

## GRADUATE DIPLOMA

- Business Analytics
- Digital Marketing **NEW**
- Human Resource Management

## GRADUATE CERTIFICATE

- Business Analytics

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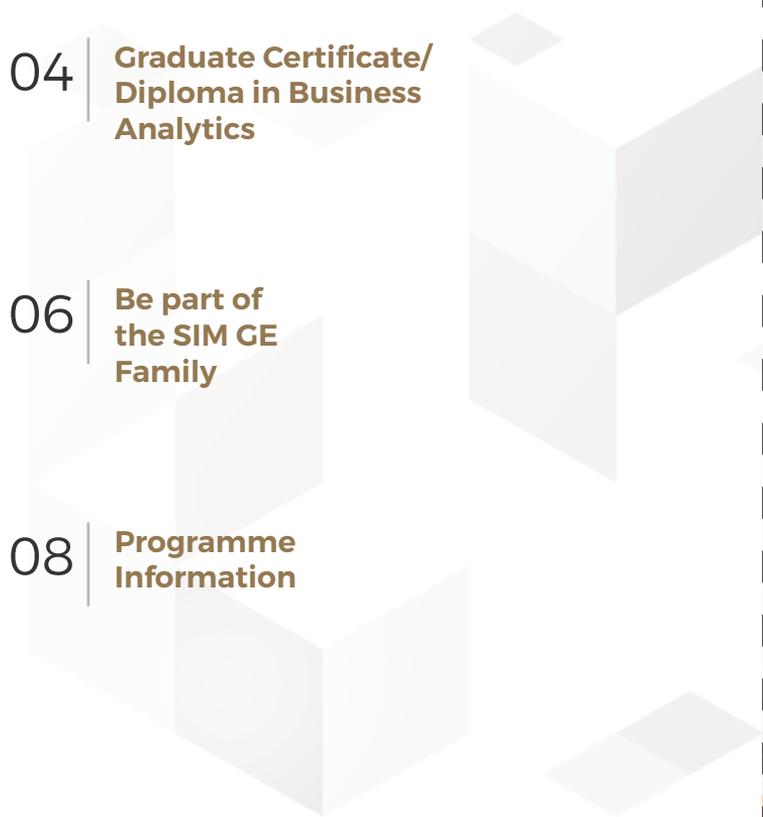
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# Welcome Message

**Seah Chin Siong**  
President and Chief Executive Officer  
SIM Group



Welcome to

## **SIM Global Education.**

a global campus with

**over 10 top-ranking  
universities** from

**Australia, Europe,  
the UK and the US.**

At SIM GE, we are committed to deliver an education that **empowers you** for the future. In our **multicultural** learning environment, you will gain knowledge and skills for the **global workplace.**

Our postgraduate programmes are designed to equip you to be lifelong learners and to potentially handle the jobs of the future.

Join us on an exciting, enriching and fulfilling journey of learning.



# Why Study at SIM GE?

**SIM GE is the global education arm of the Singapore Institute of Management (SIM Group) founded in 1964.**

SIM GE's approach towards lifelong learning is to empower you with ability and adaptability for employability in the global workplace.

Annual enrolment of about  
**17,000**  
students

**40**  
countries

Over  
**165,000**  
graduates

## Track Record

Established history in offering skills-based postgraduate programmes.

## Learning Support

Academic resources and support services such as bursary and counselling.

## Industry-relevant Courses

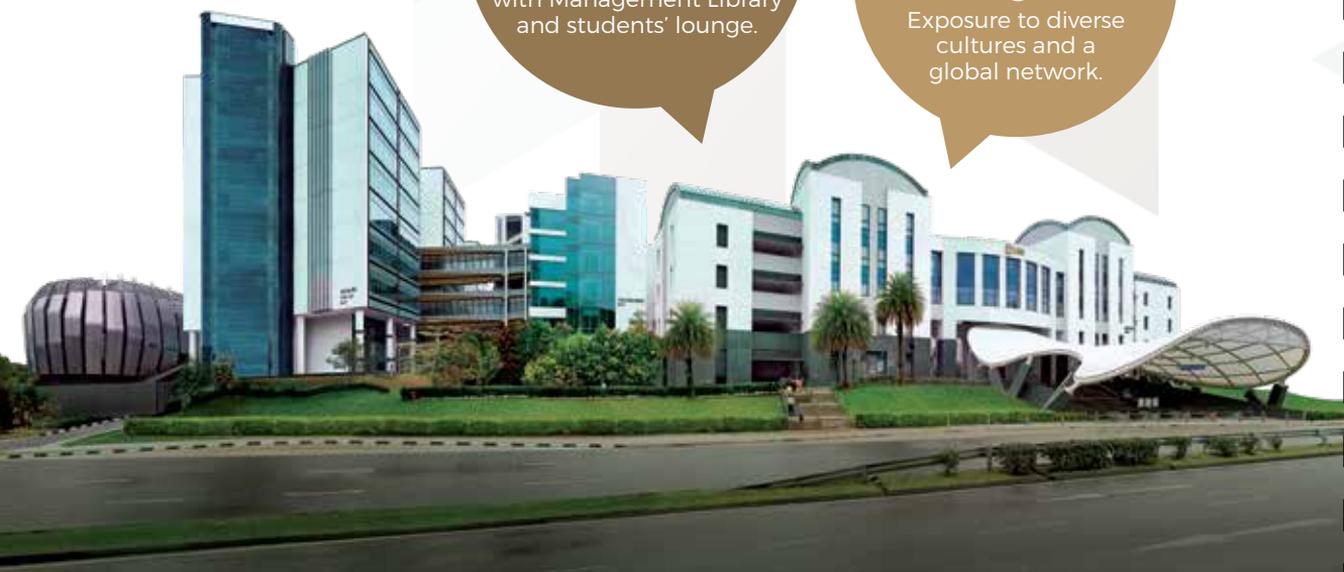
Taught by industry practitioners and faculty members.

## Modern Learning Spaces

Wi-Fi enabled campus with Management Library and students' lounge.

## Global Perspectives & Insights

Exposure to diverse cultures and a global network.



# Network for Greater Success

Build meaningful connections as a student, a graduate and a professional.

Tap into our rich resource pools and stay plugged into the latest industry trends through 8 Special Interest Groups.

Leverage our network of over 35,000 individual and corporate members for greater success.



SIM GE's remarkable global mix of cultural diversities provides an excellent platform for cultural exchange and knowledge sharing.

The SIM GE Alumni Family will help you develop and expand your network as you further your career aspirations.

Look forward to privileges and preferential access to professional development courses.

Take advantage of our unparalleled networking opportunities such as Industry Forums, Networking Sessions, CEO Dialogue, annual Homecoming dinners, and Overseas Alumni Chapter events.



# GRADUATE CERTIFICATE / DIPLOMA IN Business Analytics

As Singapore progresses towards building a digital economy in a Smart Nation, there will be greater demand for technical IT specialists, in areas such as IT Development, Data Analytics and Cyber Security. Thus, this is an opportune time for SIM GE to provide conceptual, skills-based and practical learning in the emerging field of business analytics through the Graduate programmes.

## Objectives

The **Graduate Certificate in Business Analytics** is designed for you to:

- Understand the emergence of business analytics
- Learn the role of descriptive, prescriptive and predictive analytics
- Analyse data for customer acquisition, retention, revenue management, profitability and other organisational goals
- Apply techniques to mine data and select and use appropriate business intelligence and data mining applications to support business objectives
- Gain hands-on experience with software such as Microsoft Excel

The **Graduate Diploma in Business Analytics** is designed for you to:

- Recognise, understand and apply the concepts and methods of business analytics
- Identify, model and solve business problems in different settings using appropriate analytics techniques and tools
- Statistically analyse data, develop and analyse predictive models, and optimise business processes
- Communicate the results of the analysis using appropriate data visualisation techniques
- Apply techniques to mine data and select and use appropriate business intelligence and data mining applications to support business objectives

## Career Prospects

Graduates will be able to pursue a wide range of career opportunities working as **IT business analyst, data analysts, market research analyst, data mining specialist, web analyst, IT sales/marketing executive, IT consulting/management executive** and more.

### Lenz Tan

Head of Programme,  
Graduate Certificate/  
Diploma in Business Analytics

“

In this day and age, we are surrounded by data and technology. Gone are the days when we can base our decisions on simply gut feel. We need to have data-driven insights which guide us to make better decisions. Business analytics is key to any industry and any role. While the technology and processes must be in place, it is imperative that personnel are equipped with the knowledge and skills to drive it.

”

# GRADUATE DIPLOMA IN Digital Marketing

The digital revolution has led to a massive shift towards new media marketing, communications and analytics in both SMEs and multinational organisations. Digital platforms, online marketing and their accompanying jobs such as content strategist and digital analyst is one megatrend across the globe.

## Objectives

The programme is designed for you to:

- Focus on delivering value for customers using communications and digital intelligence
- Appreciate and apply various digital marketing strategies to different business models in reaching integrated marketing objectives
- Explore the goals of digital initiatives and use new and social media platforms to gain insights to support business decision making
- Learn the use of business analytics, customer relationship management and data mining to advance business analysis and marketing practice

### Dr Christopher Lim

Head of Programme,  
Graduate Diploma in Digital  
Marketing

## Career Prospects

Graduates will be able to pursue a wide range of career opportunities working as **digital marketing and social media specialist, digital media consultant, creative director, digital media strategist, content manager, social media influencer, market research analyst, and web analyst.**

**Fulfil business needs** and achieve integrated marketing objectives with a thorough understanding of **digital platforms and analytics.**

“

In the era of digitalisation, the role of new media and digital marketing cannot be underestimated. In such an environment, the learning and application of digital marketing would play a transformative role in improving marketing strategy and campaigns, increasing customer engagement and creating brand loyalty.

”

# Be part of the SIM GE Family

Since 1978, SIM has had a successful history of offering Graduate Diplomas in the various business fields and industry - from the first Graduate Diploma in Personnel Management to today's offerings in Business Analytics, Digital Marketing, and Human Resource Management. The popularity of SIM programmes is attributed to their problem-centred and practical curricula and pedagogy.



“ The programme prepares one to be a HR practitioner with the knowledge and experience shared by the lecturers, which are valuable and applicable to your HR career development. (2019) ”

**Toh Kai Yong**  
Human Resource Manager  
ST Engineering Ltd  
Graduate, Class of 2018

## **Desmond Chua**

IHRP-CP  
Human Resource Manager,  
SH Integrated Services Pte Ltd  
Graduate, Class of 2017

“ The programme has helped my transition to a human resource career smoothly. I am equipped with the relevant knowledge that allows me to work confidently with business leaders in different domains. ”  
(2019)

# GRADUATE DIPLOMA IN Human Resource Management

The 21st century's new economy requires human resource professionals to manage and develop road-maps to drive innovation and productivity while creating a quality work life. Thus, the optimising of human resources has become more strategic to organisational success than ever before.

## Real Solutions for Real Market Needs

SIM lecturers, who are industry practitioners, infuse the programme with pragmatic market-based insights and effectively facilitate the incubation of ideas and solutions from participants.

The cross-pollination of ideas, robust discussions, and critical thinking serve to engender real solutions for real market needs, thus preparing participants to be adaptable in an ever-changing market.

## Objectives

The Graduate Diploma in Human Resource Management programme aims to:

- Equip you with relevant skills and practical knowledge in order to meet the changing job demands for human resource development and management roles
- Equip you with specialised knowledge in employee recruitment and selection, training and development, knowledge management and performance management

## Outcomes

Upon completion of the programme, you will typically be able to:

- Lead and facilitate the activities of the human resource function and manage the challenges of people management
- Plan and utilise organisational human resources effectively
- Practise effective recruitment and selection
- Design and manage an effective performance-reward system
- Build effective teams and facilitate innovation and organisational change
- Facilitate proactive and sound tripartite industrial relations
- Facilitate the development and investment of human resources
- Support the management of human resources across borders
- Appreciate the implications of human resource management decisions

## Career Prospects

There are ample employment opportunities in the private and public sectors. Not only are graduates equipped with business "know-how" to move up to supervisory or managerial positions, they now have the added career option to laterally switch to functional areas like human resource.

With a niche curriculum, the Graduate Diploma is a **popular alternative** to a Master's degree.

# Programme Information

## Duration and Intake

Programme Duration	Intakes
1 Year Part-time	January, May and September

## Mode of Delivery

Classroom learning comprising:

- Activities
- Lectures
- Discussions and Interactive Presentations
- E-Learning

## Assessment

- Assignments
- Projects report and presentations
- Written tests
- End of module examinations

## Admission Criteria

- A degree from a recognised university; or
- Candidates (30 years old and above) who are Diploma holders or hold equivalent qualifications with a minimum of 8 years of working experience.

Applicants whose academic qualifications are not attained in the English medium are required to demonstrate proficiency in English with the minimum total score indicated as follows:

- Paper-based TOEFL 570; or
- Internet-based TOEFL 88; or
- IELTS 6.0

IELTS or TOEFL test scores must be less than two years at point of enrolment.

## Programme Fees

Programme	Total
Graduate Certificate	S\$2,889.00
Graduate Diploma	S\$5,778.00

Fees are inclusive of prevailing GST and payable in three instalments. The amount of each instalment is dependent on the number of modules undertaken for each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

## SkillsFuture Credit

All Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website [www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

## SkillsFuture Study Award for Human Resource, a monetary award of \$5,000

Singaporeans with at least two years of HR work experience are eligible to apply. For the monetary award refer to [www.skillsfuture.sg/studyawards/human-resource](http://www.skillsfuture.sg/studyawards/human-resource) for more information.

## Business Analytics and Digital Marketing

Modules	Graduate Certificate in Business Analytics*	Graduate Diploma in Business Analytics	Graduate Diploma in Digital Marketing
Business Analytics Concepts, Principles and Applications	√	√	√
Customer Relationship Management	√	√	√
Data Mining for Managers	√	√	√
Data Visualisation		√	
Predictive Modelling		√	
Python for Data Analysis		√	
Digital Marketing			√
New Media Communications and Management			√
Social Media Marketing			√

\*Upon successful completion of the Graduate Certificate programme, students can choose to enrol three more modules for a Graduate Diploma in Business Analytics or Digital Marketing.

## Human Resource Management

Modules
Employment Relations and Law
International Human Resource Management
Managing Organisational Change and Development
Performance Management and Rewards
Staffing and Employee Development
Strategic Human Resource Management

# Application & Admission



## 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

Part-time Programme Application Fees*	S\$96.30
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\* International applicants must have an appropriate pass (eg. dependant's pass, employment pass)

## PRIVATE EDUCATION ACT

The Private Education Act was legislated in December 2009 to regulate the private education institutions (PEIs) in Singapore. The regulatory regime, as set-out under the Private Education Act and its subsidiary legislation, comprises the Enhanced Registration Framework and the EduTrust Certification Scheme, both administered by the Committee for Private Education (CPE), a part of SkillsFuture Singapore (SSG).

Singapore Institute of Management Pte Ltd (SIM PL), in meeting the regulatory requirements under the Private Education Act, has put in place the following:

- Adoption of the Standard PEI-Student Contract template from CPE
- Allowing students a cooling-off period of 7 working days after signing the PEI-Student Contract
- Protection of students' fees under the Fee Protection Scheme
- Transparent refund, course transfer, leave of absence and withdrawal policies
- Commitment in maintaining the confidentiality of students' data

For more information on the above mentioned, visit [www.simge.edu.sg/admissions/edutrust](http://www.simge.edu.sg/admissions/edutrust) and [www.simge.edu.sg/admissions/admin-matters](http://www.simge.edu.sg/admissions/admin-matters).

Join the  
**SIM Global  
Community!**

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Singapore Institute of Management Pte Ltd  
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Period of Registration: 20 May 2018 – 19 May 2022

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This brochure contains key information, accurate as at time of print on 26 February 2020. For the most updated and complete corporate and programme information, refer to our website at [www.simge.edu.sg](http://www.simge.edu.sg).