

### What is eLearning?

eLearning at U21Global refers to the use of the Internet for the delivery of subject materials, as well as the facilitation of interaction between and among students and professors. Students access online classrooms, which provide course content and a variety of communication features, including message boards, threaded discussions and chat rooms. In short, eLearning refers to a virtual campus with the full benefits of traditional on-campus learning that is accessible to students any time, anywhere they have access to the Internet.

### What are the advantages of eLearning?

eLearning is student-centred, flexible and convenient. With the ease of online delivery, the emphasis in the educational process shifts from teaching to learning. Students do not have to follow a prescribed pattern and there is more scope for learning according to their own preferred style. In the online environment, everyone has an equal opportunity to participate in class discussions.

### How do online subjects work?

Each U21Global subject takes 12 weeks to complete, plus an additional week for the final exam. A lead professor and subject professor will guide students through the subject content and exercises, which are completely online. The subjects cover all aspects of traditional, classroom-based learning through the creative use of a variety of communication methods, such as email, message boards, threaded discussions and chat rooms. Students progress by actively engaging in reading, reflecting and interactive problem-solving, often in groups.

## Programme Information

### What is the length of the programme?

The Postgraduate Diploma programme may be completed in one-and-a-half years. Students may choose to take breaks in between subjects. However, you are expected to complete the diploma programme within two-and-a-half years.

### What resources will I have access to?

Students at U21Global have full access to a dedicated online library service, which includes all materials required to complete the programme, as well as personal assistance to access reference materials and electronic documents. Other recommended or optional reading materials are available through the online library.

### What student support will I receive?

The U21Global Student Services team offers a comprehensive range of academic and student support services from the moment of initial enquiry to beyond graduation. Our student support includes enrolment counselling, a comprehensive and interactive online student orientation, a student handbook, 24/7 technical support, career counselling and alumni services.

## Qualifications and Credit Transfer

### Can I transfer my credits from another University?

U21Global is already recognised by its partner universities, as well as other universities with equal standing. Credit transfer to another university's programme, however, is always dependent on the individual university's academic policies.

### Can I progress from the Postgraduate Diploma programme to the full MBA?

Yes. The Postgraduate Diploma programme is stand-alone graduate qualification which may also be credited towards the full MBA degree programme. This means that upon successful completion of the Postgraduate Diploma programme, students will have the option of enrolling for the MBA with advanced standing, transferring the credit already earned.

### Who awards the qualification?

The qualification is awarded by U21Global. Stringent quality assurance procedures are completed by U21Global's academic senate that includes senior academics from its four partner universities - the University of Birmingham, the University of Melbourne, the University of Nottingham and the University of Virginia. The certificate awarded by U21Global bears the crests of its four partner universities.

### Will employers recognise my qualification?

Employers already recognise the quality of the U21Global online programmes. In the past years, U21Global's academic programmes have been highly sought after by large corporations and government agencies such as Acer Computers, Aditya Birla Group, A.P. Moller Maersk, Emirates National Oil Company, Hero Honda, IBM, Indian Oil Corporation, Jollibee Food Corporation, Singapore Chamber of Commerce in Hong Kong, Taj Hotels and Tata Group of companies to support their development requirements by sponsoring their employees to study at U21Global.

## Technical Requirements

### What is the recommended PC setup for the course?

Below is the recommended system configuration:

- A personal computer with a Pentium 233 MHz or faster
- 128MB RAM or higher
- 1.5GB available hard disk space
- 56K V.90 kbps modem or higher and connection to the Internet (e.g., ISDN, ADSL or cable modem)
- Sound card and speakers or headphones
- CD-ROM drive at 8x or better or DVD drive
- A minimum of 1024 X 768 resolution, 16-bit colour display
- Windows 2000 or Windows XP operating system
- Microsoft Internet Explorer, version 6.0 (SP2)
- Microsoft Word, Excel, Powerpoint 98 or higher
- Adobe® Flash® 8.0
- Adobe® Shockwave® 8.0
- Adobe Acrobat Reader 7.0



## CONTACT

For more information on the U21Global Postgraduate Diploma programme wherever you are, visit our school at

[www.u21global.edu.sg](http://www.u21global.edu.sg)

or contact us at

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# Postgraduate Diploma of business administration



## The World's Premier Online Graduate School

U21Global's graduate school delivers superb postgraduate education for working executives and professionals – an education that offers immediate professional advantage and retains its relevance by providing the foundation for continued personal growth and career advancement.

In close collaboration and partnership with four research-intensive partner universities, U21Global combines the traditions of quality education and research of its founders and partners with innovative modes of delivery on the Internet, providing students with substantial learning advantages, while balancing work, travel and family life.

### Postgraduate Diploma of Business Administration

The Postgraduate Diploma of Business Administration is designed to provide participants with a solid foundation in the core management subjects, and is aimed at providing students with a firm grounding in basic management capabilities. Like the Postgraduate Certificate in Management Studies offered by U21Global, the Postgraduate Diploma provides students who do not have the time or inclination to enrol immediately into an MBA with a sound grasp of management skills which will underpin further MBA-level studies. It also provides a progression path for those who have completed the Certificate or single unit study, but who do not yet want to embark on the full MBA programme.

The Postgraduate Diploma may be earned as a stand-alone programme or may be awarded as an exit qualification to students who successfully complete the designated subjects as a part of their progress toward the MBA degree. If completed as a stand-alone programme, a participant who applies for and is accepted into the MBA degree programme may receive credit for the Postgraduate Diploma subjects as a part of the degree programme.

The candidate for the diploma must complete the following four compulsory subjects:

- 601 Organisational Behaviour
- 612 Finance
- 630 Marketing Management
- 690 Strategic Management

plus four elective subjects from all available MBA subjects (with the exception of MBA 790 Capstone Management Project), with at least two of the four subjects from the following list of core MBA subjects (note pre-requisites apply to some of the subjects):

#### Core Subjects

- 602 Data Analysis for Managers
- 611 Financial Reporting and Statement Analysis
- 620 Managerial Economics
- 640 Managing International Business
- 650 eBusiness
- 660 Operations Management

#### Elective Subjects

- 701 Project Management Methods
- 711 Performance Measurement and Control Systems
- 712 Financial Management for Decision Making
- 720 Global and Regional Economic Development
- 730 Marketing Strategy
- 731 Consumer Behaviour
- 750 Human Resources Management
- 751 Enterprise Knowledge Management
- 760 Management of Services
- 761 Developing New Enterprises
- 770 Information Technology Systems for Business
- 771 Information Systems Strategy
- 780 Corporate Social Responsibility

#### Who it is for?

This Postgraduate Diploma programme is specially tailored for students who:

- are unable to currently commit to a full MBA programme
- are looking to upgrade themselves in specific areas of study
- have completed U21Global single subject study or Postgraduate Certificate programmes, but who are not ready to embark on a full MBA programme

#### The Postgraduate Diploma programme provides students with a first-rate postgraduate education in Business Administration

Conducted completely online, it prepares students for leadership roles in the global economy. Students are given the opportunity to make well-informed business decisions, solve business problems, work in teams, develop strategic as well as tactical recommendations and manage processes, work and people.

#### Our unique study approach enables you to balance your busy work schedule, social activities and travel so you can

- study anytime, any place via the Internet
- take advantage of an educational curriculum second to none
- enjoy a postgraduate programme with an international perspective
- develop global networking
- utilise technology tools to enhance your learning experience
- benefit from student-centred, professor-led learning

#### Fees & Application Process

Applications are welcome throughout the year. All applicants will be considered on individual merit. Applicants must complete the U21Global application form available upon request or online at [www.u21global.edu.sg](http://www.u21global.edu.sg). Admission decisions are made one to two weeks after completed applications are received.

- A one-time non-refundable application fee of US\$50 applies upon application submission.
- A one-time non-refundable registration fee of US\$100 applies upon acceptance of the offer from U21Global.
- Please contact us or visit our website for details on fees and payment modes

## Admission Criteria

Applicants may be admitted to the Postgraduate Diploma programme by meeting the following requirements:

- A Bachelor's degree from a recognised university (applicants without a bachelor's degree may be considered for admission if the applicant has a minimum of eight years relevant work experience, five years of which are in a management capacity)
- A minimum of two years management or professional experience for applicants with a GMAT (Graduate Management Admission Test) score of at least 600
- A minimum of three years management or professional experience for applicants without a GMAT
- Evidence of English proficiency for applicants whose first language is not English and who have not undertaken tertiary education in English. The minimum language requirements are either:
  - Academic IELTS (International English Language Testing Service) score of 6.5 with an individual writing score of at least 6.0;  
Or
  - TOEFL (Test of English as a Foreign Language) score of at least 550 with a Test of Written English (TWE) score of at least 5.0, or TOEFL Internet-based Test with a minimum score of at least 79  
Or
  - BULATS (Business Language Testing Service) at Level 4
- A statement of motivation for success through a 500-word essay
- Two references (at least one referee should be familiar with the applicant's employment record)



Supporting documents:

- Current resume / CV
- Original transcripts (or certified true copies) of all post-secondary qualifications  
Documents not in English must be accompanied by a certified translation.
- Original (or certified true copy) of GMAT scores, if applicable
- Original (or certified true copy) of TOEFL / IELTS score report, if applicable



## Quality Assurance

The Academic Senate is the highest academic authority within U21Global responsible for ensuring that the quality of all programmes offered at U21Global meets the same rigorous and high academic standards set at its four partner universities – the University of Birmingham, the University of Melbourne, the University of Nottingham and the University of Virginia. The Academic Senate approves the design and curriculum of all programmes, the subject content, assessment standards and the credentials of all faculty members who teach U21Global's programmes.

In carrying out its duties, the Academic Senate draws upon the rich and diverse academic expertise within the four universities and other prestigious universities within the U21 network. This ensures U21Global's programmes maintain a global perspective.

The Academic Senate includes a senior academic from each of the four partner universities, one of whom will be Chair of the Senate.

#### Partner Universities

University of Birmingham  
UNIVERSITY OF BIRMINGHAM

University of Nottingham  
The University of Nottingham

University of Melbourne  
THE UNIVERSITY OF MELBOURNE

University of Virginia  
UNIVERSITY OF VIRGINIA