

SCHOOL OF BUSINESS (SBZ)

- Keen to reach the peak of success and flourish in a contemporary workforce?
- At SBZ, you will develop an ENTREPRENEURIAL mindset and be well-equipped with crucial communication skills to drive growth. It is prime time to turn your valuable insights into winning strategies to make an impact.

Current Course Title	Demonstrates Passion or Interest in:	Portfolio (What goes into the portfolio)	Interview (Estimated duration and possible topics/questions covered)
<p>Business</p> <p>with majors in:</p> <ul style="list-style-type: none"> • Banking & Finance • Digital Marketing • International Business 	<ul style="list-style-type: none"> • Business • Digital business • Banking and finance 	<ul style="list-style-type: none"> • Certificate of Attendance/Achievement of related workshops, programmes or competitions (e.g. financial literacy, digital business, and innovative challenges) • Industry/professional certifications, if any • Evidence of managing personal business or work experience to demonstrate entrepreneurship/digital business/finance skills (e.g. financial management, social media marketing in the form of testimonials, images, and descriptions of business operations, online marketing campaigns, etc.) • CCA records or self-initiated projects for community work/entrepreneurship 	<ul style="list-style-type: none"> • Duration: 10 minutes • Knowledge about the course and its majors • Prior experiences and achievements in entrepreneurship, digital business, banking, and finance that demonstrate your suitability for the course • Future education, career plans, and the course relevance
<p>Consumer Insights & Psychology</p>	<ul style="list-style-type: none"> • Business • Marketing (including digital marketing, social media marketing, and e-commerce) • Market Research • Consumer insights • Consumer Psychology • Entrepreneurship 	<ul style="list-style-type: none"> • Certificate of Attendance/Achievement of related workshops or programmes or competitions • Evidence of leadership and team skills in CCAs • Community service projects • Testimonials or complimentary letters from school/industry 	<ul style="list-style-type: none"> • Duration: 10 - 15 minutes • Past experiences and achievements that demonstrate your interest in the course • Knowledge about the programme • Future education, career plans, and the course relevance

Current Course Title	Demonstrates Passion or Interest in:	Portfolio (What goes into the portfolio)	Interview (Estimated duration and possible topics/questions covered)
Human Resource Management with Psychology	<ul style="list-style-type: none"> • Business • Entrepreneurship • Human resource (HR) management • Community work • Cross cultural programmes 	<ul style="list-style-type: none"> • Testimonials from school • Evidence of leadership and team skills in CCAs • Certificate of Attendance/Achievement of related workshops/programmes/competitions • Certificates of Participation / Appreciation in community service projects 	<ul style="list-style-type: none"> • Duration: 10 minutes • Past experience in competitions, community works, leadership or entrepreneurship involvements • Knowledge of the HR field and its function • Future education, career plans, and the course relevance • Interest in working with people or helping peers
Mass Communication	<ul style="list-style-type: none"> • Storytelling and expressing ideas through writing, visuals, or video • Creating content for school, online platforms, or real audiences • Media, communication, and current affairs • Taking initiative to create, share, or lead media-related projects 	<p>Include any 3–5 pieces that best show your interest, such as:</p> <ul style="list-style-type: none"> • Writing samples (e.g. articles, scripts, blog posts, social media captions) • Photos or videos (e.g. school events, projects, short films, vlogs) • Social media or publicity work (e.g. posts, posters, flyers, campaigns, drawing, animation) • Media projects done for school or on your own initiative • Participation in CCAs, ApLMs*, workshops and/or competitions • Evidence of teamwork or leadership (e.g. CCA roles, event publicity work) <p>Quality matters more than quantity.</p>	<ul style="list-style-type: none"> • Duration: 10 minutes • Share why you are interested in Mass Communication • Talk about what you enjoy creating (e.g. writing, videos, photography, content) • Describe media-related projects or activities you have done in school or on your own • Share your aspirations in media or communication and what you hope to do in the future • Show how you express ideas clearly and work well in a team or leadership role (e.g. CCAs, events)

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<p>Common Business Programme</p> <p>Jointly offered by SBZ and SOH</p>	<ul style="list-style-type: none"> • Business • Digital business • Banking and finance • Hospitality and tourism management • Marketing • Human resource management • Culinary and operations • Customer experience management • Events and project management • Hotel management 	<ul style="list-style-type: none"> • Testimonials from school • Certificate of Attendance/Achievement of related workshops or programmes • Industry/Professional certifications, if any • Evidence of leadership and team skills in CCAs • Community service projects • Complimentary letters or testimonials from school/industry 	<ul style="list-style-type: none"> • Duration: 10 - 15 minutes • Past experiences and achievements that demonstrate your interest in the course • Knowledge about the programme • Future education, career plans, and the course relevance

*Applied Learning Modules (ApLM) are enrichment modules that broaden the learning experiences of students and complement the secondary school curriculum with a focus on the practical application of knowledge.

For more information, visit <https://www.rp.edu.sg/education/outreach/aplms/>
