



SCAN ME

# Diploma in Data Analytics and Business

## WHY CHOOSE IMSC?



### High Employability

Prepare students to meet the needs of the future industry



### Industry Relevance

Industry experts to help keep our programmes relevant



### Industry Recognition

Received endorsements from industry-leading organisations



### International Partners

Established partnerships and worked with industry-leading education institutions



Cert No. : EDU-2-2149  
Validity : 11/04/2022 - 10/04/2026

RCB No. 200305869C | Exp: 13 July 2022 – 12 July 2026

## COURSE OVERVIEW

Driven by the need to better connect with citizens and customers and the emergence of Big Data, governments and enterprises are embarking on Business Analytics and Big Data Analytics to derive citizen and customer insights, make fact-based decisions and achieve competitive advantages. This will also assist businesses in making better decisions and to improve operational efficiencies.

This Course is designed to provide all learners with introduction into the concepts of data analytics and the tools used to perform analysis. Learners will gain an understanding of the data ecosystem, pre-processing techniques and the fundamentals of data analysis.

## JOB PROSPECTS

- Business Intelligence Analyst
- Data Analyst
- Business Analytics Specialists
- Research Analysts
- Data Scientist
- Business Advisor

Visit us at : [www.imsc.edu.sg/data-analyt-biz](http://www.imsc.edu.sg/data-analyt-biz)

Contact us at : +65 6423 0668 or [info@imsc.edu.sg](mailto:info@imsc.edu.sg)



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@ int.mgmt.and.sports.college



## Entry Requirements

- |                              |  |
|------------------------------|--|
| Age                          | <ul style="list-style-type: none"> <li>• Minimum 16 years old</li> </ul>   |
| Academic Qualification       | <ul style="list-style-type: none"> <li>• 3 GCE 'O' Level Passes at C6 and above; or</li> <li>• NITEC or Higher NITEC; or</li> <li>• High School Graduation Certificate; or equivalent</li> </ul>   |
| English Language Proficiency | <ul style="list-style-type: none"> <li>• GCE 'O' Level Pass in English at C6 and above; or</li> <li>• IELTS 5.0 and above; or</li> <li>• TOEFL 49 and above; or</li> <li>• Pearson Test of English (PTEA) 42 and above; or</li> <li>• Duolingo English Test Score (DET) score of 75 and above; or</li> <li>• Pass in IMSC Language Literacy and Numeracy (LLN) Test</li> </ul> |

## Intake

Monthly intake. Please contact IMSC for specific intake dates.

## Fees \*

Local Students	\$ 7,758.62
<small>*Including application fees and Fee Protection Scheme fees; excluding medical insurance (optional) and miscellaneous fees (payable only if applicable)</small>	
International Students	\$ 8,706.92
<small>*Including application fees; Fee Protection Scheme fees and medical insurance (compulsory); excluding miscellaneous fees (payable only if applicable)</small>	

## Duration

(3 hours x 5 days a week)

Full - Time	10 Months
Capstone Project (compulsory)	60 Hours

## Enrollment



Contact IMSC at **6423 0668** or  
[info@imsc.edu.sg](mailto:info@imsc.edu.sg).

## COMPULSORY CORE MODULES

No.	Module Title
1	Fundamental of Data Analytics
2	Fundamental of Database Management Systems (DBMS)
3	Introduction to Machine Learning: Supervised Machine Learning
4	Unsupervised Machine Learning
5	Storytelling with Data
6	Capstone project
7	Finance Management
8	Introduction to Business Environment



## MODULES DESCRIPTION

### **FUNDAMENTAL OF DATA ANALYTICS**

This unit provides a gentle introduction into the concepts of data analytics and the tools used to perform analysis. Learners will gain an understanding of the data ecosystem, pre-processing techniques and the fundamentals of data analysis. In the hands-on section, learners will apply the industry framework to real-business scenario, thereby enhancing their learning process.

### **FUNDAMENTAL OF DATABASE MANAGEMENT SYSTEMS (DBMS)**

This unit introduces learners to relational databases, data modelling, the theory of relations and database system concepts. Learners will learn to design and implement a relational database, and how to access and manipulate database systems using Structured Query Language.

### **INTRODUCTION TO MACHINE LEARNING: SUPERVISED MACHINE LEARNING**

This unit introduces learners to applied machine learning, focusing more on the techniques and methods than on the statistics behind these methods. The hands-on section of this unit focuses on using best practices for each type of supervised machine learning techniques, including train and test splits, handling data sets with unbalanced classes in real-world scenarios and evaluating the modelling results.

### **UNSUPERVISED MACHINE LEARNING**

This unit introduces learners to applied machine learning, focusing more on the techniques and methods than on the statistics behind these methods. The hands-on section of this unit focuses on using best practices for each type of unsupervised machine learning techniques, including train and test splits, handling data sets with unbalanced classes in real-world scenarios and evaluating the modelling results.

## Enrollment



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## MODULES DESCRIPTION

### STORYTELLING WITH DATA

This unit introduces learners to the science of data visualization and the art of graphic design to transform data sets into visual graphics to present complex data in ways their audience can better understand. Through hands-on exercises, learners will transform data into useful information for analysis and explore the appropriate use of the various chart types to present different types of data to enhance the visual presentations to their audience and better business decision making.

### CAPSTONE PROJECT

This unit is the final project where learners' have hands-on experience to design and implement a real-world data mining project, including problem formulation, data preparation, modelling, model evaluation and sharing their findings via use of dashboard to test their knowledge acquired, explore what it means to be a Data Analyst, and provide a real-world scenario of data analysis.

### FINANCE MANAGEMENT

The aim of this unit is to provide learners with an understanding of the fundamental principles of financial accounting and financial management in a business and how to apply these principles in practice.

### INTRODUCTION TO BUSINESS ENVIRONMENT

The aim of this unit is to enable learners to understand different types of businesses, their functions and structures, as well as an introduction to basic marketing principles. They will be required to explore the micro and macro business environment, understand the concept of quality and carry out basic business analyses.

## Enrollment



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## Fees

LOCAL STUDENTS		
FEES BREAKDOWN		AMOUNT INCLUDING GST (SGD)
<i>Academic Fees</i>		
<b>1</b>	Course Fees	\$ 5,668.00
<b>2</b>	Course Material Fees	\$ 872.00
<b>3</b>	Examination Fees	\$ 872.00
<b>SUB - TOTAL :</b>		<b>\$ 7412.00</b>
<i>Others</i>		
<b>4</b>	Application Fees - <i>non-refundable</i>	\$ 196.20
<b>5</b>	Fee Protection Scheme (FPS) - <i>compulsory</i>	\$ 150.42
<b>GRAND - TOTAL :</b>		<b>\$ 7,758.62</b>
<b>6</b>	Medical Insurance - <i>optional</i>	\$ 98.10
		<b>\$ 7,856.72</b>
Note : <ul style="list-style-type: none"> <li>• Application Fees have to be paid to begin the registration process.</li> <li>• Fee Protection Scheme is compulsory and payable before course commencement.</li> <li>• Instalment payment potentially available for local students.</li> <li>• Medical insurance is optional, depending on whether student has equivalent local insurance coverage.</li> </ul>		

MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE)		
PURPOSE OF FEES		AMOUNT INCLUDING GST (SGD)
<b>1</b>	Deferment Fees	\$ 239.80
<b>2</b>	Re-Assessment Fees ( <i>per unit</i> )	\$ 163.50
<b>3</b>	Re-Module Fees ( <i>per module</i> )	\$ 436.00
<b>4</b>	Penalty for Late Payment ( <i>per week</i> )	\$ 10.90
<b>5</b>	ICA Online Issuance Fee ( <i>for Student's Pass</i> )	\$ 60.00 - \$ 90.00
<b>6</b>	Medical Insurance ( <i>if applicable</i> )	\$ 98.10
<b>7</b>	IMSC T-Shirt	\$ 32.70
<b>8</b>	Exam Appeal Fee	\$ 54.50
<b>9</b>	Renewal of Student's Pass ( <i>including ICA processing &amp; issuance fee</i> )	\$ 120.00
<b>10</b>	Printing Cost ( <i>per sheet</i> )	\$ 0.20 - \$ 0.40

## Enrollment



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In Partnership with :





## Fees

INTERNATIONAL STUDENTS		
FEES BREAKDOWN		AMOUNT INCLUDING GST (SGD)
<i>Academic Fees</i>		
<b>1</b>	Course Fees	\$ 6,322.00
<b>2</b>	Course Material Fees	\$ 872.00
<b>3</b>	Examination Fees	\$ 872.00
<b>SUB - TOTAL :</b>		<b>\$ 8,066.00</b>
<i>Others</i>		
<b>4</b>	Application Fees - <i>non-refundable</i>	\$ 392.40
<b>5</b>	Fee Protection Scheme (FPS) - <i>compulsory</i>	\$ 150.42
<b>6</b>	Medical Insurance - <i>compulsory</i>	\$ 98.10
<b>GRAND - TOTAL :</b>		<b>\$ 8,706.92</b>
Note : <ul style="list-style-type: none"> <li>• Application Fees have to be paid to begin the registration process.</li> <li>• All items except Application Fees must be paid in a single instalment before course commencement.</li> </ul>		

MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE)		
PURPOSE OF FEES		AMOUNT INCLUDING GST (SGD)
<b>1</b>	Deferment Fees	\$ 239.80
<b>2</b>	Re-Assessment Fees ( <i>per unit</i> )	\$ 163.50
<b>3</b>	Re-Module Fees ( <i>per module</i> )	\$ 436.00
<b>4</b>	Penalty for Late Payment ( <i>per week</i> )	\$ 10.90
<b>5</b>	ICA Online Issuance Fee ( <i>for Student's Pass</i> )	\$ 60.00 - \$ 90.00
<b>6</b>	Medical Insurance ( <i>if applicable</i> )	\$ 98.10
<b>7</b>	IMSC T-Shirt	\$ 32.70
<b>8</b>	Exam Appeal Fee	\$ 54.50
<b>9</b>	Renewal of Student's Pass ( <i>including ICA processing &amp; issuance fee</i> )	\$ 120.00
<b>10</b>	Printing Cost ( <i>per sheet</i> )	\$ 0.20 - \$ 0.40

## Enrollment



Contact : Ms. Theary (Enlighten Academy, Cambodia) **+855 86 522 007**

In Partnership with :





## About IMSC

The International Management and Sports College (IMSC) was formed after a rebranding exercise undertaken by the International Sports Academy (ISA).

ISA was founded in 2003 to provide the much-needed knowledge and skills required to empower individuals with the right tools to achieve success in the burgeoning sporting industry. Together with our partners from the United States Sports Academy, the National Strength and Conditioning Association, and the American Council on Exercise, we offer quality certifications and diplomas that are recognised internationally, to provide our students with an edge in the sports and fitness industry.

Over the years, the sports and fitness industry has evolved greatly and the local sports scene has seen an explosion of world-class sports events like Formula One and the WTA Finals. There is now a demand for trained personnel not just in sports and fitness, but also in tourism, hospitality, events management, marketing, retail, and facilities management. Thus ISA was renamed International Management and Sports College (IMSC) to better reflect our increased course offerings in business, tourism and hospitality management to better serve the changing needs of the industry.

IMSC will continue to serve as Singapore's and the region's premier private education institution, in providing a holistic education that equips individuals with the skillsets and competencies required for the future economy. We offer a series of quality academic programmes, professional certifications and continuing education courses to cater to varied needs and schedules, in helping our students achieve their goals in lifelong learning.

### **OUR MISSION**

To provide a holistic education that equips individuals with the skillsets and competencies required for the industry.

### **OUR CULTURE**

Where success is not quantified by just the result, but rather by the calibre of the pursuit.

### **OUR VISION**

To develop industry-ready individuals for the future economy.

### **OUR VALUES**

Passion | Progress | Purpose

## Why choose IMSC?

- Conferred Edutrust (4-Year) Award by the Committee for Private Education for maintaining high standards in providing quality education services.
- Appointed Education Partner by University of Portsmouth for Sports Science and Sports Management programmes.
- Named Most Preferred Private Education Institute for Diploma/Advanced Diploma (Sports and Recreation) by JobsCentral Learning Survey.
- Provides early industry exposure and job placement assistance through extensive industry network.
- Endorsed by leading industry employers such as Virgin Active, True Fitness, the Pure Group, BFT, among others.
- Offers continuing education courses for increasing skillsets.

### Enrollment



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