



SIM-RMIT students on an overseas study trip at RMIT Melbourne campus.

Pursuing quality education

The successful partnership between SIM GE and RMIT has produced many well-rounded talents for the workforce

By Hazel Tan

TO DATE, the 26-year-old partnership between SIM Global Education (SIM GE) and RMIT University has produced more than 27,000 successful graduates who have contributed positively to Singapore's economy and workforce.

This year, over 2,600 graduates will join the workforce. Of these, 248 will be awarded degrees with distinction.

Ms Evangeline Wong Yue Ling, who graduated from SIM-RMIT in 2005 with a degree in business management specialising in entrepreneurship, is an example of a successful SIM-RMIT alumna.

She applied knowledge that she picked up from the business school, drew up a sound marketing plan and set up her own coffee business, JBM Coffee Asia. She also opened a café at the Esplanade Mall last year.

"SIM-RMIT was a great training ground for aspiring entrepreneurs," she says. "We were exposed to organisations that were looking for fresh ideas and we were given real-life projects to showcase. We also did internships that gave us a good glimpse of what working life entails."

Quality education

RMIT is ranked among the top 10 universities in Australia. A global university of technology and design, it is one of Australia's largest and most successful education providers that specialises in a wide range of undergraduate and postgraduate programmes.

According to the Quacquarelli Symonds (QS) World University Rankings 2013, RMIT was awarded the prestigious Five QS Stars rating for excellence in higher education.

An overseas tertiary education can be a hefty investment. In fact, a recent Sunday Times report found the cost of pursuing a non-medical, four-year degree in Australia can add up to A\$260,000 (S\$300,000).

But an affordable quality education is possible at SIM GE, which offers RMIT programmes at under S\$50,000. New or existing students enrolling for the bachelor's degree programmes offered at SIM GE may also apply for the SIM GE Scholarship, which is bond free and covers a fixed book allowance.

SIM GE currently offers nine Bachelor programmes from RMIT University. Popular programmes include accountancy, economics and finance, management, marketing, logistics and supply chain management, communication and design, professional communication and construction management. The latest

SIM-RMIT PARTNERSHIP

More than **27,000** graduates to date

Over **6,500** enrolled students today

248 distinction holders in 2013



SIM clinched the Prime Minister's Challenge Trophy 2013.

programme, Bachelor of Applied Science in Aviation, was launched in July.

Learning beyond four walls

Classes are taught by both RMIT University faculty and local lecturers who are academics and industry practitioners. The modules are delivered in a combination of styles including presentations, case studies and group assignment, striking a balance between theory and practice. In addition, RMIT continually monitors students' progress and assessments to ensure consistency of standards with that of its Australian campus.

As part of a reciprocal exchange agreement between RMIT and its partner educational institutions outside Australia and Singapore, full-time students pursuing the Bachelor of Business degrees can opt to go on student exchange programmes overseas while still enrolled at SIM-RMIT if they meet a set of criteria. For example, students can choose to participate in student exchange programmes in China, Korea, Sweden and Switzerland.

For some programmes, students are required to go on study trips overseas as part of their curriculum. Mr John Lam Ji Teng, 24, who recently graduated with a Bachelor of Design (Communication Design), was on a two-week study trip to Melbourne, Australia in April this year.

He found the trip to be informative and beneficial. Apart from the classes held there, it also gave him the opportunity to soak up the design culture in Melbourne.

"Study trips open our eyes to views and angles that we don't think of, as we do not get as much exposure to designs in Singapore," he says.

An all-rounded education

SIM GE also takes pride in providing its students with an all-rounded and holistic educational experience. There are over 70

student clubs ranging from the arts and culture to sports. These clubs offer students a platform to develop personal skills in communication and leadership while helping them to develop bonds and build networks.

SIM GE scholar Samantha Tham Peiwen, who is in SIM's dragon boat team, says the competitive sport has taught her resilience.

"It is definitely no walk in the park juggling the crazy training schedules and studies especially during the assignment and examination periods," says the 22-year-old Bachelor of Business (Management) final-year student who trains up to 10 times a week when there are competitions. "The secret to academic success is time management and the secret to sports excellence is strong self-discipline."

To better equip students with the relevant skills and get them work-ready, SIM GE also organises an annual job fair, career talks and resumé writing courses, and collaborate with companies to create internship opportunities. In addition, SIM organises an annual Business Management Challenge, which offers students a platform to immerse in real world business issues, come up with winning business plans, and gain business insights from industry gurus.

Ms Samantha Ker Xun Min, a final-year Bachelor of Business (Marketing) student, was part of the winning team last year. For the challenge, she and her team worked on a marketing campaign for a client, conceptualising and producing a suite of marketing collateral including brochures, posters, handouts and illustrations.

"The SIM Business Management Challenge provided me with the opportunity to work on a real-case study, thereby building my portfolio of work. Joining the competition boosted my self-confidence. It is a great platform for students to learn and prepare, before we step into the working world," says Ms Ker.

Adjunct Professor Lee Kwok Cheong
CEO, SIM Global Education



This year marks 26 years of partnership with RMIT in our pursuit of delivering quality education. Over 2,600 SIM-RMIT graduates will be joining the workforce this year. SIM GE's holistic education framework, backed by RMIT's strong academic standing, has prepared them well for the future. I have every confidence that they will do well in their careers and wish them all the best."



Professor Margaret Gardner AO
Vice-Chancellor and President, RMIT University

RMIT University's enduring partnership with SIM GE brings together two institutions committed to excellence in education in business, management, construction and communication. Together, we have equipped more than 27,000 people with the skills to succeed in a globalised economy. In doing so, we have shared not just expertise but also cultures. I congratulate those SIM GE students who have just graduated with RMIT degrees and wish you well in your careers.