

## HIGHER DIPLOMA

Higher Diploma in  
**Business Management**

Higher Diploma in  
**Computers, Electronics and  
Communications**

## POSTGRADUATE DIPLOMA

Postgraduate Diploma in  
**International Business**

Postgraduate Diploma in  
**Engineering Management**



2013 Awarded 4 Years Edutrust by Council for Private Education Singapore

2012 Moved to a Bigger Campus with State of the Art Facilities

2011 Proud to be accredited by edustrust certification scheme once again.

2010 Awarded Edutrust Provisional by Council for Private Education Singapore

2008 Awarded ISO 9001:2000

2003 Awarded Singapore Quality Class for Private Education

1997 Awarded CaseTrust for Private Education

1996 Auston Institute of Management and Technology was founded

### About Us

Auston Institute of Management, a popular school in Singapore for our Engineering and Management programmes, provides an industry focused education. We are a practical and outcome based institution that offers top-up degrees to improve the employability, and the lives, of our graduates. We are dedicated to our students success and place their learning, welfare and workplace-ability above all else.

Our campus is set in the heart of Singapore, just beyond the borders of the Central Business District and fosters a tight-knit community of teachers, students and administrators from Singapore and the region.

In February 2013, Auston was awarded the prestigious 4 years EduTrust Certification by Council of Private Education (CPE) for achieving the high standards in school administration and management, provision of educational services and positive financial health.

We are registered under Enhanced Registration Framework by Council of Private Education Singapore.

### Our Culture

We aim to create a culture that encourages friendship, open communication, trust and respect within the organization and with our stakeholders.

### Our Mission, Vision and Values

**MISSION** - To provide a value added education for high workplace relevance

**VISION** - To be the preferred education provider in the Asia Pacific region

**VALUES** - Integrity = Trust and Responsibility, Creativity in Our Approach, Dedication to Our Students Success

### Why Students Choose Auston

#### 1. Our students

A typical student cohort is nearly 50% Singapore and 50% International with students from Korea, China, India, Myanmar, and more. They all go on to become successful individuals and keep in touch - even today.

#### 2. Our faculty

We deliberately hire professionals and people with good experiences to teach. This gives you a good learning experience and a glimpse of your future. Most faculties are resident lecturers so you will have access to them - always!

#### 3. Our dedication

At Auston we strive to ensure that you are a happy and satisfied student, achieving the outcomes you work for. Our service staff work tirelessly to maintain the student experience - focus on your studies and we will do the rest.

# Higher Diploma in Business Management

awarded by Auston Institute of Management

This Higher Diploma programme aims to provide a broad business curriculum that is responsive to local, national and international markets. A course that facilitates access to higher education (HE) for a diverse range of students aspiring to learn and excel. This course reflects the contemporary business management and entrepreneurial skills taught and practiced with an emphasis, where appropriate, on the application of theory to practice, and enable students to develop, or enhance their careers in the business world.

## Duration

Full Time - 20 months\* / Part Time - 28 months\*

\*Advanced Standing entry into the program is possible on a case-by-case basis.

## Mode of Delivery

Lectures, group discussion and presentations, role plays, in-class group and individual exercises, case study and examinations.

## Entry Criteria

Candidates aged 17 years or older are eligible to enter Year 1 (Trimester 1 and Trimester 2) of the Higher Diploma programme with one of the following qualifications:

- GCE 'O' levels, (advanced standing given to applicants who have achieved 4 or more 'O' levels), or
- GCE 'A' levels, or
- NITEC (advanced standing given to applicants with Higher NITEC), and
- Other equivalent qualification
- Matured applicant with 5 years of working experience
- 10 years of formal education (advanced standing given to applicants with 12 years of formal education)

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of attainment in English Language by achieving a GCE 'O' level C6, an IELTS 5.5 or an equivalent qualification.

## Programme Structure

Candidates more than 4 GCE 'O' level, or Higher NITEC, or 12 years of formal education are privileged to drop 4 foundation modules:

Full Time	Part Time
10 core modules	10 core modules
2 elective modules	2 elective modules
4 value added modules	-

Candidates less than 4 GCE 'O' level, or NITEC, or 10 years of formal education:

Full Time	Part Time
4 foundation modules^	4 foundation modules^
10 core modules	10 core modules
2 elective modules	2 elective modules
4 value added modules	-

## Mode of Study

Full-Time and Part-Time Mode

## Module Titles

### Foundation Modules

- Foundation of Business
- Foundation for Independent Learning
- Foundation of Marketing
- Foundation of Human Resource Management

### Core Modules

- Financial Accounting
- Introduction to Business Organisation
- Introduction to Marketing
- Management Accounting
- Introduction to Business Economics
- The HRM Framework
- Business Law
- Strategic Management and Competitive Advantage
- Business and Social Entrepreneurs
- Introduction to Business Research Methods

### Electives Modules (Choose 2)

- Introduction to Business Logistics
- Managing and Leading People
- Introduction to E-Commerce
- Introduction to International Business

### Value added Modules

- Business English (T1 & 2)
- Business Communication (T3 & 4)
- Introduction to Statistics
- Business Information Systems

# Higher Diploma in Computers, Electronics and Communications

awarded by Auston Institute of Management

In this Higher Diploma programme, students are able to acquire knowledge and understanding needed to make a significant early contribution to the computers, electronics and communications industry; develop the practical skills expected of an engineer; acquire the general transferable skills, personal attitudes and determination necessary to make valuable contribution throughout a successful career in the computers, electronics and communications industry or industries employing current technology. This includes opportunities for students to engage in life skills learning.

## Duration

Full Time - 20 months\* / Part Time - 28 months\*

\*Advanced Standing entry into the program is possible on a case-by-case basis.

## Mode of Delivery

Lectures, group discussion and presentations, role plays, in-class group and individual exercises, case study and examinations.

## Entry Criteria

Candidates aged 17 years or older are eligible to enter Year 1 (Trimester 1 and Trimester 2) of the Higher Diploma programme with one of the following qualifications:

- GCE 'O' levels, (advanced standing given to applicants who have achieved 4\* or more 'O' levels), or
- GCE 'A' levels, or
- NITEC (advanced standing given to applicants with Higher NITEC), and
- Other equivalent qualification
- Matured applicant with 5 years of working experience
- 10 years of formal education (advanced standing given to applicants with 12 years of formal education)

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of attainment in English Language by achieving a GCE 'O' level C6, an IELTS 5.5 or an equivalent qualification.

Note: \* - Applicants must attain a minimum C6 in Mathematics and/or Science.

## Programme Structure

Candidates more than 4 GCE 'O' level, or Higher Nitec, or 12 years of formal education are privileged to drop 4 foundation modules:

Full Time	Part Time
10 core modules	10 core modules
2 elective modules	2 elective modules
4 value added modules	-

Candidates less than 4 GCE 'O' level, or Nitec, or 10 years of formal education:

Full Time	Part Time
4 foundation modules^	4 foundation modules^
10 core modules	10 core modules
2 elective modules	2 elective modules
4 value added modules	-

## Mode of Study

Full-Time and Part-Time Mode

## Module Titles

### Foundation Modules

- Introduction to Computer Science
- Foundation for Independent Learning
- Foundation Engineering Mathematics
- Electrical Engineering Foundation

### Core Modules

- Engineering Mathematics
- Electrical Engineering 1
- Digital Electronics
- Communication Systems
- Electronics Engineering
- Computer Architecture
- Signals & Systems
- Electrical Engineering 2
- Project
- Object Oriented Programming

### Electives Modules

#### (Choose 2)

- Instrumentation & Control Engineering
- Data Communications & Networking
- Networks & Systems
- Software Systems Engineering

### Value added Modules

- Business English (T1 & 2)
- Business Communication (T3 & 4)
- Introduction to Programming
- Introduction to Statistics

## Higher Diploma in Business Management

## Higher Diploma in Computers, Electronics and Communications

### Foundation Modules:

#### Foundation of Business

This module gives students a basic understanding of the nature and operation of a Business Organisation. The aim of the module is to encourage students to identify the objectives of organisations and the influence of stakeholders. Additionally it will encourage students to consider the main functional areas of a business and investigate the operation of organisations in relation to the external environment. The module also provides students with a solid base of understanding that can be built upon in further modules studied at degree level.

#### Foundation for Independent Learning

This module aims to develop the students' independent learning skills which are an essential preparation for life and for success in pursuing their higher education. The course aims to promote pupils' ability to review, record and reflect on their learning. They will be coached to be more independent in problem-solving, decision-making and organization.

#### Foundation of Marketing

This module aims to provide students with a basic introduction to the fundamental concepts and principles that underpin the marketing process. This module will provide students with a concise and contemporary overview of marketing, and give them the knowledge and skills to underpin further study of marketing at degree level.

#### Foundation of Human Resource Management

The overall aim of the module is to introduce the concept of human resource management within the context of modern organisations in Asia. The module will concentrate on the people resource of a business and how best practice can give a competitive advantage. The module will concentrate on the development of human resource management and the contribution made at a strategic level to the overall effectiveness of a business.

#### Introduction to Computer Science

This module aims cover the basics and some practical aspects of computing. It is targeted at students who have had a limited exposure to computing before coming to the University, wish to acquire a broad appreciation of the subject and acquire a vocabulary of basic computing terms. It covers the applications of information and communications technology in business. It also introduces the students to programming and web-based software development.

#### Foundation Engineering Mathematics

In common with all engineering mathematics modules, this module aims to demonstrate the importance of mathematics to a study of engineering and to equip students studying it with mathematical skills appropriate for an engineer. As this is a level 1 module, the main intended learning outcomes relate to the acquisition of mathematical skills. More emphasis on the application of these skills is given in higher level engineering mathematics modules.

#### Electrical Engineering Foundation

This module builds on the material presented in Z01SE to provide knowledge of electrical and electronic topics similar to that studied in A-level physics courses. It covers more advanced electrical circuit concepts and an introduction to electromagnetism including the electromagnetic spectrum. Semiconductor materials are introduced from the perspective of contemporary electronic devices.

### Core Modules:

#### Financial Accounting

The principal aim of this module is to introduce students to the main financial statements produced by businesses worldwide. The systems and techniques required by businesses to produce these statements, and the core concepts underpinning these statements are covered.

#### Introduction to Business Organisation

The aim of the module is to provide students with an introduction to the main business functions, and how they work together in a variety of organizational settings. It should provide them with sufficient underpinning knowledge of an organization and how Marketing, Finance, Human Resource Management and Supply Chain Management interact to enable them to cope with the specialized functional module at Level 2. The module will also help students make a more informed choice of their programme of study at Levels 2 and 3.

#### Introduction to Marketing

This module has two main aims:

The first is to introduce students to the fundamental theoretical concepts that underpin the Marketing function, in particular the role of consumer behavior, in marketing and selling situations.

The second is to build the collection of skills required to apply these fundamental concepts to case study and other scenarios in order to produce basic marketing and sales solutions.

#### Management Accounting

This module is to introduce students to a variety of costing models and their effects on financial statements. The second aim is to introduce the theory and concepts of budgeting and the third is to ensure students understand and master breakeven analysis. These last two aims concentrate on the business planning function. The final aim is to assist the understanding of various alternative recording systems. For each of the above aims, it is considered important that students appreciate the limitations of the models used.

#### Introduction to Business Economics

This module aims to introduce students to the environment in which a business organization operates and acquire knowledge of basic economic concepts that will be applicable to a career in accountancy

The module considers the market system and the competitive environment; the role of government; organizational features of business, and basic principles of effective management; the national and international economic environment.

#### The HRM Framework

The module aims to introduce and develop the essential elements of Human Resource Management (HRM), its origins and applications. This will help you understand and evaluate the different and sometimes ambiguous views of HRM by investigating its origins, explanatory models, technology and practice.

#### Business Law

This module aims to provide students on non-law degree programmes with the knowledge, understanding and skills to identify and deal with a range of legal issues they are likely to encounter in business. This will include an understanding of how the law works and the ability to apply the law to hypothetical scenarios. The module aims to cover the legal system, the law of contract, tort law (including professional negligence), consumer protection, IT, employment law and business structures and their formation.

#### Strategic Management and Competitive Advantage

This module aims to develop an analytical and strategic perspective of business, by giving an integrative view of the business organization while understanding the external factors which influence internal decision making. Students will use theoretical models and frameworks as an aid to analysis and problem solving, and develop both applied and academic research skills to evaluate evidence which may support their conclusions.

#### Business and Social Entrepreneurs

This module aims to provide students with an understanding of the theory and practice of entrepreneurs in a range of organizational contexts including social enterprise. The module enables students to identify entrepreneurial characteristics and skills, together with how the use of these can contribute to individual and organizational success or failure. The module also develops teamwork and communication skills.

#### Introduction to Business Research Methods

This module aims to introduce students to the key concepts involved in statistics to better prepare them for research work at higher level learning. The module will enable students to develop their understanding of basic research techniques and concepts.

#### Engineering Mathematics

This module aims to demonstrate the importance of mathematics to a study of engineering and to equip students with the application of the mathematical skills appropriate for an engineer. The main intended learning outcomes relate to the application of mathematical skills in the area of engineering.

#### Electrical Engineering 1

The module introduces students to the basic concepts and principles used in Electrical and Electronics Engineering. The emphasis is on dc analysis, steady state DC circuit analysis and ac analysis and their use with appropriate models to investigate the characteristics of common electronic systems. Learning is enhanced through practical work and the use of computer circuit simulation.

#### Digital Electronics

The aim of this module is to provide an introduction to the technical application of digital logic circuits and microprocessors. It covers the essentials of combinational and sequential logic design together with the assembly language programming of a contemporary microprocessor. Learning is enhanced through practical work on a logic simulator and a microprocessor integrated development environment.

#### Communication Systems

This module introduces the main elements of communication systems like (modulator/demodulators, oscillators, transmission media, multiplexing noise analysis.). This module also introduces digital transmission, the typical channels over which digital signals are communicated and how these signals are processed.

## Electronics Engineering

This module aims to provide students with a broad knowledge and understanding of analogue electronics. It covers the essentials of analogue circuit design using operational amplifiers and to a lesser extent the design of amplifiers using discrete transistors. Essential circuit theory is included in the module to support the required analysis skills.

## Computer Architecture

This module introduces students to the nature of a computer system together with the hardware, system software and organisational factors required to make it function. During their study they will also encounter and appreciate a number of fundamental aspects of computer science which can be applied more generally throughout their course.

## Signals & Systems

This module aims to cover the topics: Signals and Systems. Linear Time-Invariant Systems. Fourier Series and Fourier Transform. Discrete-time Fourier Transform. Sampling. Examine the distinguishing features of signals in the time and frequency domains. Discuss the tools and techniques for analyzing analog and digital signals. Use the tools for understanding and designing basic communication, digitization and spectrum estimation systems.

## Electrical Engineering 2

The curriculum of this module covers topics associated with electrical engineering. These topics will include single phase and three phase circuits, transformers, motors and generators. Analyze and predict the behaviour of RLC circuits in response to transient and alternating voltage excitation. Analyze three phase circuit. Model magnetic and electric fields as found in common electrical devices e.g. the transformer. Specify motor characteristics and design features. Specify alternator characteristics and design feature.

## Project

Adopting a very practical approach, this module aims to provide general and key technology skills associated with group project implementation and management. To facilitate learning the process of group project work student groups will be mentored by academic staff and supported by technical staff. The module includes significant amounts of practical work in the fields associated with the courses linked to this module.

## Object Oriented Programming

This module promotes a methodical approach to application development using an object-oriented programming language such as Java. It includes coverage of basic procedural techniques in the context of object interaction, and explores the rationale for object-based program design and development. The overall aim is to equip students with the necessary understanding and skills for creating well-designed, fully tested and documented software.

## Electives Modules:

### Introduction to Business Logistics

This module is intended to build upon the work of the compulsory core modules listed as entry requirements and to establish a foundation of knowledge, skills and techniques relating to the function of Materials Management and production. The knowledge and skills relevant to the integrated management of the supply chain in satisfying customer and corporate objectives will be addressed.

### Managing and Leading People

This module aims to develop the student's critical understanding of some of the key issues surrounding the management of people at work and strengthen interpersonal skills in the work situation. Emphasis will be placed on developing the skills necessary for effective management of people at work and interacting with other people in the working environment, as a manager or as colleagues.

### Introduction to E-Commerce

This module considers the nature and scope of e-commerce and the business models that it supports. The key technologies that enable e-commerce are introduced and the operation of electronic payment systems is described. E-commerce commercial and security legislation is outlined. Students will develop basic skills in the practice of e-commerce technology and gain an understanding of the role of e-commerce in the modern business world.

### Introduction to International Business

This module aims to provide students with an introduction to major challenges facing business organizations participating in global business environment. In addition to learning about the global strategy structure and implementation, students will also have the opportunity to learn about contemporary issues affecting firm competitiveness in the global economic and business environment.

## Instrumentation & Control Engineering

This module is designed to provide students with an understanding and appreciation of some of the essential concepts behind control system elements and operations. This module will also presents some of the practical details of the design and operation of the different elements of a control system.

## Data Communications & Networking

This module aims to provide knowledge of Data communications (mainly in the context of local and wide area networks) and systems architecture from the user's point of view. It aims to emphasis the main system architecture concepts, and gives an overall understanding of the issues and constraints involved in data communications, services and performance level provided to users. In addition, this module is also designed to provide the foundation knowledge of relevant technologies including wireless and optical computer networking. Elementary security concepts and network operating systems are also introduced.

## Networks & Systems

This module aims to provide knowledge of computer communications (mainly in the context of local and wide area networks) and systems architecture from the user's point of view. It gives an overall understanding of the issues and constraints involved in computer communications, services and performance level provided to users. In addition, this module is also designed to provide the foundation knowledge of security concepts and network operating systems as relevant technologies in distributed systems.

## Software Systems Engineering

This module introduces basic concepts of Software Systems Engineering, covering the full development lifecycle but concentrating on modern iterative process models using object-oriented modelling methods and tools. Thus it explores techniques for requirements engineering, architectural and detailed software design, and follows these through to software implementation and testing. The module also gives an overview of project management and software quality issues.

## Value added Modules:

### Business English (T1 & 2)

The module aims to give students exposure to the content and format of professional standard communication in English. In addition, grounding in the techniques of communication skills as a process will be given together with sufficient classroom discussion. Language skills will be incorporated into each lesson to facilitate the learning of the English language while acquiring career skills.

### Business Communication (T3 & 4)

The module aims to give students exposure to the content and format of professional standard communication in English with appropriate background environment. In addition, grounding in the techniques of communication skills as a process will be given together with sufficient classroom discussion. This will complement the other module which will focus on effective communication and presentation skills, which when integrated, will provide students with the complete set of skills needed for workplace and associated relevance.

### Introduction to Statistics

This foundation course aims to provide students with basic statistical knowledge with intent for higher level concepts in a tertiary course. During the course, students will learn and practice everyday use of statistics applied in our society. Statistical concepts of population, sample size, mean, median, mode, skewed distribution, use of diagrams/charts, range, variance, standard deviation, probabilities, z-scores and standard errors are discussed.

### Business Information Systems

This module develops the essential hands-on information technology skills required by business managers for decision-making and solving business problems. The integration of such applications, and the sharing and exchange of data between them are explored. Information system support for the different business functions is highlighted.

### Introduction to Programming

This course provides the fundamental concepts of programming in the language C and also this module provides an insight into how database systems are used commercially. It provides an introductory study of database theory, design and management together with some practical use of a multi-user database management system.

# Postgraduate Diploma in International Business

awarded by Auston Institute of Management

This Postgraduate Diploma programme aims to evaluate and synthesis the complexity of international business within a global and regional context and be able to develop and apply analytical frameworks in support of maintaining business competitiveness and global presence.

## Duration

12 months

## Mode of Delivery

Lectures, tutorials, reports, presentations and examinations.

## Entry Criteria

Candidates with one of the following qualifications:

- Bachelor's degree from a recognized university or
- Other equivalent qualification

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of attainment in English Language by achieving an IELTS 6.5 or an equivalent qualification. Matured candidates are strongly urged to apply with at least 8 years of relevant working experience. A placement test is required under such circumstances.

## Programme Structure

5 core modules

4 specialization modules

2 value added modules

## Module Titles

### Core Modules

- Marketing Management
- Strategic Human Resource Management
- Financial Statement Analysis
- Project Management
- Business Research Methods

### Specialization Modules

- Critical Issues in Global Business
- An Analytical Approach to Strategic Management
- Global Business Economics
- Exploring International Marketing

### Value added Modules

#### (Complimentary modules for individual enhancement)

- Leadership Communication I & II
- Strategy for Entrepreneurs

## Mode of Study

Full-Time Mode

# Postgraduate Diploma in Engineering Management

awarded by Auston Institute of Management

This course prepares students for eventual senior management roles in an Engineering organization, by ensuring that they acquire a firm understanding of the major areas of knowledge, which underpin general management, whilst stressing the integration of the different strands of management within a broad strategic overview.

## Duration

12 months

## Mode of Delivery

Lectures, tutorials, reports, presentations and examinations.

## Entry Criteria

Candidates with one of the following qualifications:

- Bachelor's degree from a recognized university or
- Other equivalent qualification

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of attainment in English Language by achieving an IELTS 6.5 or an equivalent qualification. Matured candidates are strongly urged to apply with at least 8 years of relevant working experience. A placement test is required under such circumstances.

## Programme Structure

5 core modules

4 specialization modules

2 value added modules

## Module Titles

### Core Modules

- Marketing Management
- Strategic Human Resource Management
- Financial Statement Analysis
- Project Management
- Business Research Methods

### Specialization Modules

- The Art of Manufacturing Strategy
- Lean Operations
- Quality and Environmental Management System
- Entrepreneurship and Innovation

### Value added Modules

#### (Complimentary modules for individual enhancement)

- Leadership Communication I & II
- Management Strategy

## Mode of Study

Full-Time Mode





## Postgraduate Diploma in International Business

## Postgraduate Diploma in Engineering Management

### Core Modules:

#### Marketing Management

This module is designed to provide students with an in-depth knowledge of the elements of the marketing mix. The components of marketing will be explored from the manufacturing and service sector perspectives. The consideration of marketing will be underpinned by drawing upon its rich theoretical heritage.

#### Strategic Human Resource Management

The purpose of this module is to develop a critical view of human resource management in the context of modern society and modern organisations. The module will review the changing nature of the employment relationship and critically evaluate the potential contribution of HRM to organizational effectiveness and efficiency.

#### Financial Statement Analysis

The module is designed to develop the student's ability to use financial information within the strategic framework of a business. It will create an awareness of issues in financial reporting and corporate finance as well as providing a firm basis for further study in finance. The course aims to provide students with the skills and knowledge necessary to evaluate business situations from a financial viewpoint, and to enable students to take a full part in financial decision-making and control within an organization.

#### Project Management

This module is designed to introduce students to the complexity of managing change in an organisational environment. It aims to develop the students' understanding of the issues involved in identifying the need for change, planning and implementing change. The module will examine change projects in the context of product development, technological projects, information systems projects and business process re-engineering projects. It will also explore the implications of managing projects on an international scale.

#### Business Research Methods

This module aims to introduce students to the key concepts involved in management and social science research. The module will enable students to develop their understanding of key research techniques and methodologies and will give them the opportunity to consider examples of relevant research. Students will be engaged in practical exercises to develop their knowledge and choice of research skills and methods. Additionally, this module will assist in developing students' skills in framing their research proposals and writing-up their research in a variety of suitable formats including short management reports and extended dissertations.

### Specialization Modules:

#### Critical Issues in Global Business

This module aims to provide students with an advanced understanding of the major challenges facing firms engaged in global business transactions. In addition to considering pertinent and long standing issues in the arena of global production, exchange of goods and services and participation in global financial markets, students will also have the opportunity to examine contemporary issues affecting firm competitiveness in the global economic and business environment.

#### An Analytical Approach to Strategic Management

This core module will introduce students to strategic management. It seeks to widen the student's perspective and understanding of the theories and practice of management. As the world of business becomes increasingly interdependent, it is vital that students become aware of the nature and complexity of the business environment, how to analyse resources and strategic capability through internal and external audit. This will lead to how to evaluate and select strategic options in relation to an organization's structure and strategy.

#### Global Business Economics

The aim of this module is to provide students with the necessary tools and models of economic analysis that provide an insight into business decision-making. The module introduces students to the business and legal environment using frameworks. The module also deals with the nature of exchange, efficiency and markets in both domestic and international contexts. Finally, the module addresses aspects of business and commercial law, globalization and international issues.

#### Exploring International Marketing

The module aims to introduce and develop a contemporary perspective of the international marketplace and the key tasks involved in successful international marketing. Module coverage ranges from analysis and research of the international environment and marketplace to the design and implementation of international marketing activities and strategies.

#### The Art of Manufacturing Strategy

This module is designed to pursue the linkages between a company's manufacturing strategy and its corporate strategy. The module equips participants with an overview of corporate strategy, and a more detailed understanding of manufacturing strategy. It prepares them for taking a strategic role within a manufacturing organisation. This module reviews the skills and techniques required to analyse manufacturing systems and to design improved methods and layouts. The focus of this module will be on the application of the techniques through case studies and industrial experience, and will identify the benefits to be gained by their successful implementation.

#### Lean Operations

This module is designed to discuss, analyse and investigate the operation of quality and environmental systems within and between manufacturing companies. The module will allow students to evaluate the opportunities such systems give to organisations to allow world class manufacturing methodologies to function, continuously improve and meet diverse stakeholder needs and requirements.

#### Quality and Environment Management System

The module will discuss the need for and structure of organisational systems. Allow students to critical analyse the systems with reference to organisational failures. This systems approach will be synthesised to form the basis of understanding world-class quality and environmental management systems. The module will conclude with the organisational mechanism that allows optimal deployment of these systems, emphasising the human interactions that are required for adoption, operation and development.

#### Entrepreneurship and Innovation

The module aims to introduce and develop a contemporary perspective of the international marketplace and the key tasks involved in successful international marketing. Module coverage ranges from analysis and research of the international environment and marketplace to the design and implementation of international marketing activities and strategies.

### Value added Modules:

#### Leadership Communication I and II

This module revisits the Academic Writing Skills while helping students to improve their language skills. The career development portion will focus on skills that will be relevant to senior executives and managers. The module will provide plenty of opportunities for the students to practice their skills through lively discussions and role-plays.

#### Strategy for Entrepreneurs

This module aims to provide the students with a firm understanding of the theory, practices and importance of Entrepreneurship in both the small to medium enterprise across to larger multinational organizations. It is intended to introduce the students to the current academic research and theories of 'entrepreneurship' including related concepts such as the 'Techno entrepreneur', the 'Serial entrepreneur' and more. After this detailed review the module considers the concept of 'Innovation' incorporating the problems faced by the entrepreneur through the innovation process whilst progressing more deeply into innovation within organizations.

#### Management Strategy

This core module will introduce students to strategic management. It seeks to widen the student's perspective and understanding of the theories and practice of management. As the world of business becomes increasingly interdependent, it is vital that students become aware of the nature and complexity of the business environment, how to analyse resources and strategic capability through internal and external audit. This will lead to how to evaluate and select strategic options in relation to an organization's structure and strategy.

## How to Apply

The academic year is split into three terms: March, July and November. Each term consists of 17 weeks, and is followed by a short break. This gives you the opportunity to start your programmes at a convenient time, and allows you to complete it within the minimum duration possible.

## How Do I Sign Up? (Local Students)

Follow our 5 easy steps for your application.

Item	Time
<p>1. Local Students will need to submit the documents as shown below:</p> <ul style="list-style-type: none"> <li>• Submit application form</li> <li>• A non-refundable fee \$53.50 (inclusive of GST)</li> <li>• 2 Passport-Sized Photographs</li> <li>• Certified True Copies of Certificates and Transcripts</li> <li>• Copy of NRIC or Passport</li> <li>• Recent Resume</li> </ul> <hr/> <p>Examples of qualification documents for Higher Diploma are:</p> <ul style="list-style-type: none"> <li>• GCE 'O' levels, (advanced standing given to applicants who have achieved 4 or more 'O' levels), or</li> <li>• GCE 'A' levels, or</li> <li>• NITEC (advanced standing given to applicants with Higher NITEC), and</li> <li>• Other equivalent qualification</li> </ul> <p>Examples of qualification documents for Postgraduate Diploma are:</p> <ul style="list-style-type: none"> <li>• Bachelor's degree from a recognized university or</li> <li>• Other equivalent qualification</li> </ul> <p>Applications without relevant supporting documents will not be processed.</p>	-
2. Auston will evaluate the application with all supporting documents received.	Within 3 working days
3. Students will receive a Letter of Offer from Auston which needed to be signed for acknowledgement once your application is approved.	Approx. 1 working days
4. Students will need to sign on the student contract and made their first term payment to confirm their place.	Approx. 1 working days
5. See you at Orientation.	

- Mature candidates (>25 yrs) and exceptions to the above will be considered on an individual basis.
- Admission to various entry levels is subject to final approval from the awarding institution/university.
- All applicants are required to bring along original certificates to certify as true copies. Certificates in other languages must be notarised and certify as true copies.

## Fee Protection Scheme

Auston Institute of Management Pte Ltd (Auston Institute) plays a complementary role to our public education sector in developing human capital and supports Singapore's position as a global education hub. In addition, the Council for Private Education (CPE), a statutory board under Ministry of Education (MOE), Singapore, has been set up in 2009 to ensure a balanced and holistic approach in regulating the private education sector under a new regulatory regime, promoting greater public and consumer awareness, and facilitating the development of the sector. Auston Institute will honour this approach to benefit the local and international students and raise standards in the industry over time.

Also as required by CPE, we have in place a Fee Protection Scheme (FPS). The Fee Protection Scheme (FPS) serves to protect students' fees in the event Auston Institute is unable to continue operating due to insolvency, and/or regulatory closure. The Fee Protection Scheme also protects students if Auston Institute fails to pay penalties or return fees to the students arising from judgment made against it by the Singapore courts.

This scheme is compulsory for all students.

For more information on this scheme and our FPS provider, please visit [www.auston.edu.sg](http://www.auston.edu.sg). More details can be found from Council for Private Education official website at [www.cpe.gov.sg](http://www.cpe.gov.sg)

## Medical Insurance Scheme

Auston has in place a medical insurance scheme for all its students as required by CPE under EduTrust certification scheme. This medical insurance scheme shall minimally provide for an annual coverage limit of not less than S\$20,000 per student, As charged in B1 wards (4-bedder) in Singapore Government / Singapore Government Restructured Hospitals up to the overall maximum limit per policy period, and the Student is encouraged to seek advice on whether more comprehensive insurance cover is required or desired.

For more information on our Medical Insurance Scheme coverage, please visit [www.auston.edu.sg](http://www.auston.edu.sg)

## Getting to Auston Campus

Robertson Walk is conveniently located outside the ERP zone, a short five-minute drive from both Orchard Road and Raffles Place. It is located on Unity Street, which runs between Clemenceau Avenue and Mohamed Sultan Road (near River Valley Road). Robertson Walk is located a stone's throw away from the Singapore River and a short walk to Clarke Quay. UE Square and the new Park Hotel Clarke Quay are adjacent to it.

## By MRT or Bus (Landmark-UE Square)

Bus Stop A on Clemenceau Avenue serves buses 64, 123 and 143.

Bus Stop B on River Valley Road serves buses 32, 54, 139 and 195.

The closest MRT station is Clarke Quay (NE 5). Bus number 54 links Clarke Quay MRT Station to UE Square.

Travel from Orchard Road (Somerset) on buses 123 and 143.

Bus number 51 & 186 to River Place Condo

## By Car

Parking is available at the basement of Robertson Walk.

Monday – Friday, 6pm-6am

First hour or part thereof – \$1, every subsequent half hour or part thereof – \$0.50, Cap at maximum of \$6

Monday – Friday, 6pm-6am

Per entry – \$3

Saturday, Sunday and Public Holiday, 6am(Saturday) – 6am (Sunday)

Per entry – \$3

Parking is also available along Unity Street (URA Coupons)

## By Foot

10mins (1.2km) walk away from Clarke Quay Mrt Station

## By Taxi

Robertson Walk

11 Unity Street, #02-20

Singapore 237995

(Surrounding Landmark: UE Square)

## Disclaimer

This brochure was issued in May 2013 and is primarily intended for use by prospective students wishing to start courses in Auston Institute of Management.

The prospectus gives an outline of the courses and services offered by Auston Institute of Management. The information was correct at the time of going to press.

The Institute makes every effort to ensure that the contents of and statement made in this prospectus are fair and accurate but it cannot accept any responsibility for omissions, errors or subsequent changes that may occur.

The statements made, and the information provided is a general guide and there may be changes following publication which affect the contents. Programmes or modules may be revised, altered or withdrawn without notice and assessment arrangements may be changes. It should be noted that information on entry requirements for courses and modules is for guidance only. The conditions attached to offers may vary from year to year and from applicant to applicant.

For the most up-to-date information, please check with Auston Institute of Management website at [www.auston.edu.sg](http://www.auston.edu.sg) or contact our Student Recruitment department before applying.

AUSTON INSTITUTE OF MANAGEMENT PTE LTD  
CO REG NOS: 200510122R  
ERF: 30/01/2012 TO 29/01/2016

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T: 65 6334 5900  
COURSE ENQUIRY HOTLINE: 65 8128 5804

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



See what our students say at  
[fb.com/austonsg](https://fb.com/austonsg)



Cert No. : EDU-2-2048  
Validity : 25/02/2013 to 24/02/2017

