

ADVERTORIAL

Serving the Singapore public

SIM Global Education produces graduates to serve in government, public agencies and the community

RENOWNED for its efficiency, transparency and integrity, Singapore's public sector has been the backbone of the nation's success. Responsible for formulating and implementing national policies, the Government is the largest employer in Singapore. Some 140,000 officers serve in 16 ministries and more than 50 statutory boards. Their roles range from providing corporate and administrative services, to teaching, economic services and security.

A significant proportion of SIM Global Education (SIM GE) graduates is employed by the Government, and has gone on to excel across various roles. Statutory boards and public agencies also take part in SIM GE's annual career fair to recruit talent.

Caring for the populace

An example is Darren Goh, an advanced practice nurse at the National University Hospital (NUH).

He provides bedside care and clinical management for patients. He assesses them, interprets investigations, performs procedures, and formulates plans in collaboration with nurses, doctors and other healthcare professionals.

"I try to understand my patients better, be it socially, mentally and physically, so I can better nurse them," he says.

Mr Goh graduated with a Diploma in Nursing in 2002 and obtained a Bachelor's Degree in Health Sciences (Nursing) from the University of Sydney in 2008 through SIM GE.

"I had to attend classes after work. The experience taught me time and stress management while studying, at work and in life," Mr Goh says.

After the SIM GE degree, Mr Goh obtained the Master in Nursing (Critical Care) in 2010 at the National University of Singapore.

In addition to his day to day duties, Mr Goh teaches nurses and other professionals at various platforms.

He is also involved with various workgroups, for example, helping Intensive Care Unit (ICU) patients to shorten their stay through early physical therapy, and to recognise inspirational stories among his colleagues.

Also in the health sector is Rowena Chin, a research officer at the Institute of Mental Health (IMH).

There, she performs neuroimaging analyses and conducts neuropsychological assessments.

Ms Chin graduated summa cum laude with a Bachelor of Arts in Psychology from the State University of New York at Buffalo (SIM-UB) in 2013. She was also awarded the 2013 Feldman-Cohen Prize for the most outstanding honours thesis that year. She went on to get a Master of Science in Cognitive Neuroscience at University College London.

"My SIM-UB education has helped me develop critical thinking skills and confidence in expressing my opinions," Ms Chin says.

The American liberal arts model of the SIM-UB course also allowed her to explore interests beyond her major, Ms Chin says.

"Coupled with the large proportion of international teaching faculty, lessons are often interactive and engaging. This pushed me beyond my comfort zone."

Ms Chin completed her final year of studies at the University at Buffalo itself.

"I personally feel there is little difference in the classroom experience here at SIM GE and over at the home campus. It is as close to the real deal as you can get," she says.

Providing financial and employment security

SIM GE graduates are also involved in implementing policies that take care of Singaporeans' retirement and employment needs.

Over at the Central Provident Fund (CPF) Board, Hamza Salleh, a senior manager at the CPF Board's collection services department, assists the statutory board to collect CPF contributions from both employers and members.

"My role is to supervise, lead and coach a team of staff to ensure operational efficiency and effectiveness. Besides ensuring smooth daily operations, I am also expected to handle complex customer enquiries," Mr Hamza says.

At SIM GE, Mr Hamza graduated with a Bachelor of Business (Economics and Finance) with Distinction from RMIT University in 2010 and has been working for the CPF Board since.



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Darren Goh, cares for patients and performs procedures as an advanced practice nurse at the National University Hospital.



Hamza Salleh, a senior manager at the CPF Board's collection services department, leads a team to ensure operational efficiency and effectiveness.



Spencer Chua, a manager at the Singapore Workforce Development Agency, conceptualises and implements manpower and training schemes for the manufacturing industry.

ble opportunities to develop a global mindset," she says.

Also working closely with the outside world is Felicia Song, an assistant communications manager at the Singapore Tourism Board (STB).

Her job is to market Singapore as an ideal leisure destination.

Ms Song was the class valedictorian of SIM-UB, where she obtained a Bachelor of Arts in Communications.

"The communications degree at SIM-UB helped me explore my interest in various aspects of communications work. It has also enabled me to try a wide variety of related roles as a public relations (PR) and marketing professional," she says.

Following her undergraduate education, Ms Song worked at the National Environment Agency (NEA) and SIM University, before obtaining a Master of Science in Strategic Marketing at Imperial College London in 2012 and joining STB.

At STB, she oversees PR and communications for STB's dining, retail and enrichment travel departments.

"The role offered was a challenging one that afforded international exposure and the opportunity to work on world-class events like the WTA Finals tennis tournament and the Singapore Food Festival," Ms Song says.

Be it looking after the physical and mental health of citizens, addressing the employment and financial security needs of the nation, or promoting Singapore to the outside world, SIM GE graduates do the school and the nation proud.

Ultimately, the rigour, credibility and affordability of the SIM GE model of transnational education makes it possible for students to pursue their dreams.

The SIM GE programme cultivated both soft and hard skills and gave him the confidence to perform challenging tasks at work, he says.

"The effective communication skills I acquired helped me to present my ideas and network with people within and outside the organisation. Being analytical helped me better understand the challenges and manage my projects at hand," Mr Hamza says.

At the CPF Board, Mr Hamza constantly looks for ways to improve service quality. He and his colleagues run a customer service initiative known as Going the Extra Mile, or GEM. There, they publish newsletters relating to customer service excellence, review their correspondence templates, and simplify transactions for customers.

He also evaluates business continuity plans regularly to ensure contributions can be collected effectively and efficiently with minimal risk. He has executed various projects, including one to build a central database for data analytics.

"I always had a deep passion to work in the public service so that I can contribute to society," Mr Hamza says.

Another SIM GE graduate, Spencer Chua, has

been conceptualising and implementing manpower and training schemes for the manufacturing industry.

Mr Chua, a manager at the Singapore Workforce Development Agency (WDA), graduated in 2011 from the University of London with a Bachelor of Science (Business), and has been serving in WDA since.

"My education has provided me a good understanding of the intricacies of the various functions within an organisation. I was also able to apply the knowledge gained to my daily work, be it the marketing or accounting aspects," Mr Chua says.

His education gave him with the opportunity to interact with both local and overseas educators, while giving him a sense of ownership over his education, he says.

"I look forward to further opportunities in WDA and the public service to acquire skills and knowledge in systems administration and policy development," Mr Chua says.

Linking Singapore to the world

Meanwhile, Tan Si Min, a manager at the Ministry of Manpower's planning and development branch,

is working on a key issue in Singapore – managing the pool of foreign workers here.

"My role entails recommending new or reviewing existing operational policies and processes which are in place to ensure that the well-being of our foreign workers are being taken care of," she says.

"I enjoy this role as it allows me to better appreciate the importance of foreign workers in ensuring that Singapore continues to thrive as a cosmopolitan city."

Ms Tan graduated from the SIM-University of London programme in 2012 with a Bachelor of Science in Economics and Management.

At her time at SIM GE, study abroad programmes broadened her horizons and inculcated a global mindset and cultural awareness, she says.

Ms Tan participated in a summer school programme at the London School of Economics and Political Science in the UK, as well as a three-month internship at the Singapore-Sino Guangzhou Knowledge City in China.

"SIM GE's model of transnational education was the platform which provided me with invaluable

About SIM GE

- ◆ SIM GE is one of Singapore's largest private education institutions and offers over 70 full-time and part-time academic programmes such as accounting, IT, retail marketing, banking, finance, economics and management from 11 reputable global universities.
- ◆ Its total student enrolment is 22,000 where 19,000 are full-time and 3,000 are part-time students. There are 124,500 local and overseas graduates from SIM GE to date.
- ◆ SIM GE students often score top honours in its partner universities' programmes. For example, 167 SIM-UOL students graduated with first-class honours in 2014; the highest number of achievers in the world for UOL International Programmes.
- ◆ SIM GE has been voted by the public as "Best Private Institute" at the annual AsiaOne People's Choice Awards 2015, its 7th consecutive win since 2009.
- ◆ SIM GE is holding its bi-annual Open House on Saturday, 19 September, 11am to 5pm at SIM HQ. For diploma, undergraduate and postgraduate programmes on offer, see www.simge.edu.sg

