



About SDH Institute

SDH Institute is dedicated to providing hospitality education and training. Our programmes include Certificate Level, Diploma, Advanced Diploma, Graduate Diploma, Bachelor's and Master's programmes.

These programmes not only equip our students with the correct professional and business skills for the global hospitality industry, they also inspire in them both a service excellence and entrepreneurial mindset – a mindset that ensures they can attain the key objective : employability.

Our team of lecturers and state-of-the-art learning facilities ensure a conducive learning environment. Industry placements gained via our close industry links ensure that students are thoroughly prepared and equipped for the real world challenges ahead.

If you want a unique learning experience that will adequately prepare you for a successful career in the dynamic and fast-paced hospitality and tourism industry, join us now at SDH Institute – Where Service Becomes Nature.



Entry Requirements

SDH Institute Diploma

- NITEC Holders, GCE 'O' Levels or their equivalent
- High School Certificate or its equivalent

SDH Institute Advanced Diploma

- SDH Institute Diploma or its equivalent
- Higher NITEC Holders, Diploma from recognised institutions or its equivalent

English Proficiency: IELTS 5.5 / TOEFL 500 or completed SDH English Intermediate Level or its equivalent

Bachelor's Degree (Final Year)

- SDH Institute Advanced Diploma or its equivalent

English Proficiency: UOG-IELTS 6.0 / TOEFL 600; Vatel - IELTS 5.0 / TOEFL 500; or their equivalent

Master's Degree

A recognized Bachelor's degree in hospitality related discipline

English Proficiency: ITOEFL 550 (213PC) or IELTS 5.5 (Academic) or equivalent

Fee Protection Scheme

Under the Fee Protection Scheme (FPS), SDH has in place an insurance arrangement with Lonpa Insurance Bhd, a Council for Private Education-appointed insurance provider, to protect the course fees paid by ALL students. The FPS insurance serves to protect the student's fees in the event that the private education institution (PEI) is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgements made against it by the Singapore courts.

Medical Insurance

Under the EduTrust certification scheme, PEIs must provide medical insurance coverage for hospitalisation and related medical treatment for ALL full-time students throughout the entire course duration. SDH has put in place a medical insurance scheme provided by AXA Insurance Singapore Pte Ltd for all its students.

The following students can choose to opt out of the medical insurance scheme if they can show that they are already covered by their own medical insurance:

- Singapore citizens, permanent residents and international students not on the Student's Pass, and
- Students under corporate Sponsorship or corporate agreement signed between the private education institution and the sponsor organisation.

Medical insurance is not applicable to part-time students and students taking courses with a duration of not more than one month or 50 hours.

Payment and Refund Policy

We are committed to charging our students accurately. The exact amount of total course fees, miscellaneous fees, the payment terms and refund policy are clearly specified in the Standard Student Contract.

Application Requirements for Students Pass (International Students)

- Duly completed Vatel Application Form
- Duly completed SDH Application Form
- Applicant's Birth Certificate – Notary certified true copies of both original version and English translation
- Applicant's education certificate and result transcripts – Notary certified true copies of both original version and English translation
- Documented proof of financial stability in the form of bank statement/ fixed deposit accounts/saving accounts (for visa-required countries)
- Applicant and/or parent's letter of employment with English translation (for visa-required countries)
- 5 x applicant's recent passport-sized photographs or scanned copy JPEG file size: 400 x 514 pixels
- Photocopy of applicant's valid passport

SDH INSTITUTE

Where Service Becomes Nature

» **Our Vision**

The Premier Education Services Provider renowned for Hospitality and Business Education in Asia Pacific Region and beyond.

» **Our Mission**

To Inspire and Develop Future Leaders and Professionals for the Hospitality Business.

» **Our Values**

EXcellence QUality Integrity
Service Innovation TEamwork

EXQUISITE

SDH Institute Pte. Ltd.

Registered with
Singapore Council for Private Education
CPE Registration No: 200714877H
Period of Registration: 26/09/11 - 25/09/15

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email : info@sdh.edu.sg



Cert No: H10-2-2011
Valid: 27/08/2012 - 26/08/2015



A Distinctive Learning Experience in Singapore

SDH INSTITUTE

Where Service Becomes Nature



University of Gloucestershire, UK

The University of Gloucestershire has 160 years of history in offering higher education of the highest quality to students from around the world.

The University of Gloucestershire offers an extensive range of undergraduate and postgraduate courses and PhD degrees. Its programmes ensure that students are learning skills that quality employers are looking for in new graduates.

The Independent Complete University Guide ranked the University of Gloucestershire in the top 5 of all modern universities in the UK in 2009. In the field of Tourism and Hospitality studies, University of Gloucestershire was ranked 7th among all UK universities by The Guardian University Guide, 2011.



Vatel International Business School Hotel & Tourism Management, FRANCE

Founded in 1981 in Paris, France, VATEL is today firmly established as one of the world's leading hotels schools with the mission to develop future senior managers of the hospitality and tourism industry. There are 24 Vatel centres throughout the world delivering the same courses to 5000 students based on the right balance between the theoretical university courses and professional experience.

Vatel has been awarded in 2003 with the Worldwide Hospitality Award for the Best Training Program, and again in 2010 for the Best Professional Success and Best Educational Innovation. IFOP (French Institute of Public Opinion) also ranked Vatel as the top school in Europe for hotel and tourism in 2007.



SDH reserves the right to vary the programme structure, contents, design and all terms and conditions relating to all programmes at their sole discretion. The information contained in this brochure is correct at the time of printing (1 October 2012) and supersedes all earlier communication materials. obert

UNIVERSITY PARTNERS

www.sdh.edu.sg

Why SDH?

- ✓ EduTrust Certified
- ✓ Highly Qualified Academic Team
- ✓ Programmes are Accredited by Institute of Hospitality, UK
- ✓ Complete Education Pathway
- ✓ Career-oriented Learning
- ✓ Strong Industry Network
- ✓ Student-centric Approach



Master's Degree in International Hotel Management

Awarded by Vatel International Business School Hotel & Tourism Management

FINAL YEAR

Bachelor of Arts (Honours)

- Strategic Hospitality Management
- Strategic Events Management
- Business Management & Strategy

Awarded by University of Gloucestershire

Bachelor's Degree in International Hotel Management

Awarded by Vatel International Business School Hotel & Tourism Management

YEAR 2

SDH Advanced Diploma

- Hospitality & Tourism Management
- Events Management
- Business Management

YEAR 1

SDH Diploma

- Hospitality & Tourism Management
- Events Management
- Business Management

EVENTS

Events Management

From large scale international events like the Olympic Games and Formula One races to exhibitions and fairs, conventions and corporate incentive travels, there is now an unprecedented need for relevant professional and qualified people for this booming sector. SDH's courses in Events Management aim to equip students with up-to-date knowledge and practical skills required for this dynamic industry. Besides event industry specific modules, students will also experience course work that focuses on general business topics, providing them with a full complement of the skills needed in the business of events management.

DIPLOMA IN EVENTS MANAGEMENT*

- Financial Accounting
- Professional Development and Career Planning
- Marketing Policy, Planning and Communication
- Service Quality and Business Communication
- Travel, Tourism and Hospitality
- IT in Travel, Tourism and Hospitality Operations
- Events Operations Management
- Risk Management in Events
- Industrial Attachment (Optional)

ADVANCED DIPLOMA IN EVENTS MANAGEMENT*

- Sustainable Tourism, Planning and Development
- Human Resource Management
- Organisational Behaviour
- Quantitative Methods for Business Management
- Economics for Business
- Managerial Accounting
- Food and Beverage Operations Management
- Managing Business and Sports Events
- Industrial Attachment (Optional)

BACHELOR OF ARTS (HONOURS) IN STRATEGIC EVENTS MANAGEMENT (FINAL YEAR)

- Investigative Study
- Financial Analysis for Managers
- Communications and Marketing
- Corporate Strategy
- International Hotel and Resort Development
- Strategic Human Resource Management
- Contemporary Issues in Events Management
- The Politics and Economics of Large

*SDH Institute programmes which are accredited by Institute of Hospitality, UK

BUSINESS MANAGEMENT

SDH's Diploma and Advanced Diploma in Business Management programmes are designed to broaden students' theoretical knowledge on issues of business and management. The courses will equip students with many practical skills useful to potential employers. The Bachelor's Final Year programme can help you to move your career forward, typically into management roles, or to develop more advanced skills through further study.

DIPLOMA IN BUSINESS MANAGEMENT

- Financial Accounting
- Professional Development and Career Planning
- Marketing Policy, Planning and Communication
- Service Quality and Business Communication
- Managing in Organisations
- Business Information System
- Corporate Strategy and Planning
- Customer Relationship Management

ADVANCED DIPLOMA IN BUSINESS MANAGEMENT

- Human Resource Management
- Organisational Behaviour
- Quantitative Methods for Business Management
- Economics for Business
- Managerial Accounting
- Principles of Business Law
- Project Management
- Strategic Marketing Management

BACHELOR OF ARTS (HONOURS) IN BUSINESS MANAGEMENT AND STRATEGY (FINAL YEAR)

- Building and Sustaining Strategy
- Cultural Issues in Management
- Services Marketing
- Managing Change
- Investigative Study
- New Business Enterprise
- Research Methods

BUSINESS

Hospitality and Tourism Management

SDH's Hospitality and Tourism Management programmes aim to prepare students to ride confidently on the tourism boom spurred by the development of the Integrated Resorts (IRs). Our programmes seek to maximise learning through hands-on discovery and case studies discussion and presentations which facilitate creative thinking and problem-solving. Students will graduate with cutting edge knowledge of the best industry practices, as well as a service innovation mindset, adding further value to their future employability.

MASTER'S DEGREE IN INTERNATIONAL HOTEL MANAGEMENT

- Operations and Revenue Management
- Financial Management
- Organisational Management
- Human Resource Management
- Marketing Management
- Business Law
- Fiscal Management
- Management Information Systems
- International Tourism and Hospitality Management
- Strategic Tourism Management
- Business Communication
- French
- Hospitality Operations Management
- Corporate Finance
- Strategic Marketing Management
- Strategic Human Resource Management
- Vatel Business Games (Tutoring)
- Negotiations
- Corporate Business Strategy
- Final Dissertation (Tutoring)
- Final Dissertation (Oralexamin front of jury)
- Management Training

BACHELOR OF ARTS (HONOURS) IN STRATEGIC HOSPITALITY MANAGEMENT (FINAL YEAR)

- Investigative Study
- Financial Analysis for Managers
- Communications and Marketing
- Corporate Strategy
- International Hotel and Resort Development
- Strategic Human Resource Management
- Contemporary Issues in Hospitality Management
- Strategic Restaurant Management

BACHELOR'S DEGREE IN INTERNATIONAL HOTEL MANAGEMENT (YEAR 3)

- Travel, Tourism and Hospitality Accounting III
- Marketing III
- Human Resource Management III
- IT Applications III
- Career Development in the Hospitality Industry
- Managing Across Cultures
- Public Relations and Advertising
- European Studies - Politics and Economics
- European Studies - Beverages
- European Studies - Culinary Culture
- Managing Tourist Destinations and Services
- Negotiations
- Business Communications III
- French III
- Professional Applications
- Internship

ADVANCED DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT*

- Sustainable Tourism, Planning and Development
- Human Resource Management
- Organisational Behaviour
- Quantitative Methods for Business Management
- Economics for Business
- Managerial Accounting
- Food and Beverage Operations Management
- Hotel Operations Management
- Industrial Attachment (Optional)

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT*

- Financial Accounting
- Professional Development and Career Planning
- Marketing Policy, Planning and Communication
- Service Quality and Business Communication
- Travel, Tourism and Hospitality
- IT in Travel, Tourism and Hospitality Operations
- Hotel Operations
- Food & Beverage Operations
- Industrial Attachment (Optional)

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