BACHELOR OF SCIENCE (HONOURS)

- Accounting and Finance
- Business Management
- Business Management with Communications
- Business Management with Industrial Placement
- International Business

www.simge.edu.sg
The programmes are developed and awarded by Birmingham Business School, University of Birmingham, UK
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Welcome to SIM Global Education (SIM GE) - A global campus with over 10 top ranking international universities from the UK, the US and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is a leading private educational institution in Singapore, reputed for high standards and a vibrant student experience. Founded in 1964 by the Singapore Economic Development Board as part of the SIM Group, it has over 50 years of strong track record in developing quality manpower.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today’s fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need, to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our fraternity of over 133,000 graduates and alumni and 20,000 students, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

Dr Lee Kwok Cheong
Chief Executive Officer
SIM Global Education
We are very proud of the success we have had through our partnership with SIM GE.

The University of Birmingham (Birmingham) pioneered business education in the UK, establishing the first Chairs of Commerce and of Accounting in the country in 1902. Today, the Business School has over 180 faculty and over 4,860 students; with students from over 110 different countries studying our programmes in the UK and Singapore, we are a truly global School.

Our partnership with the SIM Global Education (SIM GE) underpins the delivery of a range of leading degree programmes for undergraduate and postgraduate students in Business, Management, Accountancy and Economics.

The alliance combines our professors’ cutting-edge knowledge and Birmingham’s brand and teaching quality with SIM GE’s unique support services and knowledge of regional market needs.

Birmingham Business School is benchmarked for the employability of its graduates. Our programmes provide you with a rigorous academic training, practical relevance and career-readiness. As a result, our students are in strong demand from employers.

We encourage you to make the most of your time with us, and to take the opportunity to gain the experiences, skills and qualities vital to your future development.

My colleagues and I look forward to welcoming you to our programmes in Singapore.

Professor Glyn Watson
Dean
Birmingham Business School
University of Birmingham
SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore’s industrialisation, the SIM Group also offers its services through two other educational brands: SIM University (UniSIM) and SIM Professional Development (SIM PD).

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top ranking and reputable universities from the United Kingdom, the United States and Australia. SIM GE’s approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With more than 133,000 alumni and 20,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.
Why Study at SIM GE?

- **AWARD-WINNING INSTITUTION**
  Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People’s Choice Awards.

- **THROUGH-TRAIN PATHWAY**
  Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

- **GLOBAL PERSPECTIVES & INSIGHTS**
  Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

- **STUDENT-CENTRIC CAMPUS**
  Wi-Fi enabled campus with comprehensive facilities for students’ academic and recreation needs.

- **VIBRANT STUDENT LIFE**
  Participate in over 70 student clubs with year-round activities in arts, culture and sports.

- **DEDICATED STUDENT SUPPORT**
  Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

- **BOND-FREE SCHOLARSHIP & BURSARY**
  Scholarships are available to students who excel in academics, sports or arts.

- **NETWORK FOR SUCCESS**
  A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

- **ALUMNI ENGAGEMENT**
  Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through initiatives such as Structured Alumni Mentorship.
STUDENT LIFE

Project 1095

Ability » Adaptability » Employability

24 hours in 1 day...
365 days in 1 year...
1095 days in 3 years...

Seize the now.
Make the most of your time in SIM GE.

CAREER DEVELOPMENT
Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters, Mentorship Programme offered by Career Connect.

GLOBAL LEARNING
Gain international exposure through overseas academic exchange programmes, study trips, internships and workshops.

STUDENT DEVELOPMENT
Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

STUDENT CARE
Boost your well-being in healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.
The Student Learning Centre (SLC) is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

PEER-ASSISTED LEARNING (PAL)
A student-to-student support network that provides academic assistance for selected modules.

WORKSHOP SERIES
Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

PROFESSIONAL SKILLS
Develop professional skills that are highly valued by employers through well-structured training programmes.

CONSULTATION SERVICES
Work with our advisors to improve your skills in written and oral presentation.
The University of Birmingham was founded in 1900 and is now one of the largest in the UK, offering degrees across a wide range of disciplines. It is a major centre of research and academic study with an established international reputation for excellence and numbers 11 Nobel Prize winners among its staff and alumni.

As the Guardian newspaper puts it: “The University of Birmingham is Britain’s quintessential ‘red-brick’ university, and a prestigious one at that.”

The University is located in the leafy suburb of Edgbaston, four kilometres from the city centre. Birmingham is a campus university with practically all its academic buildings and extensive academic and social facilities on a single parkland site – one of the UK’s finest urban campuses.

### Why choose the University of Birmingham?

- **University of the Year for Graduate Employment in The Times and Sunday Times Good University Guide 2016**
- **Ranked 13th in the UK by the Guardian University Guide 2017**
- **Ranked 82nd in the world (QS World University Rankings 2016/17)**
- **A member of the prestigious Russell Group of 24 UK research-intensive universities**
- **A member of the Universitas 21 global network of top universities around the world**
- **Top 15 universities in the UK for Business and Management Studies in the Complete University Guide 2017**
- **Top 25 universities in the UK subject table rankings for Accounting and Finance (The Complete University Guide 2017 and Guardian University Guide 2017)**
- **Birmingham Business School’s Department of Accounting and Finance is recognised by the Chartered Institute for Securities & Investment (CISI) as a Centre of Excellence in finance teaching**
We put people at the heart of business and business at the heart of society

Birmingham Business School has been a major player in business education for more than a century and it is one of the oldest university business schools in England.

The School enjoys an international reputation and provides a wide variety of highly regarded programmes across a range of business disciplines through rigorous academic training, practical relevance and career-readiness.

The wide-ranging research of its staff means that the latest thinking in business education can be immediately fed into teaching, providing the insight, ambition and skills for new generation business leaders to shape advanced and sustainable business strategies.

The Faculty Members
Many of the school’s faculty are experts in their fields and their research contributes to academic debates worldwide. Some of the academic staff play advisory roles to both businesses and public sector organisations.

Industry Links & Employability
Birmingham Business School thrives on strong links with industry and employers. Our Advisory Board, chaired by Lord Digby Jones of Birmingham, consists of high-level executives selected for their exceptional stature. At Birmingham Business School, we create business degree courses which academically and personally prepare you for the working world. Your degree is evidence of your ability to succeed in a demanding academic environment. Employers target our students for their key employability skills developed during the degree programmes. Our graduate employability statistics are significantly above national trends. Birmingham Business School’s graduates are sought after by employers, with recent graduates being recruited by Procter & Gamble, IBM, HSBC, Barclays Capital and Dow Chemical Pacific.

Thanks to SIM’s network of business contacts in Singapore, the University’s partnership with SIM and its alumni network will ensure that this close relationship with industry is maintained in Singapore. Like their counterparts in the UK, students will get the exposure necessary to attain real world expertise required by today’s employers.

Accreditation
Birmingham Business School is accredited by all three international bodies – the Association to Advance Collegiate Schools of Business (AACSB International), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

‘Triple-crown’ accredited
Bachelor of Science (Honours) Accounting and Finance
As financial markets integrate and business operations diversify, the need for adoption of common global accounting practices intensifies. The Bachelor of Science (BSc) (Honours) Accounting and Finance degree will equip you with high levels of theoretical and practical knowledge, the application tools and skill set to pursue an accounting or financial career in business, professional practice or the public sector.

Bachelor of Science (Honours) Business Management
Every business needs effective management to flourish. From marketing, accounting to human resources, the Bachelor of Science (BSc) (Honours) Business Management degree equips you with the tools and expertise to understand the changing world of business on a national and global scale. This core degree combines the latest research and thinking with the philosophy that future leaders of industry need a sound and broad-based business education.

Bachelor of Science (Honours) Business Management with Communications
The growth of social media and other public relations tools has had a huge impact on how organisations market themselves. The Bachelor of Science (BSc) (Honours) Business Management with Communications degree combines a broad-based business education with a strong marketing and communications theme, emphasising the importance of relationships between businesses and the communities they operate in. This programme is designed for students who wish to work in any business role where communications is key, including Public Relations, Marketing Communications or in communications related industries. One third of the programme will be devoted to communication modules, whilst two thirds will be general business modules.

This unique programme provides a good balance between theoretical underpinning and development of practical communication skills. Students will need to undertake a Communications Placement project in Year 2.

Bachelor of Science (Honours) Business Management with Industrial Placement*
The Bachelor of Science (BSc) (Honours) Business Management with Industrial Placement degree offers you the opportunity to gain in-depth knowledge of a range of business topics combined with industry placement, putting into practice what you have learned.
The programme allows students to supplement the core degree with both third study blocks of each year spent on an industrial placement in Singapore and overseas. Students will be coached on how to source internship placement to give them an edge over their future job search. International students will need to complete their placement in their home country or any other countries. Students will receive dedicated career coaching and advice from Birmingham career professionals. By undertaking an industrial placement, you will gain valuable work skills, giving you an advantage in today’s competitive graduate marketplace.

To prepare students for industrial placements, students will take a compulsory preparatory programme on personal and professional development including one-to-one career coaching conducted by Birmingham career professionals.

*Student learning on the placement will be assessed by the University of Birmingham.*

**Bachelor of Science (Honours) International Business**

The Bachelor of Science (BSc) (Honours) International Business degree is designed to impart an international experience and cultural awareness to students who are considering a future career in international management.

In Year 2, students travel to the University of Birmingham in January and study at the Birmingham campus until April. They complete their third study block in the UK and study a variety of business modules not available in Singapore. They will also attend a team-building programme in the English Lake District.

In Year 3, students will normally study at one of the University of Birmingham’s exchange partners, alongside other exchange and local students. Students will need to select their second year study placement partner while they are in the UK. The University cannot guarantee that you will be able to go to your first choice of foreign university, but the University has sufficient places to send at least two students to each partner based on academic merit.

Alternatively, students may choose to work in Year 3, but will need to find their own overseas placement. International students may work in their own country.

*For international study or industry placement overseas, there will be additional costs over and above the programme fee to cover travel, accommodation and living expenses.*
Reasons to study University of Birmingham’s undergraduate degrees at SIM

- The degrees are of the same standings and standards as those awarded in the UK
- Long tradition and established track record of teaching business
- Established international reputation of University and the Business School
- Research led – cutting-edge research feeds directly into teaching
- International syllabus with a focus on the issues of globalisation
- Dedicated academics and administrative staff who provide continuous support for your studies
ACCOUNTING AND FINANCE PROGRAMME

Objectives
The BSc (Hons) Accounting and Finance programme will give you a firm technical grounding in accounting and finance as well as a wider appreciation of business issues within a global political, legal and social environment.

Career Prospects
Students are offered the opportunity to engage with work experience via a third year optional module, Professional Development. This module is designed to bridge the gap between their academic studies and the future professional life postgraduation. Student learning on the placement will be assessed by the University.

Birmingham graduates are highly sought after by diverse employers for their drive, diversity, communication and problem solving skills, and team-working abilities. They can go on to become accountants, auditors, brokers, financial analysts, fund managers, investment researchers, tax specialists, traders, etc.

Professional Accreditation
Graduates who wish to continue to professional accreditation may obtain exemptions from the professional bodies below:

- Association of Chartered Certified Accountants (ACCA) www.accaglobal.com
- Chartered Institute of Management Accountants (CIMA) www.cimaglobal.com
- Institute of Chartered Accountants England and Wales (ICAEW) www.icaew.com

Please visit their websites for the latest requirements.

Modules
Year 2
- Auditing*
- Company Accounting and Accounting Theory
- Corporate Financial Management
- Human Resource Management
- Information Systems for Accounting
- Law for Accountancy and Business*
- Management Accounting
- Taxation*

Year 3
- Advanced Accounting Theory and Policy
- Advanced Finance
- Advanced Financial Accounting
- Advanced Financial Statement Analysis for Undergraduates
- Advanced Management Accounting
- Extended Essay

Optional Module (choose 1)
- Professional Development
- Strategic Management

*Taught by local specialists

The choice of modules is subject to change and will follow changes according to the programme in the UK.

“The Birmingham Accounting and Finance degree will provide you with the knowledge and skillset to succeed in today’s industry no matter where you are.” (2017)

Dr IdIan Zakaria
Director of BSc Accounting and Finance, Singapore
Birmingham Business School
BUSINESS PROGRAMMES

Objectives
The Business programmes are structured to reflect the ever-changing world of business and deal with topics that are relevant to a wide range of employers. Through a combination of academic theory and practical work, students develop their critical thinking skills as they share views, debate and discuss.

Career Prospects
Birmingham’s business degrees have long been recognised by major employers across all sectors of the economy. The programmes are continuously updated to reflect the latest thinking in business education, providing rigorous academic training with practical relevance. Graduates find employment across all sectors of the economy, in areas as diverse as retail management, financial services, accountancy, motor manufacturing, management consultancy and pharmaceuticals, etc.

Modules

<table>
<thead>
<tr>
<th>Module</th>
<th>Business Management</th>
<th>Business Management with Communications*</th>
<th>Business Management with Industrial Placement</th>
<th>International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Accounting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Change Management</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Management**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Fundamentals of Leadership</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>International Entrepreneurship</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>International Marketing</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Managerial Finance</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Operations Management</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Service and Relationship Marketing</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Intermediate Business Economics and the Macroeconomy</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Internal and External Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Placement A</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>International Study A</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Communications Placement (Students will undertake a company project which can be completed in a minimum of 100 hours)</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Students on the BSc (Hons) Business Management with Communications programme will also cover additional Year 1 materials to help support them in their Year 2 studies.

This module is compulsory for the Business Management with Communications programme and is also offered on the other programmes.

Fully taught by Birmingham academics, the choice of modules is subject to change and will follow changes according to the programmes in the UK.

“My journey has been fulfilling and it has allowed me to gain a deeper insight into the industry of my choice.”
(2016)

Lim Jing Han
HR Executive (Talent Management)
Panasonic Asia Pacific Pte Ltd

Graduate, BSc (Hons) Business Management with Industrial Placement
**PROGRAMME INFORMATION**

**Duration and Intake**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Duration</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc (Hons) Accounting and Finance</td>
<td>2 Years Full-time</td>
<td>September</td>
</tr>
<tr>
<td>BSc (Hons) - Business Management</td>
<td>2 Years</td>
<td>July</td>
</tr>
<tr>
<td>- Business Management with Communications</td>
<td>Full-time</td>
<td></td>
</tr>
<tr>
<td>- Business Management with Industrial Placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- International Business</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Candidature Period:** 2 to 3 years
There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

**Minimum Class Size:** 30
In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

**Programme Fees**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc (Hons) Accounting and Finance</td>
<td>S$32,100</td>
</tr>
<tr>
<td>BSc (Hons) Business Management</td>
<td>S$32,100</td>
</tr>
<tr>
<td>- Business Management with Communications</td>
<td>S$38,520</td>
</tr>
<tr>
<td>- Business Management with Industrial Placement</td>
<td>S$38,520</td>
</tr>
<tr>
<td>BSc (Hons) International Business</td>
<td>S$41,730</td>
</tr>
</tbody>
</table>

For International Business students, the programme fee is exclusive of air fares and accommodation for international study or industry placement overseas. Modules taught at the University of Birmingham or other university partners are covered. You will need an estimated of S$6,000 per overseas trip to cover for the airfare and accommodation but it excludes the cost of living as how much you need depends on where you go and your lifestyle.

For Communications students, the programme fee covers additional workshop costs and production support for webcast production.

Fees are inclusive of prevailing GST and are payable in four instalments. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

**Mode of Delivery**

Classroom learning comprising:
- Lectures
- Tutorials - for BSc (Hons) Accounting and Finance

Lessons are conducted typically three to six hours per day.

**Assessment**

- Assignments / Projects
- Written Exams

Assessment is subject to change by the University.
## Admission Criteria

### BSc (Hons) Accounting and Finance

- Accounting Diplomas from local Polytechnics;* or
- Non-Accounting Diplomas from local Polytechnics with successful completion of the SIM Preparatory Course in Accounting and Finance.

### BSc (Hons) - Business Management
- Business Management with Communications
- Business Management with Industrial Placement
- International Business

- Diploma in Accounting/ Banking and Finance/ International Business/ Management Studies awarded by SIM; or
- Business related Diplomas from local Polytechnics;* or
- Non-Business related Diplomas from local Polytechnics with successful completion of the SIM Preparatory Course in Business.

### English Proficiency Requirement

Successful completion of a recognised approved diploma, where the language of instruction was English.

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*Please refer to SIM GE website for a list of Accounting and/or Business related Diplomas that may be eligible for advanced standing into the two-year programmes.

Applicants must obtain an average of Grade B. Applicants may be interviewed prior to acceptance into the programme.

All other qualifications will be evaluated on a case-by-case basis.

All admissions are based on merit and are subject to the final approval of the University. No exemptions will be granted.

Please visit SIM GE website for full details on the programme admission criteria including English proficiency.
Preparatory Course in Accounting and Finance
for entry to the BSc (Hons) Accounting and Finance programme

Applicants with a non-Accounting Diploma from local Polytechnics or suitable qualifications will be required to complete and pass a three-month Preparatory Course in Accounting and Finance.

The preparatory course is developed and awarded by SIM, Singapore.

Duration and Intake

<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months Full-time</td>
<td>June</td>
</tr>
</tbody>
</table>

Modules
- Business Finance
- Business Statistics
- Introduction to Financial Accounting
- Introduction to Management Accounting

University of Birmingham may require students to complete a minimum of two and up to a maximum of four modules, per intake.

The modules are assessed either by written exams, coursework or a combination of both.

Applicants who have successfully completed the relevant modules at diploma level may be exempted from the following preparatory course modules.

<table>
<thead>
<tr>
<th>Module(s) taken at Diploma Level</th>
<th>Exempted Preparatory Course Module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Finance</td>
<td>Business Finance</td>
</tr>
<tr>
<td>Statistics</td>
<td>Business Statistics</td>
</tr>
</tbody>
</table>

Certification
A certificate of completion will be awarded upon successfully passing the Preparatory Course in Accounting and Finance.

Programme Fee

<table>
<thead>
<tr>
<th>Programme</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparatory Course in Accounting and Finance (if applicable)</td>
<td>S$642 per module</td>
</tr>
</tbody>
</table>

Fees are inclusive of prevailing GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

Preparatory Course in Business
for entry to the BSc (Hons) Business programmes

Applicants with a non-Business related Diploma from local Polytechnics will be required to complete and pass a three-month Preparatory Course in Business.

The preparatory course is developed and awarded by SIM, Singapore.

Duration and Intake

<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months Full-time</td>
<td>April</td>
</tr>
</tbody>
</table>

Modules
- Accounting and Finance
- Economics
- Marketing

The modules are assessed either by written exams, coursework or a combination of both.

Certification
A certificate of completion will be awarded upon successfully passing the Preparatory Course in Business.

Programme Fee

<table>
<thead>
<tr>
<th>Programme</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparatory Course in Business (if applicable)</td>
<td>S$1,926</td>
</tr>
</tbody>
</table>

Fees are inclusive of prevailing GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.
“My biggest takeaway from the Business Management programme was my learning experience and interactions with the academics from the University. Not only have they constantly challenged my assumptions and beliefs on management practices, but also encouraged me to step out of my comfort zone to pursue things in my life that I never thought were possible.” (2017)

Desean Goh
Student, BSc (Hons) Business Management

“The course has equipped me with the relevant skillset to tackle the ever-changing marketing and communications industry. I have learnt public relations skills and internal and external stakeholder management knowledge, and gained entrepreneurial spirit to bring my company to new heights.” (2017)

Travis Teo Han Rong
Digital Marketing Executive, Success Vantage Pte Ltd
Co-founder of NSCarePackage Singapore
Graduate, BSc (Hons) Business Management with Communications

“The Birmingham degree provides a holistic view and has equipped me with relevant foundational business skills and knowledge, giving me an advantage in the working world.” (2016)

Wong Xueying
Business Development Manager, American Express International Inc.
Graduate, BSc (Hons) Business Management
“The marketplace greatly values soft skills such as problem-solving, being resourceful and clear yet concise communication. My time in university spurred me to learn independently and strive to always be better than who I was yesterday. Whether structured teaching or on-the-job development, learning never ends.” (2017)

Natalie Choo
Media Liaison, PwC Singapore
Graduate, BSc (Hons) Business Management with Communications

“The study exchange at Birmingham campus and at Kyoto University was one of my biggest takeaways from the International Business programme. Not only did it diversify my experience inside and outside of school, the exchange also provided me with invaluable insights to different cultures and management practices in a foreign society.” (2017)

Zayar Tint Shwe
Business Development Manager, StereoImage Studios Company Limited
Graduate, BSc (Hons) International Business

“I chose International Business because it provided me with the knowledge and skill set in managing an organisation. I think going to the UK is an eye opener. I saw a totally different culture and learnt how business was done in one of the fastest-growing developed economies.” (2016)

Olga Serena
Graduate, BSc (Hons) International Business
APPLICATION AND ADMISSION

How to Apply
Visit www.simge.edu.sg/ge/how-to-apply for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student’s Pass (STP) application form. Your Student’s Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

Application Fees
An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

<table>
<thead>
<tr>
<th>Application Fees</th>
<th>Local applicants</th>
<th>International applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>S$96.30</td>
<td>S$121.00*</td>
<td></td>
</tr>
</tbody>
</table>

*This does not include all fees related to Student’s Pass application.

Private Education Act
Under the Private Education Act, legislated in December 2009, a Council for Private Education was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

PEI-Student Contract
CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period
There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL’s refund policy will apply.

Fee Protection Scheme
SIM PL adopts a compulsory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student’s fees in the event that the 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 judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students’ fees will be insured by the insurer pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg.

Medical Insurance
SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: www.simge.edu.sg/ge/medicalinsurance.

Refund and Transfer/Withdrawal Policies
For refund and transfer/withdrawal policies, please refer to www.simge.edu.sg/ge/refund.

Confidentiality
SIM PL is committed to maintaining the confidentiality of the student’s personal information and undertakes not to divulge any of the student’s personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.