-STUDENT RATIO

The average teacher-student ratio is 1:80

## COURSE DURATION

Duration: 8 months

## ASSESSMENT METHODS

Each module will be formally assessed through a combination of individual assignments, presentations, quizzes, and class participation. Students must achieve an overall attendance of 90% (International Student) and 75% (Local Student).

## ENTRY REQUIREMENTS

For admission to the Diploma in Business Management programme:

- Minimum Age Requirement: 17 Years Old

Language:

- Minimum of Band 5.0 IELTS or above; OR
- PTE Academic score of 41 or above; OR
- Duolingo score of 80 or above; OR
- TOEFL iBT score of 35 or above; OR
- C6 pass in English GCE 'O' level; or equivalent.

Academic:

- 2 Passes in GCE 'A' levels; OR
- Year 12 High School or equivalent; OR
- Certificate in Business Management awarded by College of Allied Educators; OR
- Mature candidate who is 30 years old with at least 8 years of working experience;
- Other foreign qualifications shall be assessed on a case-by-case basis

## PERFORMANCE OUTCOMES OF STUDENTS AND GRADUATES

Student performance data is available upon request. Please contact [enquiry@icae.edu.sg](mailto:enquiry@icae.edu.sg)

COMPONENT:	COST:
Application Fee (Non-refundable)	SGD \$150
Course Fee	SGD \$8,000
Total payable before GST	SGD \$8,150
GST of 9%	SGD \$733.50
<b>TOTAL PAYABLE AFTER GST</b>	<b>SGD \$8,883.50</b>

## FEE STRUCTURE – INTERNATIONAL STUDENTS

COMPONENT:	COST:
Application Fee (Non-refundable)	SGD \$500
Course Fee	SGD \$10,000
Total payable before GST	SGD \$10,500
GST of 9%	SGD \$945
<b>TOTAL PAYABLE AFTER GST</b>	<b>SGD \$11,445.00</b>

## PAYMENT MODE

- ❖ Name of Bank: Oversea-Chinese Banking Corporation Limited
- ❖ Address of Bank: 65 Chulia Street, OCBC Centre, Singapore 049513
- ❖ Swift Code: OCBCSGSG
- ❖ Account Type: Current Account (for ATM/Online Transfer)
- ❖ Branch Code: 629
- ❖ Account Number: 629-436387-001

For Paynow, UEN Number: 201013690M

For the credit card instalment plan, the fees are payable by interest-free instalment for 6 or 12 months available for UOB & OCBC Credit Card Holders. Please note that an appointment is required as we will need you to head down to our office to use the terminal to split the instalment (Physical card required). Kindly arrange an appointment with the admission consultant.



# College of Allied Educators



Located in the heart of Singapore's financial district, the College of Allied Educators (CAE) is conveniently situated adjacent to Raffles Place MRT station and directly opposite the iconic Marina Bay Sands. As a 4-year EduTrust-accredited institution, CAE upholds the highest standards in student protection, academic quality, and professional excellence.

CAE partners with internationally renowned institutions such as Aston University and Leeds Beckett University in the UK, providing students with a truly global educational experience. In the field of psychology, CAE has established itself as a leading institution in Singapore, recognised for its rigorous academic training and practical learning approach. Our Postgraduate Diploma in Counselling Psychology is accredited by the Singapore Association for Counselling (SAC) and is among the few private institutions in Singapore that offer structured counselling practice opportunities. Through expert academic guidance and hands-on training, students gain the skills and experience needed to excel in their field.

Since its establishment, CAE has expanded beyond its roots in language and special education to offer a diverse range of programmes, including counselling, psychology, health sciences, business management, computer science, and financial technology. Our curriculum spans short courses, workshops, certificate programmes, tertiary and advanced tertiary qualifications, postgraduate diplomas, and joint postgraduate programmes with prestigious UK universities — empowering both individuals and professionals to advance their careers.

CAE is affiliated with CLPS Incorporation (NASDAQ: CLPS), a Nasdaq-listed company, reinforcing our dedication to expanding into information technology and business management education. By bridging education with industry needs, we cultivate graduates who are well prepared to contribute to our Group, its clients, and the broader industry. Driven by our philosophy of "Empowering Individuals Through Education," CAE combines theory and practice, with courses taught by senior lecturers who bring real-world industry expertise into the classroom. Our goal is to ensure that students not only acquire knowledge but also develop the practical skills required to thrive in today's competitive job market.

At CAE, we provide a golden pathway to international education and career success. Here, in the vibrant pulse of Singapore's financial hub, your vision will expand, your academic foundation will be strengthened by top UK institutions, and your practical training will shape you into a highly competitive professional.

Join us, and let's embark on this journey together — where the morning light over Marina Bay illuminates your path to success!



## ENQUIRIES

For more information and a free course preview, please call:

- Office: +65 6533-0031/+65 6533-2743
- WhatsApp: +65 9126 3448
- Email: ENQUIRY@ICAE.EDU.SG

## SINGAPORE:

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