

## Advertorial

# A perfect choice

UB's double degree programme in business and psychology was an enriching experience for her



## AMRITA KAUR

**K**IRTANA Sanchez (above) was applying to potential universities to pursue a degree in business. But at the same time, she was also “interested in a plethora of subjects”.

When she researched on courses by Singapore Institute of Management Global Education (SIM GE) and came across a double degree programme — Bachelor of Science (Business Administration) and Bachelor of Arts (Psychology), she thought it was a perfect choice.

“I was genuinely curious to learn more about the programme and curriculum,” said Ms Sanchez, of the “two seemingly different subjects of study”.

She had earlier completed her International Baccalaureate diploma from Kyiv International School in Ukraine when her family moved there because of her father’s work.

The four-year Business Administration and Psychology double degree programme, awarded by the University at Buffalo, The State University of New York (UB) consists of a unique curriculum that combines business knowledge, management principles and the broader aspects of the psychological field.

Said Ms Sanchez: “It covered topics that not only allowed me to study the insights of the human mind and behaviour, but also introduced me to concepts of the corporate environment, its functions and management.”

The 25-year-old, who was born in Chennai, said she was tasked with real-life case studies and group projects that gave her a peek into real-world business challenges faced by multi-national corporations.

On the other end of the spectrum, she also learnt psychological principles that gave her an in-depth understanding about the different relationships between people.

The UB programme offers students an option to continue their studies at UB’s home campus in Buffalo for a semester. Though Ms Sanchez did not go to Buffalo, she was part of an exchange programme in Singapore where students from the campus there came to SIM GE.

“I not only met people from various walks of life, I also got to immerse myself in a melting pot of cultures that made my student experience a very memorable one,” said Ms Sanchez, who graduated from the full-time programme in 2012.

She also joined SIM-UB’s student council as a CCA while she was doing her double degree.

She initially joined the council as a member of the marketing department organising events such as the SIM-UB Bash, orientation camps and more. She also spearheaded an independent exhibition at the annual University at Buffalo Carnival at SIM GE, before she rose to the ranks of a director of marketing in the council.

Ms Sanchez is currently working at international advertising company J. Walter Thompson in Mumbai as a senior account executive.

Her responsibilities include understanding the nuances of each industry, varying consumer segments and developing an extensive network of contacts and managing brand campaigns across mediums such as TV, radio, print and digital outlets.

Said Ms Sanchez on how the UB programme prepared her for the corporate world: “It has not only challenged me to explore innovative ideas, but helped me think in ways which provoke relevant and efficacious solutions for real-world business problems.”

➔ [amritak@sph.com.sg](mailto:amritak@sph.com.sg)

*The next intake for the Bachelor of Science (Business Administration) and Bachelor of Arts (Psychology) double degree programme, awarded by UB is in January next year. Visit [www.simge.edu.sg](http://www.simge.edu.sg) for more information.*