

# ADVANCE SKILLS for FUTURE ECONOMY

Juggling the demands of a full-time job, family commitments and taking up a rigorous academic course is a challenging feat for most. Yet for two graduates of SIM Global Education's (SIM GE) programmes, the sacrifices made were well worth the results.



Mr Ng Yeok Song,  
SIM-University of Birmingham  
MBA graduate

## Changing Paths

Since graduating with a Master of Business Administration (MBA) from the University of Birmingham in 2014, Mr Ng Yeok Song, 39, has moved up the ranks and made a successful career track switch from research and development (R&D) to marketing. For the past two years, the Director of Product Marketing (Asia) at NCH Corporation has been overseeing two product lines; discovering

and validating market needs as well as developing product roadmap strategies,

portfolio and lifecycle. This was a big change from his previous capacity in leading the company's software development team in R&D—a more technical role. Mr Ng recalls how his learning experience at SIM GE helped him gain a strong foundation for his current role. "The programme helped provide me with business knowledge and combined with my technical background, I was able to get the full picture of both market development as well as product development. This allows me to give my customers a more holistic view consisting of both economic and technical factors to help them make a sound investment decision," says Mr Ng. "Even now I am often reminded how difficult it is to do change management—something I learnt during my MBA coursework."

Mr Ng is no stranger to challenges, having completed his MBA in a record one-and-a-half years instead of the regular period of 24 months. He credits SIM GE's flexible format of study for being able to achieve this in such a short time. "I like how the lessons were structured in short bursts, compact and intensive time frames, that is, about 10 days of lessons scheduled together. This structure is suitable for people who travel, and it provides ease and flexibility for them in scheduling their lessons," he says. "There was also ease in selecting and mixing the modules that are of relevance and interest to me." The Birmingham MBA programme is taught by the same team of academic staff, using the same syllabus as its counterpart in Birmingham. The only difference is that the local programme incorporates more Asian case studies and institutional material to give its graduates the global edge.

written by Sheryl Khor

# SIM GE enhances capabilities and upgrades skillsets geared for the global economy



Ms Carol Lim, first class honours graduate from the SIM-RMIT University Construction Management programme

## Scaling Greater Heights

For Ms Carol Lim, 32, who graduated last year with a first class honours degree in Construction Management, pursuing higher education has always been on the cards. However, for the past decade, the Architectural Technology diploma holder had been posted to China for numerous overseas working assignments, making it difficult for her to commit to a full-time degree without compromising her existing working opportunities. Choosing the SIM-RMIT University programme gave her the chance to find that balance, despite the challenges faced in handling both full-time work and study. "SIM GE provides a wide range of part time courses for working adults like me," she explains. "Due to the nature of my work which requires travelling, I wasn't able to attend some of

the lessons. Fortunately, I was able to communicate online with my team members and professors so my studies were not affected."

As an Associate (Architecture) in ONG&ONG Pte Ltd, Ms Lim feels that the knowledge and skillsets she gained while pursuing her degree has broadened her perspectives in the built environment industry. Her degree has also aided her in terms of career advancement. "The modules that were taught were very relevant to my career. I have gained an in-depth knowledge of various stakeholders' perspectives in the construction industry through the course modules. ONG&ONG was also supportive of my endeavors—our corporate policy proactively facilitates and promotes lifelong learning to enable us to add value to our roles and advance our careers," she says. In addition, the holistic learning culture at SIM GE also helped to sharpen her skills as a global talent. "As the workforce demographics shift and global markets emerge, the diverse learning environment in SIM-RMIT has helped to foster cross-cultural learning. I have reaped so many tangible and intangible benefits from my time at SIM GE," she explains. In fact, Ms Lim may even consider furthering her studies again, when the time and factors are right.

## Global Relevance

Programmes at SIM GE are also tailored to offering real-life insights on the business environment. For working professionals, there is a unique synergy as they are often able to choose topics associated with a project they are working on at work. Under the Birmingham Business School's MBA



Professor Derek Condon,  
Birmingham Business School

programme, the students' employers may even assist them in selecting assignments directly related to organisational needs, says the school's Professor Derek Condon, Director of Postgraduate Taught Programmes. "This arrangement allows students to develop their potential for senior management in both academic and experiential contexts," he says.

SIM GE enables working professionals to further their studies in a diverse range of part-time programmes in disciplines such as:

- Accounting
- Aviation
- Banking
- Business
- Computing
- Construction Management

- Digital Systems Security
- Economics
- Engineering Business Management
- Finance
- Human Resources
- International Healthcare Leadership
- Logistics & Supply Chain Management

- Management
- Marketing
- Nursing
- Programme and Project Management
- Retail Marketing
- Sports Studies and Marketing

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