



FULL TIME

Diploma &  
Advanced Diploma in

# Business Administration

Your Life Chance  
[www.stei.edu.sg](http://www.stei.edu.sg)



Cert No. : EDU-2-2078  
Validity: 18/03/2020 - 17/03/2024

Enhanced Registration Framework  
Cert No. :200901936C  
Validity: 20/05/2018 - 19/05/2022



## VISION

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To be the preferred Private Education Institution (PEI) of choice.

## MISSION

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STeI will offer high quality, cost-effective and relevant courses to meet the needs of our clients.

## OUR VALUES - ELITE

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### PURSUIT OF EXCELLENCE

To be the best in all we do, continually striving for the highest professional standards achievable.

### LOYALTY

Being committed to the organisation, to one another and to our customers, at all times. Striving for cohesiveness and caring for one another.

### INNOVATION

Creative, being open to embrace change. Encourage, nurture ideas and initiatives to better organisational and individual performance.

### TEAMWORK

Be responsible and take accountability seriously; be reliable and dependable to the Team.

### ETHICS AND INTEGRITY

Be a role model in character and conduct; uphold STeI's Ethical standards.

## OUR CULTURE - SEARCH

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**S**hared sense of purpose and values that is consistent across all members of STeI.

**E**mphasising importance of staff learning and focusing on continuous improvement in STeI.

**A**ccentuating sense of responsibility for student's learning.

**R**ecognition of staff members' excellent effort and celebrating their successes.

**C**ollegial and collaborative relationships among staff members.

**H**arnessing strengths through professional development, staff reflection, and sharing of best practices.

# WELCOME MESSAGE



A very warm welcome to STEi Institute.

As a prospective student, you may face multi-faceted challenges. A key question that typically races through one's mind is, "Where can I secure relevant, reliable and professional educational qualification?"

We are fully conscious of the immense responsibilities placed on us and we will do our utmost to build on the rich legacy and solid reputation to provide quality services.

**CHRISTINE TAN**  
STEi Institute  
Principal/Managing Director

## WHO WE ARE

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We are a Private Education Institution that has established itself as a credible and astute service provider with sound governance and financial standing.

Our team of dedicated lecturers are subject matter experts in both industry practices and didactic approaches to meet your learning needs. Our school also include excellent facilities in a conducive learning environment that meet the standards set by the governing authorities.

## QUALITY POLICY

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We, at STEi Institute are fully committed to the provision of high quality, cost-effective and relevant education and training courses for our students and the industries.

At STEi, quality is everyone's responsibility. We take pride in our work and emphasise on problem prevention rather than correction. We are committed to comply with the requirements of our clients, and to continually improve our service quality based on feedback and established benchmarks.

STEi adopts a comprehensive Quality Management System (QMS). All STEi staff must comply with the QMS and strive to continuously improve our quality processes in the most competitive and effective manner.

# BUSINESS ADMINISTRATION

Diploma in Business Administration aims to provide students with a wide spectrum of business administration study to enable them to understand the business administration systems, processes and procedures.



## DIPLOMA IN BUSINESS ADMINISTRATION

### BA 1001 BUSINESS COMMUNICATION

The syllabus coverage allows the students to recall the effective business communication concepts and apply them in verbal, non-verbal and written forms of communication in a business environment. It enables the students to develop and refine their own abilities in communicating clearly and concisely.

### BA 1002 INTERNATIONAL MANAGEMENT

The syllabus coverage describe international business administration and management issues and apply them in related business functions. It introduces the dimensions of management and highlights the challenges which face managers in the contemporary business environment. The module provides students with the opportunity to understand how the role of management can affect the performance of an organization.

### BA 1003 MARKETING MANAGEMENT

The syllabus coverage describes marketing management to recall key concepts of global marketing strategies and plans and to assess global marketing opportunities. It allows the students to apply the marketing concepts and techniques to business environment.

### BA 1004 MANAGERIAL ECONOMICS

The syllabus coverage describes key concepts of managerial economics and relate them in the business environment. It allows the students to obtain a basic awareness in the major economic theories and policy issues and the nature of competition and behaviour in business.

### BA 1005 HUMAN RESOURCE MANAGEMENT

The syllabus coverage discusses the key management theories and apply them to workplace human resource management issues. It allows the students to gain knowledge about the processes and procedures associated with human resource management and administration.

### BA 1006 FINANCIAL ACCOUNTING

The syllabus coverage discusses accounting processes and the interpretation of financial statements. It allows the students to obtain an understanding of the principles underlying the recording of business transactions and the basic accounting conventions / practices.

### BA 1007 ENTREPRENEURSHIP AND ENVIRONMENT

The syllabus coverage discusses entrepreneurship and environment, and to apply them in the effective setting-up and operating of a business. It allows the students to obtain the know-how in planning, designing, organizing of new start-up and to avoid most of the pitfalls in such ventures.

### BA 1008 INDUSTRIAL ATTACHMENT (IA)

The syllabus coverage integrates classroom theory with practical workplace experiential learning. The IA is of six (6) months duration when students are attached to business companies for on-the-job training. In the event that the students are unable to proceed to IA due to reasons beyond the control of STEi, the students may complete Project Work in lieu of IA.

# BUSINESS ADMINISTRATION

Advanced Diploma in Business Administration aims to provide students with a deeper spectrum of business administration study to enable them to understand the business administration systems, processes and procedures.



## ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

### BA 2001 MANAGEMENT INFORMATION SYSTEM

The syllabus coverage examines how communications, knowledge and information can be improved within the business of an organization by making better use of IT systems.

### BA 2002 RESEARCH AND ACADEMIC WRITING

The syllabus coverage is to develop a student's skills and knowledge by establishing a systematic approach to the creation, reporting and review of research-based knowledge. It culminates in the development of a viable research proposal for a small-medium business enterprise. The student will acquire sufficient appreciation of research methods and strategies to prepare a viable research proposal.

### BA 2003 ORGANIZATIONAL BEHAVIOR

The syllabus coverage is to develop the student's knowledge on the influence of culture; politics and power have on the behavior of others in an organizational context. Students will be in a position to apply the principles of organizational behavior to a variety of business situations.

### BA 2004 PROJECT MANAGEMENT

The syllabus coverage enables students to investigate the demands placed on organisations striving for excellence and critically evaluate the features of processes in different sectors that help deliver excellence. It also enables students to critically examine contemporary process-related themes in management and to critically assess the principles of project management as a means to implement process change.

### BA 2005 BUSINESS ENVIRONMENT

The syllabus coverage enables students to apply a broad base of knowledge and skills on the principles of organizational decision-making process and problem solving creatively due to uncertainty and changes in business environments. Apply skills in personal selling and relationship building and carrying out effective sales management.

### BA 2006 PRINCIPLES OF MANAGEMENT

The syllabus coverage is to develop an understanding of the environment in which organizations operate and an ability to identify the strategic implications of that environment. Students will also understand the needs for organizations to align their resources, values and strategies with the environment, and the methods which can be used to do this effectively.

### BA 2007 LEADERSHIP THEORY & PRACTICE

The syllabus coverage is to understand the different varieties of theoretical approaches to explaining the complexities of leadership process. This includes viewing leadership as a behavior, or as an information-processing perspective or relational approach. Each theory includes explanation on how the theory could be used in real-life situations.

### BA 2008 BUSINESS STATISTICS

This syllabus coverage the statistical concepts and techniques to generate information for decision-making. It covers descriptive statistics, probability and sampling distributions, interval estimation, hypothesis testing and regression. The emphasis would be on acquiring analytical and interpretative skills for understanding statistical findings.

### BA 2009 CUSTOMER RELATIONSHIP MANAGEMENT

This syllabus coverage the importance of understanding customers, managing them and building long-lasting relationships with them to achieve business excellence. It covers the evolution of the relationships with customers and using technologies that includes data management, data analyses and mining to gain customer insights and improve the CRM system.

### BA 2010 INDUSTRIAL ATTACHMENT (IA)

The syllabus coverage integrates classroom theory with practical workplace experiential learning. The IA is of six (6) months duration when students are attached to business companies for on-the-job training. In the event that the students are unable to proceed to IA due to reasons beyond the control of STEi, the students may complete Project Work in lieu of IA.

# COURSE FEES

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## Local & International Students

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Diploma in  
Business Administration

6-Months Study + 6-Months  
Industrial Attachment (IA)

**S\$ 8,000.00**

Advanced Diploma in  
Business Administration

10-Months Study + 6-Months  
Industrial Attachment (IA)

**S\$10,000.00**

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All fees stated are inclusive of 7% GST.

All fees are subject to change without prior notice.

Application Fee of S\$299.60 is payable to STEI Institute Pte Ltd. This fee is **non-refundable** under all circumstances. Students can make payment via TT, bank draft or cheque.

### MEDICAL INSURANCE SCHEME

STEI hereby confirms and undertakes to students that it has in place a medical insurance for all its students.

### FEE PROTECTION SCHEME

STEI provides fee protection scheme for all students as required by CPE and is aligned with EduTrust requirement.

### FOR ENQUIRIES

Please contact us at (65) 6559 2896 or  
admin@stei.edu.sg

# ENTRY & GRADUATION REQUIREMENT FOR THE PROGRAM

## THE PRE-REQUISITES FOR DIPLOMA IN BUSINESS ADMINISTRATION

- 16 years old and above; and
- GCE "O" levels with a pass in English Language or equivalent; or

For international students, they must complete Secondary School education or equivalent with a pass in English Language

- Other qualifications will be considered on case-by-case basis.

## THE PRE-REQUISITES FOR ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

- Students must have attained Diploma in Business Administration or equivalent; and
- Pass on English in GCE "O" level or equivalent; or

For International Students, they must pass in English in Secondary or High School education or equivalent

- Other qualifications will be considered on case-by-case basis.

## GRADUATION REQUIREMENT FOR ALL LEVELS

In order to be conferred the course award, the student must achieve a pass for STEi Examination, and at least 75% of class attendance. Student's Pass Holders are required to maintain a class attendance of 90% and above.

## DURATION

Diploma in Business Administration is conducted over a period of **6 months** via Theory Lessons with **6 months** Industrial Attachment.

Advanced Diploma in Business Administration is conducted over a period of **10 months** via Theory Lessons with **6 months** Industrial Attachment.

## BLENDED MODE OF DELIVERY

Blended mode of delivery via:

- Lecture
- Discussion
- Role-Play
- Hyperlinks and interactive Media
- Group work

## TEACHER STUDENT RATIO

1:60

## EXAMINATION

Examination is conducted at the end of each module.

## COMMENCEMENT & END DATE

Please refer to our website at [www.stei.edu.sg](http://www.stei.edu.sg) for latest information.

## AWARDING BODY

- STEi Institute



# STeI Institute

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