Diamond in the Rough
The transformation from raw to brilliant requires meticulous care from the skilled and experienced.

“Let us do what we do best – Bring out the best in you.”
We embrace a holistic education through the development of superior thinking processes, the mastery of communication, and the acquisition of thorough and effective work methods. Our curriculum and pedagogy are designed to be industry-focused and relevant. Our students are empowered to innovate with creativity. The skills that our students acquire will far exceed the knowledge and expertise of the profession, setting them on the road to success.

Giuseppe (Joe) Spinelli
Principal
My First Stroke

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Information accurate as of date of print 12/2013
Since establishing its first college in Singapore in 1990, Raffles has grown to operate 34 colleges in 31 cities across 12 countries in Asia-Pacific and the Middle East.

Our flexible inter-school transfer scheme allows students to study at any of Raffles’ network of colleges, immerse themselves in different cultures and experience living overseas.

Students who are enrolled in Raffles benefit from a quality education with a well-rounded hands-on experience relevant to the industry. This enables them to improve their career opportunities.

Studying in a multi-national environment enables our students to expand their personal network, be exposed to international perspectives and greatly enhances career opportunities beyond their home country.
Our educators are more than teachers. They are creative practitioners and experts in their own professions. Collectively, their diverse backgrounds and wealth of cultural and industrial knowledge are translated into an added learning advantage for our students.

Our creative practitioners are committed to impart their knowledge and skills to our students from different nationalities thus generating an innovative and creative environment. This conducive learning environment will broaden students’ perspectives, enhance adaptability and enrich their personal growth.
QUALITY ASSURANCE

Improving the Raffles Quality is an ongoing journey. In seeking recognition and accreditation, what shines through must be true-blue Raffles Quality that we stand for. Raffles continues to strive for excellence in delivering high quality education and providing an enriching learning experience for our students.

ACCREDITATIONS

Raffles College of Higher Education Kuala Lumpur is a multi-faculty and comprehensive institute approved by the Malaysian Government.

All listed programmes conducted at Raffles College of Higher Education in Kuala Lumpur have been granted accreditation by the Malaysian Qualifications Agency (MQA).

Raffles College Pty Ltd, trading as Raffles College of Design and Commerce (RCDC) is registered and approved by the Australian Government Tertiary Education Quality and Standards Agency (TEQSA) as a Higher Education Provider (HEP) by the Australian Skills Quality Authority (ASQA) as a Registered Training Organisation (RTO) and by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Qualifications gained at RCDC are recognised under the Australian Qualifications Framework (AQF) across Australia and around the world. The degrees awarded by RCDC are accredited by TEQSA using comparable standards of quality as degrees awarded by any internationally recognised university.

RCDC:
http://www.raffles.edu.au/

TEQSA:

CRICOS:
We are committed to providing a conducive learning environment which will evoke the Raffles Sense in our students. From the look and feel of the campus to the vibrant, youthful culture, every facet of our campus exudes a positive energy that translates to a positive attitude which we call the Raffles Sense. This Raffles Sense will embrace and envelop each and every student.

We strive to unlock our students’ inner beings, enabling them to overcome the barriers that limit and confine them. We will unleash their potential and unveil their hidden talent.

Raffles nurtures our students’ abilities beyond their five senses.

By awakening the Raffles Sense in our students, we ignite our students’ creativity and innovation to empower them to strive towards self-actualisation.

We challenge our students to discover themselves and become the creators and leaders of tomorrow.
Raffles College of Higher Education Kuala Lumpur is situated in the heart of the city and a 5-minute drive to Malaysia's most famous landmark, the Petronas Twin Towers. Students benefit from being close to the action from our convenient location. Students are able to watch design and business ideas unfold providing the visual inspiration to spur their creativity or the practical example that underpins their business principle learnt. This complements their studies and forms the bridge from classroom to real world.

The campus is made up of three buildings that consist of classrooms, workshops, studios and laboratories with the latest equipments and technological applications, enabling an interactive learning experience. In early 2014, a new building for interior design will be completed providing additional workshops, studios and sample room. The new space will also host Raffles Connexion, a place where students can mingle and relax with their peers.
LEARNING AT THE SPEED OF Raffles

At Raffles, we believe experience is the key to maximising one’s fulfilment in life. To achieve this objective, we infused our fast-track education with strong practical skills to build experience and cultivate innovation.

The programmes at Raffles are designed to incubate creative professionals and entrepreneurs in the design, business, psychology and infocomm security disciplines.

Taught by an international team of professionals, students are equipped with industry-relevant skills and the ability to interact with people of diverse cultures and nationalities, so that they may achieve career excellence at a faster rate.

Likewise, Raffles speed is our belief that an intense time span for studies cultivate love and responsibility for their families. Completing your studies ahead of your peers presents you with more opportunities in the industry and propels your career forward. It is a responsible way of expressing your gratitude and love to your family for their support.

Through our intensive curriculum, we arm students with the creative ability and practical problem solving skill. We groom graduates who are not only team players but also independent minded to pursue their passion.

Students are given the flexibility to commence their studies at a time convenient for them: in January, April, July and October. Graduates can also choose to embark on their professional career at any one of the four windows. This not only maximises their employment prospects, but also allows them to better serve the ongoing human resource needs of industries.

This is the advantage of learning at the speed of Raffles.
The road to entrepreneurship starts with Raffles. Studying at Raffles is your very first step towards business ownership.

Grooming raw talents to shape into leaders and innovators of tomorrow requires solid industry experience. Raffles fosters collaborations with industry partners to inject our students with real world challenges. This gives them hands-on experience and nurtures their passion towards their dream profession.

Post internship, our students continue to perfect their skills at Raffles. With many opportunities open for them, they are able to embark onto the world of entrepreneurship.

Over the years, Raffles has nurtured many graduates who have fulfilled their calling to be successful entrepreneurs.

Some of the companies our graduates founded include:

- ENTERPRISING
- AllWalksOfLife
- a.w.o.l.
Kuala Lumpur - A city that is truly one-of-a-kind. You will find the world in this city but you will never find anything quite like it anywhere else in the world.

For starters, KL (as we fondly call it) has its very own global icon, the Petronas Twin Towers which is 452 metres above street level and 88 stories tall. This mega structure soars superbly over KL presenting a majestic view of it from any corner of the city. And beneath it are Malaysia’s best shopping spots featuring haute couture brands to trendy street fashions, making this the ideal spot for fashionista travellers. For those with a penchant for Broadway-like theatres, meet KL’s talented thespian community that brings you some of the finest shows and performances to be found anywhere in the world.

Partygoer travellers will find KL’s vibrant night scenes perfect to satiate their appetite for the biggest and best-known places to party.

But of course, if you yearn to experience the traditional old world appeal that is synonymous with Malaysia’s culture and values, the olden streets of KL with its captivating day-to-day activities and aromatic smells will charm you. You’ll experience this city, dubbed as the City of Lights, with the reverberating glow of its entertainment outlets, the beam of vehicle lights searching for the perfect late-night snack and colourful streetlights - a spectacle that proves KL as a definite place for world travellers.
Entry Requirements

Advanced Diploma
3 SPM or 3 ‘O’ Level Credits or the International High School Equivalent (for SPM - a Pass in Bahasa Malaysia is required)

Applicants are also required to be proficient in English with IELTS 5.0 or GCE ‘O’ Level C6 equivalent.

Bachelor of Design
2 STPM Grade C or 2 ‘A’ Level Passes
Applicants are also required to be proficient in English with IELTS 6.0 or GCE ‘O’ Level C6 equivalent.

An applicant may be considered with relevant work experience and portfolio. Final approval will be determined after an interview with the Programme Co-ordinator or Academic Director.

English Language Programme
All classes are conducted in English. Students that do not hold the minimum of a credit in English are required to sit for an English proficiency test conducted by Raffles College of Higher Education Kuala Lumpur. If necessary, students are required to take the English Language Programme (conducted in-house). Our English Language Programme is an intensive course that covers a period of 3 months per level.

General Studies Modules (MPU)
The Malaysian Qualification Agency (MQA) requires all students enrolled in Private Higher Education Institutions to complete the General Studies Module as pre-requisite for the award of a certificate, diploma or undergraduate degree. These holistic General Studies (MPU) is to enhance each students’ education experience in terms of knowledge, skills, morals, values, patriotism and discipline.

<table>
<thead>
<tr>
<th>International Students</th>
<th>Malaysian Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVANCED DIPLOMA</strong></td>
<td></td>
</tr>
<tr>
<td>- Malay Language Communications 2</td>
<td>- Malaysian Studies</td>
</tr>
<tr>
<td>- Creativity &amp; Problem Solving or Entrepreneurship</td>
<td>- Creativity &amp; Problem Solving or Entrepreneurship</td>
</tr>
<tr>
<td>- Moral Ethics in Malaysia</td>
<td>- Moral Ethics in Malaysia</td>
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<tr>
<td>- Co-Curricular</td>
<td>- Co-Curricular</td>
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<tr>
<td><strong>DEGREE</strong></td>
<td></td>
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<tr>
<td>- Malaysian Studies</td>
<td>- Islamic Civilization</td>
</tr>
<tr>
<td>- Malay Language Communication 3</td>
<td>- Ethnic Relations</td>
</tr>
<tr>
<td>- Critical Thinking</td>
<td>- Critical Thinking</td>
</tr>
<tr>
<td>- Malaysian Constitution</td>
<td>- Malaysian Constitution</td>
</tr>
<tr>
<td>- Community Services</td>
<td>- Community Services</td>
</tr>
</tbody>
</table>
FASHION DESIGN

COURSE OVERVIEW
The course gives students the creative and technical knowledge and skills they need to become professionals in the fashion industry. Using an integrated approach that combines creativity and applied technical proficiency, it takes students from design concepts and processes through to final production. Exploratory and experimental projects enable students to develop an in-depth understanding of fashion design. With a strong foundation in technical proficiency and a good eye for market trends, students are able to start honing their individual styles and identities through their collections.

CAREER OPPORTUNITIES
Costume Designer/Coordinator, Fashion Consultant, Fashion Designer/Assistant Designer, Fashion Entrepreneur, Fashion Mercediser/Buyer, Fashion Photography Coordinator, Fashion Stylist, Event Manager, Pattern Maker, Pattern Designer, Production Supervisor

COURSE MODULES*

<table>
<thead>
<tr>
<th>Advanced Diploma (A2333)</th>
<th>Bachelor of Design (PA 0057)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Colour Theory for Fashion</td>
<td>• Design Research Interactive Systems</td>
</tr>
<tr>
<td>• Garment &amp; Composition</td>
<td>• Men’s Wear &amp; Women’s Wear Collection</td>
</tr>
<tr>
<td>• Textiles</td>
<td>• Sustainable Design</td>
</tr>
<tr>
<td>• History of Costume</td>
<td>• Design &amp; Subculture</td>
</tr>
<tr>
<td>• Contemporary Fashion, Styles &amp; Trends</td>
<td>• Major Studio Project</td>
</tr>
<tr>
<td>• Fashion Communication</td>
<td>• Design Futures</td>
</tr>
<tr>
<td>• Fashion Marketing &amp; Merchandising</td>
<td>• Fashion Design Studio</td>
</tr>
<tr>
<td>• CAD 1 for Fashion Design</td>
<td>• Drawing, Design Principles and Colour Theory</td>
</tr>
<tr>
<td>• Fashion Drawing</td>
<td>• Computing for Design</td>
</tr>
<tr>
<td>• Fashion Draping 1 &amp; 2</td>
<td>• 20th Century Design and Culture</td>
</tr>
<tr>
<td>• Sewing Applications 1 &amp; 2</td>
<td>• Fashion Design and Development</td>
</tr>
<tr>
<td>• Women’s Wear Draping 1 &amp; 2</td>
<td>• Applied Graphics and Imaging</td>
</tr>
<tr>
<td>• Men’s Wear Workshop</td>
<td>• Fashion Past and Present</td>
</tr>
<tr>
<td>• Fashion Sketching</td>
<td>• Textile Technology and Design</td>
</tr>
<tr>
<td>• Design Research &amp; Development</td>
<td>• Pattern Design Systems</td>
</tr>
</tbody>
</table>

Elective Subjects for Bachelor of Design

| Fashion Merchandise | • Fashion Design and Development |
| Accounting for Designers | • Applied Graphics and Imaging |
| Graphic Construction | • Fashion Past and Present |
| Millinery | • Textile Technology and Design |
| Body Adornment | • Pattern Design Systems |

Elective Subjects for Bachelor of Design (Majoring in Fashion Design)

| • Exploration of the Set Jewel | • Fashion and Culture |
| • Sight for Sound | • Digital Marker and Grading |
| • Digital Video and Audio | • Brand Management |
| • Constructing Prototypes | • 2 Electives |
| • 3D Lighting and Texturing | • Industry Experience |

* Subject to change due to curriculum update.
** For list of General Studies Module (MPU), refer to page 26.
The course gives students the creative and technical knowledge and skills they need to become professionals in the interior design industry. It encompasses the study of both Interior Architecture and Design within the built environment, while focusing on the human interface within given spaces. The emphasis is placed on space planning, creative problem-solving, communication skills, knowledge of building materials, construction, computer-aided drafting and the history of design. Students are expected to provide design solutions to a wide variety of complex real-life space problems.

CAREER OPPORTUNITIES

Commercial Interior Designer, Institutional Interior Designer, Residential Interior Designer, Exhibition Designer, Furniture Designer, Design Consultant, Design Educator, Facility Manager, CAD Designer

**Elective Subjects for Bachelor of Design**

- Fashion Merchandise
- Accounting for Designers
- Graphic Construction
- Millinery
- Body Adornment
- Exploration of the Set Jewel
- Sight for Sound
- Digital Video and Audio
- Constructing Prototypes
- Couture Techniques
- Furniture Design
- Exhibition Design
- 3D Lighting and Texturing

* Subject to change due to curriculum update.  ** For list of General Studies Module (MPU), refer to page 26.
The course gives students the creative and technical knowledge and skills they need to become professionals in the jewellery design industry. It allows students to explore a variety of aspects in traditional and contemporary jewellery design. The emphasis is placed on creativity, innovation, experimentation and materials application through technical skills. Students also learn skills in design management, portfolio-building and marketing.

**CAREER OPPORTUNITIES**

Design Consultant, Design Educationalist, Jewellery Designer, Jewellery Maker

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### COURSE MODULES*

<table>
<thead>
<tr>
<th>Advanced Diploma (A11156)</th>
<th>Bachelor of Design (PA 0087)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design Consultant, Design Educationalist, Jewellery Designer, Jewellery Maker</strong></td>
<td></td>
</tr>
<tr>
<td>Cultural Studies</td>
<td>Jewellery Design Studio</td>
</tr>
<tr>
<td>Colour Analysis in 3D Design</td>
<td>Drawing, Design Principles and Colour Theory</td>
</tr>
<tr>
<td>Observational Drawing Skills</td>
<td>Computing for Design</td>
</tr>
<tr>
<td>Model Making</td>
<td>20th Century Design and Culture</td>
</tr>
<tr>
<td>Studio Practice 1: Contemporary Jewellery Design</td>
<td>Jewellery Design Materials</td>
</tr>
<tr>
<td>Design Theory</td>
<td>Computer Aided Drawing</td>
</tr>
<tr>
<td>Digital Imaging</td>
<td>One Off To Mass Production</td>
</tr>
<tr>
<td>Studio Practice 2: Resin &amp; Acrylic</td>
<td>Jewellery Components and Fabrication Processes</td>
</tr>
<tr>
<td>Materials &amp; Processes</td>
<td>3D Computer Modelling and Technology</td>
</tr>
<tr>
<td>Computer Aided Design</td>
<td>Sustainable Design</td>
</tr>
<tr>
<td>Studio Practice 3: Metal &amp; Wood</td>
<td>Colour in Jewellery - Gemstones and Imitations</td>
</tr>
<tr>
<td>3D Conceptualisation</td>
<td>Conceptual Jewellery or Form and Function</td>
</tr>
<tr>
<td>Design Drafting &amp; Rendering</td>
<td>Design and Subculture</td>
</tr>
<tr>
<td>Visual Merchandising</td>
<td>Contemporary Jewellery and Historical Techniques</td>
</tr>
<tr>
<td><strong>Elective Subjects for Bachelor of Design</strong></td>
<td>Jewellery Design and Multiple Production</td>
</tr>
<tr>
<td>Fashion Merchandise</td>
<td>Design and Business Management</td>
</tr>
<tr>
<td>Accounting for Designers</td>
<td>Design Futures</td>
</tr>
<tr>
<td>Graphic Construction</td>
<td>2 Electives</td>
</tr>
<tr>
<td>Millinery</td>
<td>Industry Experience</td>
</tr>
<tr>
<td>Body Adornment</td>
<td>Major Studio Project</td>
</tr>
<tr>
<td><strong>Jewellery Technology</strong></td>
<td><strong>3D Lighting and Texturing</strong></td>
</tr>
</tbody>
</table>

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* Subject to change due to curriculum update.
** For list of General Studies Module (MPU), refer to page 26.

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**JPT/BPP(K)1000-600/WP131(31)**

In collaboration with Raffles College of Higher Education Singapore
Duration: 27 Months, Full-Time.

**JPT/BPP(K)1000-600/WP131(80)**

Awarded by Raffles College Pty Ltd, trading as Raffles College of Design and Commerce
(CRICOS Provider Code:02761J)
Duration: 36 Months.
VISUAL COMMUNICATION

COURSE OVERVIEW
The course gives students the creative and technical knowledge and skills they need to become professionals in the graphic design industry. Through major practical projects combining creativity, concepts and computer software skills, students hone their capabilities in devising creative solutions.

CAREER OPPORTUNITIES
Creative Director, Advertising Art Director, Editorial Designer, Illustrator, Corporate Identity Designer, Packaging Designer. At Raffles College of Design and Commerce, Singapore, you will be paired with industry professionals to develop your career prospects.

COURSE MODULES
- Drawing for Designers
- Creativity & Problem Solving
- Design Principles
- Page Layout
- Colour for Designers
- Typography 1
- Digital & Applied Illustration
- Graphic Design & Culture
- Image Processing
- Digital Photography
- Advanced Layout & Production
- Graphic Production
- Identity System
- Packaging Design
- Advertising Design
- Typography 2
- Web Design Principles
- Publication Design
- Independent Research
- Portfolio 1 & 2
- Academic Research & Communication Skills
- Interactive Media Design
- Internship (Visual Communication)

COURSE OVERVIEW
Advanced Diploma (A7765)
Bachelor of Design (PA 0357)

COURSES
- Advanced Diploma
- Bachelor of Design

JPT/BPP(K)1000-600/WP131(12)
In collaboration with Raffles College of Higher Education Singapore.
Duration: 27 Months, Full-Time.

JPT/BPP(K)1000-600/WP131(80)
Awarded by Raffles College Pty Ltd, trading as Raffles College of Design and Commerce.
CRICOS Provider Code:02761J.
Duration: 36 Months.

ELECTIVE SUBJECTS FOR BACHELOR OF DESIGN
- Fashion Merchandise
- Accounting for Designers
- Graphic Construction
- Millinery
- Body Adornment
- Exploration of the Set Jewel
- Sight for Sound
- Digital Video and Audio
- Constructing Prototypes
- Couture Techniques
- Furniture Design
- Exhibition Design
- 3D Lighting and Texturing

* Subject to change due to curriculum update.
** For list of General Studies Module (MPU), refer to page 26.
The course gives students the creative and technical knowledge and skills they need to become professionals in the multimedia design industry. It first equips students with the fundamental and broad-based skills in graphic design. Following that, students learn to transform 2D graphics into 3D by creating dynamic interfaces and integrating programming capabilities. They are provided with the opportunity to research multimedia design trends and issues in order to produce integrated suites of digital design solutions that take into account aspects of culture, economics and social interaction.

Art Director, Multimedia Designer, Multimedia Programmer, Video or Film Post-Production Artist, Web Designer/Developer, 3D Graphics Designer and Motion Graphic Artist

**COURSE OVERVIEW**
The course gives students the creative and technical knowledge and skills they need to become professionals in the multimedia design industry. It first equips students with the fundamental and broad-based skills in graphic design. Following that, students learn to transform 2D graphics into 3D by creating dynamic interfaces and integrating programming capabilities. They are provided with the opportunity to research multimedia design trends and issues in order to produce integrated suites of digital design solutions that take into account aspects of culture, economics and social interaction.

**CAREER OPPORTUNITIES**
Art Director, Multimedia Designer, Multimedia Programmer, Video or Film Post-Production Artist, Web Designer/Developer, 3D Graphics Designer and Motion Graphic Artist

**COURSE MODULES**
- Life Drawing
- Design and Culture
- Creativity and Problem Solving
- Academic Research
- Communication Skills
- Digital Photography
- Digital Illustration
- Image Processing
- Colour for Designers
- Typography
- Design Principles
- Screenplay & Storyboarding
- Identity System
- Video & Audio Techniques
- Animation Principles

**Advanced Diploma (A7764)**
- User Interaction Design
- Web Development
- 3D Techniques
- Interactive Media Design
- Experimental Video
- Web Development
- Portfolio & Presentation
- Advanced Interactive Media Design
- Final Major Project
- Internship (Multimedia Design)

**Bachelor of Design (PA 0057)**
- New Media & Interactive Environments
- Graphic Design & Multimedia Studio
- Design & Subculture
- Design & Business Management
- Graphic Design and Communication Studio
- Drawing, Design Principles and Colour Theory
- Computing for Design
- 20th Century Design and Culture
- Applied Graphics and Imaging
- Visual Language Past and Present
- Design Research Interactive Systems
- Online and Offline Multimedia Environments
- Digital Media and Design
- Sustainable Design
- Information and Interface Design
- Motion Graphics
- Game On
- Design Futures
- 2 Electives
- Industry Experience
- Major Studio Project

**Elective Subjects for Bachelor of Design**
- Fashion Merchandise
- Accounting for Designers
- Graphic Construction
- Millinery
- Body Adornment
- Exploration of the Set Jewel
- Sight for Sound
- Digital Video and Audio
- Constructing Prototypes
- Couture Techniques
- Furniture Design
- Exhibition Design
- 3D Lighting and Texturing
FASHION MARKETING
AND MANAGEMENT

COURSE OVERVIEW
The course exposes students to countless opportunities in the fashion industry. It is tailored to blend creative fashion knowledge with business, marketing and contextual studies. Students learn about buying and merchandising practices as well as conceptualising and developing effective brand management strategies to execute advertising and promotional activities. They study how product, customer and market forces interact and get an introduction to the new challenges, technologies and issues facing the fashion industry.

CAREER OPPORTUNITIES
Fashion Buyer, Merchandiser, Event Manager, Brand Manager, Fashion Editor, Image Consultant/Coordinator, Costume Coordinator, Fashion Stylist, Market Researcher, Visual Merchandise, Public Relations Officer

COURSE MODULES*

** For list of General Studies Module (MPU), refer to page 26.

Elective Subjects for Bachelor of Design

- Fashion Merchandise
- Accounting for Designers
- Graphic Construction
- Millinery
- Body Adornment
- Exploration of the Set Jewel
- Sight for Sound
- Digital Video and Audio
- Constructing Prototypes
- Couture Techniques
- Furniture Design
- Exhibition Design
- 3D Lighting and Texturing

* Subject to change due to curriculum update.

Advanced Diploma (A3046/A11594)

- Principles of Economics
- Academic Research & Communication Skills
- Fashion Coordination & Promotion
- Principles of Accounting
- Human Resource Management
- Final Marketing Project 1 & 2
- Internship (Fashion Marketing & Management)

Bachelor of Design (PA 0357)

- Fashion Communication
- Strategic Marketing
- E-Fashion
- Social Psychology for Fashion
- Brand Management
- Major Studio Project
- Design, Business and Law
- Drawing, Design Principles and Colour Theory
- Computing for Design
- 20th Century Design and Culture
- Design and Marketing
- Applied Graphics and Imaging
- Design Research Interactive Systems
- Business Communication
- Sustainable Design
- Design and Subculture
- Design Futures
- 4 Electives
- Industry Experience

In collaboration with Raffles College of Higher Education Singapore
Duration: 27 Months, Full-Time.

Awarded by Raffles College Pty Ltd, trading as Raffles College of Design and Commerce (CRICOS Provider Code:02761J)
Duration: 36 Months.

** For list of General Studies Module (MPU), refer to page 26.
BUSINESS (MARKETING)

COURSE OVERVIEW
This specialisation will ensure that graduates are equipped with the necessary knowledge and skills to meet challenges in the ever-changing local and global marketing environments. Students will learn how to apply their knowledge and skills to different real-world scenarios through case studies and project-based methods. Graduates will be well placed to meet the demands in the dynamic marketing world.

CAREER OPPORTUNITIES
Marketing Manager, Marketing Consultant, Project Manager, Market Research Manager/Executive

COURSE MODULES*
Advanced Diploma (A7868)

- Principles of Management
- Principles of Economics
- Principles of Accounting
- Management and Organisational Behaviour
- Business Law
- Business Information Systems Entrepreneurship
- Principle of Finance
- Business Mathematics
- Principles of Marketing
- Business Statistics
- Human Resource Management
- Operations and Quality Management
- Business Communication Skills
- Accounting and Finance for Decision Making
- Multimedia and its Technologies
- Strategic Management
- English 1 & 2
- Marketing Project
- Consumer Behaviour
- Sales
- Marketing Management
- E-Marketing
- International Marketing
- Market Research Techniques

* Subject to change due to curriculum update.
** For list of General Studies Module (MPU), refer to page 26.
APPLIED PSYCHOLOGY

COURSE OVERVIEW
The course is designed to offer a modern approach to the wide range of psychology issues, with a special focus on helping the communities and the application in the industry. Students are offered a comprehensive and broad spectrum of psychology modules, covering all major themes in psychology including a deep theoretical understanding and practical development of professional skills as well as the application of knowledge and skills in the different career paths. The emphasis is put on a critical thinking and proactive learning process which offers all students a unique educational experience and cutting-edge preparation to join the body of the highly qualified professionals in the area of human communication and behaviour modification.

CAREER OPPORTUNITIES

COURSE MODULES*

- Introductory Psychology 1 & 2
- Human Growth & Developmental Psychology
- Psychology of Learning
- Emotion, Motivation & Cognition
- Social Psychology
- Introduction to Counselling Psychotherapy
- Statistical & Research Methodology 1 & 2
- Neuroscience & Behaviour
- Sensation & Perception
- Introductory to Hypnotherapy
- Cognitive Psychology
- Organisational Psychology
- Family Dynamics
- Evolutionary Psychology
- Neuropsychology
- Abnormal Psychology
- Disorders of Infancy, Childhood & Adolescence
- Addictions & Interventions
- Management and Organisational Behaviour
- Consumer Behaviour
- English 1 & 2

* Subject to change due to curriculum update.
** For list of General Studies Module (MPU), refer to page 26.
At Raffles, our students’ success is our success. At Raffles Centre of Professional Development (CPD), we assimilate our students to the industry for:

- Projects
- Internships
- Industry research
- Career and professional development

Raffles prepares our students with professional development skills and provides resources to support their careers. By forging an extensive strategic alliance with the industry, our team at CPD provides a seamless interface between industries and our students, opening a world of career opportunities for them.

In addition, Raffles has the benefit of strong industry input to inject the latest industry practice and know-how into its curriculum and pedagogy. As a result of this close collaboration, our graduates are industry ready and can contribute immediately to their employers.

With the intricate knowledge of the industry, Raffles is able to maximise its training to ensure a constant flow of competent professionals into the industry. In addition, our graduates are able to find jobs of their choice. This way, we fulfill the career goal of our graduates and cater to the needs of the industry.

Our Industry Partners

To find out more, please log on to www.raffles-cpd.com
My Winning Stroke

Miss Singapore Universe Evening Gown Design 2010
Tracy Wu Xinyang

HSBC Women’s Champion 2012 Caddy Design Competition
Michelle Darmawan

Triumph Inspiration Awards 2011 - Singapore
Vinnie Setio

Gleneagles Hospital Kuala Lumpur International Lounge Design Contest 2012
Tan Wai Lim & Chan See Ling

Coca Cola Design Award
Yap Chin Ying & Kevin Dwiputra Wibawa

Malaysia International Jewellery Fair Jewellery Design Awards 2011
Park Seoyun

Future Talent Awards 2008
Nadia Arfandiyah and Fiona J. Lileyarana

Audi Star Creation 2011
Del Chen

Electrolux Design Lab Competition 2010
Tanapat Kongsupasin

Corelle - Plate Your Design Competition 2012
Jacqueline Hartiman

International Design Awards 2011
Tiffany Chui

30th Anniversary Canon Logo Design Competition
Tjen Yunits

Singapore National Day Parade Banner Design Competition 2011
Michael Leong & Pyarinda Hakagul

Audi Young Designer Award / Audi Star Creation 2012, Singapore
Rodric Wong

Future Talent Awards 2009
Joe Chiu

Cotton USA Design Competition 2008
Rajan Nguyen Dong Khong Kaping

Pearl Essence Jewellery Design Award 2009
Helen, Feng Feng

CROWBAR Awards 2010
Desai Shreyas Harshad

Australian Wool Fashion Awards 2011
Tessa Simpson
“This is the blueprint of success.

At Raffles, we firmly believe that success is not a coincidence — Success is by Design.”