Besides imparting knowledge and practical skills, UniSIM ensures undergraduates are also individuals who take a keen interest in the world.

The demand for flexibility among today’s learners has seen UniSIM develop new ways of teaching. The University offers part-time programmes for working professionals who wish to enhance their knowledge, as well as full-time programmes for students who want to prepare themselves for the workforce. It tailors its pedagogy to suit the needs of part-time and full-time students, a testament to its commitment to put students at the heart of its operations.

In line with UniSIM’s flexible approach, full-time students can expedite the completion of their programme by taking additional evening classes with part-time students. This fulfils more than just the aspect of flexibility – it also enriches the learning experiences of full-time students. Being able to learn alongside working professionals allows full-time students to develop a deeper understanding of work issues and form critical professional networks.

For 23-year-old Priscilla Ngeow and 20-year-old Jasmin Kaur, both full-time students, this unique approach to teaching drew them to Singapore’s only private university. They let us in on the activities that form their eventful student life, and how they have been empowered by their range of opportunities.

A HOLISTIC LEARNING JOURNEY

Priscilla tells us that first-year students are required to complete common core modules such as ‘Thinking and Reasoning’ and ‘World Histories and Issues’ to hone their critical thinking skills. They will delve deeper into their majors in their second year, and will complete a 24-week work attachment in their third year.

For Priscilla, who is pursuing her degree in finance, she looks forward to undergoing her internship with DHL. “Being equipped with a finance degree would allow me to find employment opportunities in areas such as investment banking and corporate finance. I am not sure yet about the path I intend to take, but I know my internship would allow me to gain critical job insights and explore my areas of interest,” she tells us confidently.

A greater understanding of these subject matters would enable me to learn by not just simply memorising,” she tells us.
Beyond the academics, Jasmin shares that students are required to undergo a service-learning project grounded in UniSIM’s principles and practices. This project aims to build a culture of service among the UniSIM community and allows students to apply their skills to serve society. For Jasmin, she has been involved in the work of the Migrant Workers’ Centre (MWC), where she shadows specialists to better understand concerns of migrant workers. “We conduct surveys to find out how they feel about social issues and organise small-scale events to create a homely environment for them. Sometimes, we do simple things like prepare dinner to fuel them in view of their tight work schedule,” Jasmin tells us.

AN ABUNDANCE OF OPPORTUNITIES
UniSIM students are also given various opportunities to broaden their worldly perspectives. For instance, Priscilla and her group of friends founded the Advocates of Thought, Language and Service (ATLAS) club to alleviate youth apathy towards global issues such as justice, democracy and human trafficking. This is done through reading sessions, dedicated online content, participation in the Model United Nations or a global debate, and community service.

In view of her work in ATLAS, she was selected by UniSIM to represent the University at the ASEAN Intergovernmental Commission on Human Rights (AICHR) Youth Debates 2015. Priscilla participated alongside students from National University of Singapore (NUS), Nanyang Technological University (NTU) and other ASEAN universities to frame arguments surrounding ASEAN policies. “It was a good opportunity to meet delegates from various backgrounds and listen to their perspectives. It also allowed me to hear from people who actually crafted the ASEAN Human Rights Declaration!” Priscilla enthuses.

Jasmin, too, has received opportunities to gain insights from peers and world-renowned experts. She attended the SG100 Dream Future Forum, where student representatives shared their thoughts about policies in Singapore. “It was a forum to discuss real issues – such as the LGBT movement – that matter to Singaporeans. We were given the chance to hear from our peers as they expressed their aspirations for national progress,” she explains.

She also benefitted from the Singapore Management Festival organised by SIM Professional Development, where distinguished guests such as renowned physicist Dr Michio Kaku and ex-CEO of Wildlife Reserves Singapore (WRS), Mr Bernard Harrison, offer industry inputs. “These events allow us to experience university life beyond the walls of our classroom,” Jasmin shares with a smile.

With all the experiences they have been through, the duo tells us that one has to grasp both academic and non-academic opportunities in order to benefit from a fulfilling university journey. “Put your head, heart and habit into your learning,” Priscilla shares. Singing the same tune, Jasmin concludes, “Your undergraduate experience will be much more meaningful if you possess the passion to give back to society. It is also important to be ever willing and open to embrace change!”

JASMIN KAUR D/O JAGJIT SINGH
Studying:
Bachelor of Accountancy
Building the cities of tomorrow

For Hendrik, 25, a green future starts with a degree and scholarship from UniSIM

An interest in sustainable built environments
I have always been passionate about the building and management of green facilities, as well as sustainable event management.

Thanks to the spotlight on sustainable development in Singapore, I feel that there is no better time for me to get the qualifications I need to turn my interests into a viable career. There has been a surge in demand for qualified professionals who are able to manage green facilities and related technologies.

The skills he needs
UniSIM’s Bachelor of Science in Facilities and Events Management degree programme is conducted part-time, and it offers me a flexible path to work and study for a degree at the same time.

The programme helped me appreciate the importance of sustainability because a good number of modules delve into green practices. These include using green building designs and operational methods to address environmental and health issues, and the adoption of environmentally friendly practices to organise green events. Energy Management & Audit was one of my favourite modules. It covered energy performance.

Juggling demands
Combining work and studies is taxing for part-time students like me, but UniSIM has made it easier for me to cope with my studies and personal commitments. The flexible programme structure allows me to manage my time well. It also allows me to decide the pace at which I complete the degree. I usually have two three-hour classes each week. In addition, some classes are conducted online, and that allows me to learn at my own time.

Not all work and no play
I am actively involved in campus activities. I was recently a Student Ambassador for the UniSIM Open House and have participated in freshmen orientations and other activities organised by UniSIM.

I hope to join the Built Environment Committee this year. The Committee aims to enrich campus life by organising activities, such as field trips, seminar talks, community service projects and student bonding activities.

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The skills he needs
UniSIM’s Bachelor of Science in Facilities and Events Management degree programme is conducted part-time, and it offers me a flexible path to work and study for a degree at the same time.

The programme was my top choice when I was deciding to further my studies because of its strengths. It is offered in collaboration with Singapore Polytechnic and the Building and Construction Authority (BCA), and has been carefully planned and developed to be relevant to the industry.

In addition, the degree is accredited by both the International Facility Management Association (IFMA) and the Royal Institution of Chartered Surveyors. I was also happy to find out that UniSIM was willing to consider candidates with qualifications in non-related fields — like me.

This degree will give me the skills and knowledge I need for a career in green building management, and after I graduate, I wish to join a green consulting firm that focuses on sustainable designs to improve building performance. What is also attractive: The chance to gain proficiency in the tools that drive sustainability in the field of event management.

Expanding his horizons
I was delighted to receive the UniSIM scholarship, as it would ease the financial burden of pursuing my degree. The bond-free nature of the scholarship is also a draw because it gives me the freedom to decide which organisation I want to work for after I graduate.

Learning better
Our lecturers are noteworthy professionals with years of experience. They use real-world scenarios and their work experiences to enhance our learning and help us better grasp the concepts. They also keep us abreast of the latest developments in the industry, and provide assistance and guidance with our assignments.

Students will find the profession-centric knowledge and skills they need to excel in Facilities Management and Events Management. Specialising in both fields also offers more flexibility when it comes to career options.

The importance of sustainability in Singapore
The programme helped me appreciate the importance of sustainability because a good number of modules delve into green practices. These include using green building designs and operational methods to address environmental and health issues, and the adoption of environmentally friendly practices to organise green events. Energy Management & Audit was one of my favourite modules. It covered the implementation of a sustainable energy management programme as well as the evaluation of a building’s energy performance.

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This story was first published in First Degree, a publication of Mediacorp Press, on March 8, 2016.
Developing ‘Head, Heart and Habit’

UniSIM believes equipping students with technical knowledge is only one part of the equation — character development matters too.

For UniSIM Bachelor of Accountancy full-time undergraduate Kenneth Lim, one of the most memorable moments of his time at UniSIM to date came during an overseas stint that gave him the chance to use the technical skills he had learnt to help a social enterprise start-up.

The 24-year-old participated in a two-month programme organised by Lingnan University in Hong Kong. It was a summer school for service-learning, with work attachment. Mr Lim is interested in social issues and was attached to a social enterprise start-up in Hong Kong. Together with his teammates, he researched various fields, including financial planning, website design and marketing. Thanks to UniSIM, he did not have to start from a clean sheet.

“The courses learnt in UniSIM provided me with the technical knowledge and the necessary skills for adaptation like critical thinking and problem solving,”

BEING AN AGENT OF CHANGE

Having learnt the relevant technical skills, Mr Lim was able to focus on other aspects of his attachment.

“Hong Kong’s social issues are similar to those of Singapore, which is why I could relate to them. One of the common social issues is an ageing population. As a society, we need to find ways to help and assist the elderly,” said Mr Lim.

Today’s globalised economy offers numerous opportunities to work closely with colleagues from all over the world. “This stint has given me the experience of working with diverse groups, of understanding each team member to form a stronger team. It has given me a better understanding of other countries. I also learnt to integrate into a diverse group faster,” he said.

HEAD, HEART AND HABIT

Mr Lim’s experience reflects UniSIM’s philosophy of producing well-rounded graduates who have what it refers to as terms the 3H’s — “Head, Heart and Habit.”

The “Head” component refers to professional competency and job readiness. This relates to the knowledge and skills a UniSIM graduate learns in his/her course.

Students learn about, and practise “Heart” through their service-learning. Service-learning is conceived as a pedagogy to empower students to further develop and act on their sense of social responsibility, grounded in real-world ideas and practices to contribute meaningfully to society.

The “Habit” portion refers to developing skills for self-directed learning and the attitude to life-long learning. Said Mr Lim: “This habit builds on both our ‘Head’ and ‘Heart’ components, to continuously upgrade myself and care for the community.”

This means that course content is regularly updated to enable students to stay relevant in the face of rapidly changing global developments. It is what has helped Mr Lim gain confidence to be effective in the business world.

“Not only does UniSIM help me learn technical knowledge, it also provides me with the necessary skills for adaptation, which is what the 3H’s mean,” he said.

“Head, Heart and Habit” has helped Mr Lim make his decision to enroll at UniSIM a relatively easy one.

“I was intrigued by UniSIM’s focus on personal character development. Their philosophy of “Head, Heart and Habit” — which focuses on being a committed learner, yet being professional and having a heart for community — resonated with me.”

For a night owl like Mr Lim, UniSIM’s flexible programme structure fits his studying habits. His schedule is not packed with classroom hours, letting him accommodate late-night study sessions into his routine.

This flexibility also manifested itself in UniSIM’s common curriculum, which, according to Mr Lim, gives students ample opportunities to research interesting topics.

UniSIM’s relatively small full-time student population means that more resources are available for students. It is also easier for professors to guide the students. Said Mr Lim: “They provide a lot of student support outside classes — some of them have become my mentors.”

“Students not only learn from the academic courses, but they also forge strong relationships with friends, professors, staff and community partners.”

PHOTO: ONG ZE TENG

Mr Kenneth Lim believes in UniSIM’s philosophy of continually upgrading yourself and caring for the community. PHOTO: ONG ZE TENG

IN THE CLASSROOM AND BEYOND

The full version of the story was first published on TODAYonline on March 3, 2016.
UniSIM’s School of Business: Setting you on a pathway to a brighter future

Her UniSIM accountancy degree is giving her the confidence to meet professional challenges head on

For Ms Christine Ong, enrolling in a degree programme that reflects the realities of working life was one of the key factors influencing her choice of a tertiary institution. The 26-year-old currently works as an auditor at a local accounting firm, where her responsibilities include inspecting clients’ accounting records and helping ensure that clients’ financial statements comply with accounting standards.

Ms Ong chose to study in UniSIM’s School of Business as she firmly believes that the university’s approach of bringing business realities into the classroom will equip her with crucial skills to be relevant and competitive in the workplace.

CONFIDENCE TO COMPETE
Ms Ong feels that UniSIM has built a reputation for offering quality education to its students, which has helped employers form a good perception of UniSIM graduates.

UniSIM’s Bachelor of Accountancy programme is an accredited accountancy degree with the Singapore Accountancy Commission that satisfies the requirements of the Academic Base of the Singapore Qualification Programme. This, according to Ms Ong, is “the same as what graduates from the other local universities are eligible for.”

Ms Ong cites UniSIM’s focus on keeping abreast of regulatory developments as being especially helpful. “Since tax regulations are constantly changing, UniSIM incorporated such changes in its curriculum to allow students to stay up-to-date with the latest tax rules,” she said.

UniSIM’s approach is intended to prepare today’s graduates to become tomorrow’s business leaders. Said Assoc Prof Lee Pui Mun, dean of the School of Business: “As Singapore further expands the sophistication of its economy, the need for managers with the right management skills to sustain productivity and innovation will be greater than ever.”

FLEXIBLE APPROACH
Flexibility is also the order of the day, as the school’s curriculum and course structure help Ms Ong balance academic, work and family commitments. Most of her courses only require her to attend classes once a week, which helps minimise any clashes with work and family commitments.

It also helps that lecturers ensure that students grasp key concepts in the shortest time possible. Said Ms Ong: “They are experienced professionals, and are able to handle students’ enquiries effectively.”

ENHANCED LEARNING OPPORTUNITIES
UniSIM is also offering students enhanced opportunities to further their education. From this July, several current programmes (BSc in Business, BSc in Finance, BSc in Marketing, BSc in Business Analytics & BSc in Logistics & Supply Chain Management) will offer students an honours option by invitation. Students will need to complete another 40 credit units to satisfy university requirements. To find out more, visit unisim.edu.sg.

THE UNISIM MBA
The university has also launched the Master of Business Administration (MBA), which aims to impart students with the skills to function as business leaders who can achieve business objectives and promote sustainable development.

The three-semester, 18-month programme encourages team work, interactive discussions, critical thinking and hands-on problem-solving. It is tailored to give full-time working students the opportunity to develop their soft skills and social awareness while helping them meet their career goals.

Visit www.unisim.edu.sg/unisim_mba to find out more about the UniSIM MBA.
The School of Business at SIM University (UniSIM)

UniSIM is Singapore’s only private university that offers education in Business and Information Technology in a learning environment that is truly student-centric. We focus on the needs of the working adult learner and are the only university to offer full-time undergraduate programmes exclusively for working adults. Our unique modular approach to education is designed to provide our working adult students with an opportunity to pursue their education while working full-time.

Our Students

The largest supermarket retailer in Brunei, which I was in the working team together with the Brunei students in a case study on how we can go about improving their automation system that could suit working adults’ hectic schedules.

Lau Kiat Hong: Singapore relies heavily on international logistics and I believe the School of Business at SIM University will be applicable in today’s dynamic and fast-paced environment. PHOTO: A JAXAL

Student life in the School of Business revolves around weekly evening lectures on campus and undergraduate independent learning in our online learning environment. Students participate in face-to-face discussions, project work and assignments as well as assessments and examinations, while balancing work, family and social commitments. This unique learning experience in UniSIM not only equips our students with necessary professional skills, but also helps them to manage their time and locate a balance between work, studies and social life.

When they complete their programmes, our graduates are equipped with the necessary knowledge and skills, gained insights into industry best practices and real-world problems and improve their professional standards in the business world and become more competitive in the job market.

Our full-time faculty members are dedicated to our students and are always available to help them with any queries or problems they might face. They are also well-connected professionals with rich industry experiences.

Our Faculty

Our full-time faculty members frequently conduct research to generate new knowledge. They are committed to the professional development of our students and help them develop critical thinking skills. This allows students to learn at a pace that suits their individual learning style and to develop effective problem-solving and decision-making skills.

Our Alumni

UniSIM has over 22,000 alumni, which is growing year by year. They work in diverse sectors of the industry and are the best ambassadors for the School of Business. Our alumni are fully committed alumni who encourage and support our School in its mission to provide aspiring managers with the best educational experience.

Applying knowledge to work

I graduated from the Bachelor of Science in Finance programme. The learning experience was a big success for me as it affected every one of us, helping me learn skills to study management. At UniSIM, I had the opportunity to work and grow with other students from various industries and all walks of life, and learn from them, making tutoring one of the most rewarding experiences of my life. I found myself applying what I’ve learnt at the workplace, even at the completion of my programme. 

Jocelyn Neo Yen Ling: BA, BSc Finance, BSc Finance (2013)

Confidence to compete

I gained confidence in being a great sales representative. I realized that many times, the buying decision has already been made due to a lack of information, which negatively impacts my job responsibilities. I learned the different ways of influencing buying behaviour and how to effectively communicate with customers to ensure the best outcomes.

Jocelyn Neo Yen Ling: BA, BSc Finance, BSc Finance (2013)

The UniSIM MBA

The School of Business offers the UniSIM MBA, which aims to equip aspiring managers with the relevant skills to function as leaders who can navigate the changing business landscape. The programme provides the ability to understand how to manage complex multilevel organizational structures and to guide business teams to success. The MBA curriculum is designed to be flexible and allows students to complete the programme at their own pace and within their budget constraints. Students can choose to complete the programme in two years or up to four years, depending on their personal and professional commitments.

The UniSIM MBA is a 3-semester, 18-month course of study, where students are able to complete while working full-time. The 18-month stage of the programme includes two semesters of coursework, followed by a summer break before the final stage of the programme. The 18-month stage includes four more semesters of coursework, which are delivered through a combination of classroom and online learning, with a focus on practical application and real-world projects. Students are encouraged to work closely with their industry counterparts and to apply their learning to real-world challenges.

For more information, please contact UniSIM at 6248 9777 or visit www.unisim.edu.sg.

The figure of the UniSIM Alumni has been corrected to be over 22,000.
Upgrading skills and improving career prospects at SIM University

SIM University (UniSIM) is Singapore’s only private university dedicated to fresh school leavers, adult learners and working professionals. Offering programmes in part- and full-time modes, UniSIM owns a unique place in the tertiary education landscape of Singapore.

UniSIM plays an important role in supporting Singapore’s economic growth by providing relevant skills and knowledge upgrading pathways for working professionals who wish to enhance their competitiveness in terms of skills, quality and productivity.

UniSIM offers a flexible curriculum for working professionals. The university has developed in-house interactive study materials which are readily accessible to students through their smart phones or personal computers anytime and anywhere.

This enables the students to effectively manage their careers and studies and also maximise their access to learning resources. Eligible Singaporean and Singapore Permanent Resident students will get subsidies of up to 55% for their studies.

UniSIM’s purpose in education extends beyond providing a degree. UniSIM offers a rewarding educational experience that empowers its graduates with life-long learning skills.

Members of the teaching faculty are carefully chosen. They have relevant academic qualifications and industry experience to impart ready-for-use skills and bring the real-world into the class-room.

UniSIM School of Science and Technology (SST) offers a wide spectrum of engineering and applied science and technology programmes, covering Aerospace Systems, Biomedical Engineering, Building and Project Management, Electronics, Facilities and Event Management, Human Factors in Safety, Infocomm Technology, Mathematics and Multimedia. The school also offers industrial MEng and Doctor of Philosophy programmes to science, engineering and technology practitioners who are keen to pursue postgraduate studies in applied research.

As a testament of academic rigour and quality, the SST programmes are accredited by the relevant professional bodies.

The Building and Project Management programme is accredited by the Royal Institution of Chartered Surveyors (RICS), UK and the Singapore Institute of Surveyors and Valuers (SISV). It is also recognised by the Public Sector Panels of Consultants (PSPC) for the Quantity Surveying (QS) discipline.

The Electronics programme is accredited by the Engineering Accreditation Board (EAB).

The Facilities and Events Management programme is accredited by RICS and provisionally accredited by the International Facility Management Association (IFMA).

The Human Factors in Safety programme is recognised by the Ministry of Manpower (MOM) for the registration of Workplace, Safety and Health Officers (WSHO).

For more information, visit www.unisim.edu.sg or call Student Recruitment at 6248 9777.
GROOMING LIFELONG LEARNERS

Highly motivated individuals who want to run on the industry treadmill at work and who thirst for academic knowledge in school can look towards developing professionally and personally at SIM University (UniSIM).

By Deanna Bonaparte

In our fast-evolving workforce, there is a need for an avenue where individuals can revel in the pursuit of continual improvement. UniSIM was established with this notion underpinning its mission, and it provides an opportunity for full-time students and working adults to gain academic knowledge and simultaneously progress in their careers. In choosing to pursue an education at UniSIM, students will be better equipped to remain competitive and reinvent the wheel in their workplaces.

With its students at the heart of its offerings, UniSIM adopts a flexible approach to the delivery of its curriculum. It offers a range of full-time and part-time programmes and allows students to tailor their class schedules to suit their hectic work activities. We hear from two individuals who busy themselves with their dynamic careers during the day and who look forward to quenching their thirst for knowledge at UniSIM after work.

TELL US ABOUT YOUR JOBS. WHAT ARE SOME OF YOUR ROLES AND RESPONSIBILITIES?

Cho Ming Xiu I wear many hats at work – I am a personal coach, teacher and counsellor for the boys at the Community Rehabilitation Centre (CRC). The Singapore Prison Service started CRC as a step-down arrangement for young drug abusers meeting a certain criteria, after they serve a one-week detention period in the Drug Rehabilitation Centre (DFC). The CRC comprises a structured residential component and allows the youth to continue with their educational or employment activities in the day.

We adopt cognitive behavioural therapy to address maladaptive behaviour through our programme called Matrix. We want to ensure that the boys are able to curb their thoughts of drug consumption and employ ways to prevent a relapse from occurring. Toward this end, we work with external vendors such as Youth With A Mission (YWAM), the National Youth Agency and the Home United Youth team to implement programmes and training sessions to keep the boys engaged. We also work with tuition teachers who help prepare the boys for school and even with yoga instructors who conduct yoga sessions for the boys!

Lau Kiat Hong As an inventory planner at NTUC Fairprice Co-operative Limited, I am responsible for the demand planning and ordering of imported products, mainly from the US and the Asia Pacific region, to ensure sufficient stock in our distribution centre and warehouses. I am also tasked with liaising with overseas suppliers, freight-forwarders, third-party logistics providers and relevant authorities such as the Agri-Food and Veterinary Authority of Singapore (AVA) on food inspection and delivery arrangements.

In order to ensure the best logistics...
management practices, it is important to determine the right logistics operating model to employ and establish strategic relations with logistics service providers. What I do forms a part of Singapore's system of international logistics and this contributes greatly to our economy.

WHAT ARE SOME BENEFITS OF WORKING AND STUDYING AT THE SAME TIME?

Ming Xiu: My bachelor's degree at UniSIM will see me taking courses such as Introduction to Psychology and Human Growth and Life-Span Development (Birth to Adolescence), and these courses will put me in a better position to understand the behaviour of the boys at the CRC.

Furthermore, I look forward to forming bonds with my course mates who also hold careers in the field of social work. The group projects will see us working and learning together, and the bonds forged will create opportunities for inter-agency collaboration in the future.

Kiat Hong: My current job as an inventory planner allows me to apply the skills and concepts I have learnt on the job in school, and the knowledge gained from UniSIM has given me a broad overview of the supply chain from supplier to end customer. I am also in a better position to make the best decisions on stock inventories and adopt various strategies to ensure the timely arrival of products. It is fulfilling to know that I am better able to perform my job well through the practical application of textbook knowledge.

TELL US ABOUT SOME OF THE CHALLENGES YOU HAVE FACED OR FORESEE YOURSELF FACING.

Ming Xiu: My job is intensive in nature. As a supervisor, our phones are bound to ring at any point during the day and we are always kept busy. I derive a sense of motivation from the boys at the CRC – for instance, they will ask me when school will start and if I would still be with them in the course of my academic journey. They also show their concern by asking if it is taxing for me to juggle both my work and my studies. As overly-sentimental as this sounds, I tell them that I do it all for them.

It also helps to have supportive friends and colleagues. In fact, my colleagues who have worked for over 30 years as registered social workers have shared many of their textbooks with me so that I can better prepare for my academic journey.

Kiat Hong: Festive occasions such as Chinese New Year and Christmas means an increased workload for me, and this is also when assignment deadlines and school examinations are likely to coincide. The experience of working and studying simultaneously trains us to be composed and certainly honed our time management skills.

Thankfully, UniSIM combines classroom interaction with e-learning, in which we can access learning materials via an electronic platform anytime and anywhere. This seamless e-learning platform encourages collaborative learning by allowing us to contribute to meaningful discussions via instructor-facilitated online forums and virtual classroom systems. The electronic mode of independent learning complements the face-to-face lectures and tutorials that allow us to consult with instructors and fellow adult learners.

WHAT OPPORTUNITIES HAVE YOU HAD AS A STUDENT OF UNISIM (KIAT HONG) AND WHAT OPPORTUNITIES DO YOU LOOK FORWARD TO RECEIVING (MING XIU)?

Ming Xiu: As a UniSIM student ambassador, I look forward to being a UniSIM student ambassador at UniSIM events and activities. This will allow me the chance to meet new people and broaden my perspective as I learn new things.

I also look forward to pursuing my master's degree in counselling or social work after the completion of my bachelor's degree. This will stand me in good stead if I do decide to become a lecturer in the field of social work at a local polytechnic in future.

Kiat Hong: I participated in an exchange training programme in Korea as a result of a collaboration between UniSIM and the Hong Kong Logistics Association (HCLA) at Inha University, South Korea. This programme saw a total of 40 undergraduate students from Hong Kong, South Korea and Singapore come together to analyse real-life logistical issues and brainstorm for solutions.

We also visited various logistics facilities such as Samsung Electronics Logitech's warehouse, Korchma's bonded warehouse and Smarter Yegu Logistics Centre. Furthermore, we learnt about Dongdaemun's fascinating fashion supply chain through a seminar by Professor Karen Moon from Seoul National University. It was a good opportunity to interact directly with various logistics practitioners.

WHAT ADVICE DO YOU HAVE FOR THOSE LOOKING TO PURSUE AN EDUCATION AT UNISIM?

Ming Xiu: It is important to be committed to your decision and be resilient in your journey. I often tell the boys who give up after one or two weeks of work that quitting is not the way forward. Only if you are disciplined and persevere in the face of challenging times will you be able to see progression.

Kiat Hong: It is important to possess good time-management skills and manage your priorities well in UniSIM. You would definitely need a fervent 'can-do' attitude to surmount all your unique challenges.

If you are looking to make the most of your time by pursuing an education in your area of interest and in a flexible learning environment, UniSIM is indeed the ideal place for you.
Double edge for UniSIM’s graduates

WHEN 27-year-old private tutor Carole Lim started contemplating taking a degree in psychology, the last university she thought she would go to was SIM University (UniSIM).

The duration of UniSIM’s three-year programme was a deterrent for Ms Lim, as it is at least a year longer than psychology courses offered by other private universities.

However, after some research, she realised that her last choice was actually the best one for her. The reason: UniSIM’s Bachelor of Arts in English with Psychology programme, found the modules helpful in understanding her students better.

PRIVATE TUTOR CAROLE LIM, ON HER BACHELOR OF ARTS IN ENGLISH WITH PSYCHOLOGY PROGRAMME

The modules have helped me to understand my students better and relate to why they are struggling in certain areas.

“Most of the modules I took were relevant to my line of work, but the ones that stood out were those relating to criminal psychology and sociology of crime and deviance,” said Ms Teo.

The modules enabled her to better grasp the challenges the former offenders face, and guided her interactions with them.

“My sociology and psychology background gives me a different perspective and brings something unique to the team,” she added.

Ms Teo not only practises what she learnt in the workplace, but at home as well.

A module on gerontology proved useful as it allowed her to understand why her elderly parents behave differently as they age.

Gerontology is a branch of science that deals with ageing and problems that the elderly may encounter.

The module “helped me appreciate the changes they are going through... and has further enriched my relationship with them”, said Ms Teo.

USEFUL: Case worker Teo (right) found that her Bachelor of Arts in Sociology with Psychology comes in handy when helping former offenders transition back into society. Private tutor Lim, 27, who is in her second year in the part-time Bachelor of Arts in English with Psychology programme, found the modules helpful in understanding her students better. PHOTO: THE STRAITS TIMES

WRITTEN BY GURVEEN KAUR

School of Arts and Social Sciences

THE School of Arts and Social Sciences’ programmes include the Bachelor of Arts in English with Business/Psychology/Sociology/Translation and Bachelor of Arts in Sociology with Communication/Psychology/Security Studies.

Other programmes offered by UniSIM’s School of Arts and Social Sciences include:

- BA English Language and Literature
- BA Malay Language and Literature
- BA Psychology with Business/Sociology/Security Studies
- BA Tamil Language and Literature
- BA Translation and Interpretation
- BA Chinese Language and Literature/Translation
- Bachelor of Communication
- Bachelor of Communication with English Language/Psychology/Business/Security Studies/Translation
- Bachelor of Science Psychology

Postgraduate opportunities are also available with the Chinese programme’s MA and PhD in Chinese Language and Literature.

For more information or to sign up for one of UniSIM’s programmes, call 6248-6777.

Alternatively, visit unisim.edu.sg, or download the UniSIM mobile app at the App Store or Google Play.

You can also visit UniSIM’s campus open house at 461 Clementi Road, Singapore 599491, on Aug 30 from 11am to 5pm.

BROUGHT TO YOU BY SIM UNIVERSITY
WHITTEN BY GURVEEN KAUR

ERSEVERANCE and determination are key in achieving goals. And few people are more determined than Alfred Toh and Natalie Chen.

Not only did they balance life as a newly married couple with their studies at the School of Business at SIM University (UniSIM), but they also had to embrace parenthood. It is quite a feat, given that Ms Chen graduated with first-class honours and Mr Toh attained a degree with merit.

After getting married and having settled into their new home in 2007, the pair, both 33 now, decided that it was the right time to upgrade their skills and continue with their education.

Ms Chen enrolled in the Bachelor of Science in Business at SIM University’s (UniSIM) School of Business in 2009. One semester later, her husband decided to enrol in the Bachelor of Science in Marketing programme.

Their three-year degree programmes. He appreciated the flexible learning at UniSIM as it “allowed us to balance work, studies and family life”. PHOTO: DESMOND WEE

ACHIEVING BALANCE: Mr Toh and Ms Chen, both 33, did well at UniSIM despite having to juggle their studies and work – and welcoming two additions to their family during their three-year degree programmes. He appreciated the flexible learning at UniSIM as it “allowed us to balance work, studies and family life”. PHOTO: DESMOND WEE

Mr Toh, recounting how his wife suffered from morning sickness during their studies at UniSIM.

“Our story is one that could be true for many working adult students. It is quite a feat, given that we were working on a project together late at night as we did three modules together, when she suddenly ran to the toilet and started puking... She came back teary-eyed and continued working like nothing happened.”

Mr Toh, recounting how his wife suffered from morning sickness during their studies at UniSIM.

Mr Toh appreciated the flexible learning at UniSIM as it “allowed us to balance work, studies and family life”. PHOTO: DESMOND WEE

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Mr Toh appreciated the flexible learning at UniSIM as it “allowed us to balance work, studies and family life”. PHOTO: DESMOND WEE

HER degree is a collaboration between the university and the Nanyang Academy of Fine Arts. Ms Chen, who works at the Institute of Technical Education’s (ITE’s) School of Design and Media, liked that the UniSIM programme was “a new blend of different fields”. The programme’s key distinction is the integration of design, business and management in its curriculum.

The couple also liked the flexibility and assurance that came with studying at UniSIM. They wanted to continue working while studying. The availability of evening classes suited their busy schedules.

During their time at UniSIM, Ms Chen gave birth twice, but thanks to the university’s unique flexibility in supporting learning, the happy additions to their family did not keep them from continuing their studies.

“We were working on a project together late at night as we did three modules together, when she suddenly ran to the toilet and started puking... She came back teary-eyed and continued working like nothing happened,” said Mr Toh, who recalled one night when his wife suffered from morning sickness.

Ms Chen stopped her lessons temporarily after delivering the couple’s first child during the second year of her programme, while Mr Toh reduced the number of modules he took that semester so that he could help with the baby and adjust to parenthood. Their children are now aged one and four.

Mr Toh appreciated the flexible learning at UniSIM as it “allowed us to balance work, studies and family life”.

The university’s e-Learning portal was a plus for the pair, who would log in to read the notes on their smartphones before they attended lectures.

“It is easily accessible, and we would recap lessons via the online video lectures when studying for exams. It’s very convenient for working adults,” said Mr Toh, a service marketing and operations executive at Daikin Air-conditioning (Singapore).

The comprehensive knowledge and skills gained from their respective programmes has proven useful in their workplaces. In fact, their bosses noticed their improved performance after they graduated, and have rewarded them.

“After I started my education at UniSIM, I’ve been entrusted with more responsibilities, which I see as a sign of confidence in my growth,” said Mr Toh.

He has since been promoted twice, and was even picked to embark on a year-long Future Leader training programme at his company, which aims to groom the company’s next generation of leaders.

He credits the lecturers’ rich industrial experience, which they leveraged effectively to help students relate to the theories taught in the classroom.

“The real-life case studies we analysed and discussed in class, along with the academic knowledge gained, allowed me to make quick and good decisions at work when I encountered similar situations,” he added.

In Ms Chen’s case, she has been given more opportunities to coordinate and plan bigger projects. She is involved in the conceptualisation of an SG50 photo project and is being groomed to mentor new staff.

She also passes on life skills such as time management to her students. “When they lose focus, I tell them my story – about how I was pregnant and would still continue to study and work – to motivate them,” she said.

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School of Business

The programmes offered by SIM University’s (UniSIM’s) School of Business include:

- Bachelor of Accountancy
- BSc Business Analytics
- BSc Business
- BSc Finance
- BSc Logistics and Supply Chain Management
- BSc Marketing
- BSc Management and Security Studies
- BA Visual Communication with Business

For more information or to sign up for one of UniSIM’s programmes, call 6248-9777.

Alternatively, visit the university online at www.unisim.edu.sg, or download the UniSIM mobile app at the Apple App Store or Google Play Store.

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Get the UniSIM edge at any age

WRITTEN BY GURVEEN KAUR

RAHAN Abdullah was in her 40s, and had not considered furthering her education since she started working. But her boss encouraged her to pursue a degree and upgrade her skills.

Now the assistant director of hospitality and business studies at Shatec, the 47-year-old is glad that she graduated with a Bachelor of Human Resource Management from SIM University (UniSIM).

“The journey has been very enriching. I gained a lot of satisfaction after finally completing the programme,” she said.

Ms Raihan completed her part-time degree late last year, and lauds the programme for helping her to think critically and enhancing her effectiveness at work.

In fact, she hopes to use what she learnt in the Cross-Cultural Intelligence module to develop a programme on the cultural sensitivities that her students should be mindful of when serving customers from various cultures.

The UniSIM degree stands out from similar ones in Singapore, as selected social science and business courses are taught as part of the degree programme’s core competencies.

For Ms Raihan, picking UniSIM was “an easy decision to make (due to) its reputation, robust curriculum, government subsidy and the opportunity to network with working professionals.”

She met people from various industries during her programme, and appreciated the fact that the lecturers were knowledgeable and experienced in their respective fields.

“I now encourage my students to get a degree as a platform to develop analytical skills...and I hope to inspire them and my kids on the importance of lifelong learning,” she said.

For Rossana Chen, Ms Raihan’s fellow alumna from the university’s School of Human Development and Social Services, it is all about picking up skills that will be essential in helping her and others for a lifetime to come.

She initially pursued a Bachelor of Counselling cum Post Graduate Diploma in Counselling, but decided to take a leap, embarking on a Master of Counselling programme soon after completing her bachelor’s degree.

After her six years of higher education, Ms Chen is now a programme manager with the Agency for Integrated Care’s Community Mental Health Division.

I now encourage my students to get a degree as a platform to develop analytical skills...and I hope to inspire them and my kids on the importance of lifelong learning.

ASSISTANT DIRECTOR RAHAN ABDULLAH OF SHATEC, WHO GRADUATED WITH A BACHELOR OF HUMAN RESOURCE MANAGEMENT LAST YEAR

Assistant director Rahan Abdullah of Shatec, who graduated with a Bachelor of Human Resource Management last year

School of Human Development and Social Services

THE programmes offered by SIM University’s (UniSIM’s) School of Human Development and Social Services include:

- Bachelor of Counselling
- Bachelor of Early Childhood Education
- Bachelor of Early Childhood Education with Management
- Bachelor of General Studies
- Bachelor of Human Resource Management
- Bachelor of Human Resource Management with Security Studies
- Bachelor of Social Work
- Bachelor of Art Education with Management
- Bachelor of Art Education with Psychology
- Bachelor of Music Education with Management
- Bachelor of Music Education with Psychology
- Bachelor of Sports and Physical Education with Management
- Bachelor of Sports and Physical Education with Psychology

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Gaining advantage through studies

WRITTEN BY GURVEEN KAUR

OUR months into his new job, Muhammad Fariz Mohd Zain was promoted from property officer to residence manager.

On top of that, he was in his final year at SIM University (UniSIM), pursuing a Bachelor of Science in Facilities and Event Management at the School of Science and Technology.

Having to juggle his studies and work proved to be an advantage rather than a disadvantage for him.

“I applied what I learnt in class at work,” said the 30-year-old. “This gave me an advantage...and earned me a promotion even before I graduated.”

Having worked in the facilities management sector for the past seven years, he praised the degree’s relevance to the industry, saying he learnt profession-centric knowledge and skills which he applied to his day-to-day tasks. It was indeed “learn today, apply tomorrow”.

He has even built up his industry contacts, which now include his former lecturers and peers from the programme.

Besides the comprehensive nature of the programme as compared with those from other educational institutions, the fact that UniSIM’s part-time programme is offered in collaboration with Singapore Polytechnic and the Building and Construction Authority (BCA) sealed the deal for Mr Muhammad Fariz.

“The partnership meant that the programme has been carefully planned and developed. With e-Learning tools such as recorded classrooms.

“The programme is designed to suit students in employment, who have other commitments,” he added.

Despite graduating last year, he has maintained relationships with not just his coursemates but also the university.

He has volunteered at UniSIM’s annual open house and freshman orientation, speaking to potential and new students and telling them why the university is the right fit for a working adult, as well as sharing study tips.

For current student Koh Wen Bin, UniSIM was the best choice for him to further his biomedical engineering studies.

“I was looking for a part-time degree programme in biomedical engineering and, as far as I knew, UniSIM was exclusive in providing a biomedical engineering programme that suited what I wanted – in terms of content knowledge and skills,” said the 25-year-old, who is in his second year of the Bachelor of Science (Hons) in Medical Engineering programme.

The part-time degree programme allows Mr Koh to continue working as an engineering assistant in the biomedical engineering department at the National University Hospital, which is an important criterion for him.

“I wanted to study and work at the same time, as I did not want to worry about finding a job after I graduated if I were to take up a full-time degree programme,” he said.

Another plus point was that juggling work and studies enabled him to apply what he learnt to his job immediately.

Modules such as Anatomy and Physiology, and Biomaterials have helped Mr Koh to understand work processes better and, subsequently, carry out his daily tasks more efficiently.

He was also exposed to other concepts besides engineering, such as chemistry, information technology and even health-care administration.

The degree programme, which he hopes to complete by end-2016, has helped him to empathise with patients.

“I now understand why some equipment is designed in such a way and their functionality,” he added.

The programme’s rigorous demands mean that Mr Koh has to decline invitations to social functions from time to time. But this is a small price to pay in his drive to become more competent in his chosen field and advance in his career.

“With the skills I’ve learnt in the programme, I hope they will open more doors for me career-wise,” he said.