



2012 – 2013

Master of Business Administration

Part-time

Patrick Schulze

Student

*Master of Business Administration
University of Birmingham, UK*





The Business School - Atrium

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WELCOME MESSAGE



“ Business Schools need to be global to provide students with the perspectives to succeed in today’s business environment. The partnership with SIM reflects the objective of Birmingham Business School to have a truly international focus. ”

The University of Birmingham pioneered business education in the UK, establishing the first Chairs of Commerce and of Accounting in the country in 1902.

Now the Business School has over 130 academic staff and nearly 3,400 students. The School has students from over 80 different countries, and offers Master’s programmes in the UK, Hong Kong and Singapore.

There are 300 postgraduates studying in its overseas programmes, including the Singapore MBA, which was established in 1993. We also deliver our general management undergraduate programmes in partnership with the Singapore Institute of Management Pte Ltd (SIM). This partnership exploits synergies in Singapore, bringing together our professors’ cutting-

edge knowledge and Birmingham’s brand and quality, with SIM’s support and knowledge of market needs.

Our students benefit from our close links with the financial and business communities. Our Advisory Board is made up of senior business figures from multinationals such as Reckitt Benckiser, Cobra Beer, Deloitte, PWC, BP, De Beers and Corus and of leading figures in the major employers’ associations and consultants in Europe, India, Australia and China.

Our programmes provide you with a rigorous academic training but with practical relevance. Our students are in strong demand from employers as a result. We are continually updating our programmes and content to ensure that they reflect the latest thinking in business education.

With the internationalism that has been deeply embedded in our School’s culture since its inception and our network of contacts, the partnership with SIM means you will be able to go truly global with Birmingham in Singapore.

We encourage you to make the most of your time with us, and to take the opportunity to gain the experiences, skills and qualities vital to your future development.

I trust you will find this brochure informative and I hope it will help you decide that Birmingham Business School is the place for you. My colleagues and I look forward to welcoming you to our programmes in Singapore.

Professor David Dickinson

Director of MBA (Singapore) Programme and International Development, Birmingham Business School

“ The Birmingham MBA has been operating in Singapore since 1993 and has gone from strength to strength under our partnership with SIM. Using our own faculty from Birmingham, but utilising SIM’s excellent support staff and facilities, we remain excited and committed to developing our MBA programme further into the future. ”

Dr Paul Forrester

Assistant Director of The Birmingham MBA (Singapore) Programme
Birmingham Business School, University of Birmingham



SINGAPORE INSTITUTE OF MANAGEMENT (SIM GROUP)



Our Vision

To be the Centre of Leadership and Management Excellence; and the Embodiment of Lifelong Learning.

Our Mission

- Spearhead management thought leadership
- Be the preferred strategic partner of corporations in maximising return on human capital
- Be the choice provider of continuing education to individuals
- Transform SIM into a regional brand

Our Purpose

- To open doors in life through education opportunities
- To support SIM Group's social mission

Our Core Values

- Trust and Respect for the Individual
- Teamwork
- Open and Timely Communication
- Performance Excellence
- Spirit of Innovative Adventure

Our Culture

An open culture where staff trust and respect each other; embrace change and seek ways to innovate; learn and work together as a team.

Our Commitment

To our Members

We care for our members, recognise their importance, and strive to raise the prestige of their membership.

To our Customers

We value our customers and commit ourselves to actively improve our services and products.

To our Employees

We care for our people by creating a conducive work environment, helping them to balance family and work commitments, recognising their contributions, and developing them to their full potential.

To our Community

We honour our social obligations and pledge to be a good corporate citizen by always acting professionally and ethically in all matters.

Our Quality Policy

We are dedicated to continuously improve our services and to consistently exceed the expectations of our customers.

The Singapore Institute of Management (SIM Group) is the leading provider of higher education and professional training in Singapore, reputed for its dedication to lifelong learning and high standards and quality. Founded in 1964 under the initiation of Economic Development Board to support Singapore's economic development, we are today a diverse and vibrant organisation with a wide range of programmes and services.

We are also a membership-based organisation with more than 38,000 individual and corporate members. Our extensive range of membership programmes, activities and resources provide an important nexus for students and members to network and learn.

The SIM Group offers its core services through three educational brands:

SIM University (UniSIM)

SIM University is the only university in Singapore dedicated to working adults, allowing them to pursue lifelong learning and higher education while balancing career, family and social responsibilities. It adopts a flexible and practice-focused learning approach and offers more than 50 academic programmes in various disciplines. It has an enrolment of more than 12,000 students. Eligible Singaporeans and Permanent Residents taking SIM University's undergraduate programmes enjoy a government subsidy of up to 55% of tuition fees. The SIM University Education Fund has been a Singapore 'Institution of a Public Character' (IPC) since September 2005.

SIM Global Education

Students can choose from a wide range of high-quality overseas degree programmes made available through SIM's partnership with established international universities and institutions from the United Kingdom, United States, Australia and Switzerland. Most of the students are full-time students, but SIM Global Education also offers part-time programmes that cater to working adults. Offering over 50 academic programmes, its enrolment stands at 21,500, with about 2,500 foreign students.

SIM Professional Development

About 11,300 professionals benefit annually from the vast selection of short executive training programmes offered by SIM Professional Development. Its customised in-company training programmes help companies optimise effectiveness in various fields of management and human resource development.

MESSAGE FROM CEO (SIM)



Welcome to Singapore Institute of Management Pte Ltd (SIM) – A Premier Institution of Lifelong Learning.

SIM has had a long and proud track record in providing high-calibre human capital to the industry since 1964.

SIM Global Education (GE), part of the SIM Group, offers high-quality overseas degree programmes through its partnerships with established international universities and institutions from the US, UK, Australia and Switzerland. Our student community is made up of 21,500 full-time and part-time students. SIM GE takes an innovative approach to provide access to higher education and bring the learning experience beyond the classroom to engage the mind, body and spirit.

Partnering leading universities across the world, we offer best-of-breed academic courses fused with current industry practices to help students connect with the competitive workplace. Our wide range of modern facilities and recreational activities exude a rich and vibrant campus life.

SIM GE's strong academic curricula and world-class learning environment have produced success. Our students' active participation in a host of sports and club activities have led to winning feats in local and international sports and competition scenes.

We remain focused on nurturing individual talent. With our unwavering drive towards quality excellence, a culture of collaboration and a commitment to students' development, we inspire in our students the passion to learn and excel, and ultimately, empower them for challenges in the real world.

Embark on an exciting learning journey that can transform your future.

Welcome to our campus and experience VIBES@SIM!

Adjunct Professor Lee Kwok Cheong
CEO, SIM Global Education

BIRMINGHAM BUSINESS SCHOOL



Birmingham Business School has been a major player in business education for more than a century and provides a wide variety of highly regarded programmes across a range of business disciplines. It is actually the oldest university business school in England. The School enjoys an international reputation and the wide-ranging research of its staff means that the latest thinking can be immediately fed into teaching.

Why choose the Birmingham Business School's programme in Singapore?

- Fully taught by Birmingham academics
- Long tradition and established track record of teaching business
- Established international reputation of School and University
- Research-led – cutting-edge research feeds directly into teaching
- International syllabus with focus on the issues of globalisation
- Friendly approachable academic and administrative staff dedicated to providing continuous support for your studies.
- Flexible part-time format to meet a wide variety of study needs
- Opportunity to add electives by studying in the UK for short periods

The Birmingham MBA programme in Singapore

The University is proud to have been running this programme continuously in Singapore for nineteen years. The structure of the MBA is in line with the syllabus for the home programme. It's fundamentally the same syllabus as the corresponding part-time Birmingham programme and is taught by the same academic team in University of Birmingham. The University is aware of the need for some customisation and use more Asian cases and institutional material than in the home programme.

Accreditation

Like the MBA programmes in Birmingham, this programme is accredited by the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS) as a fully-taught part-time programme.



UNIVERSITY OF BIRMINGHAM

The University of Birmingham was founded in 1900 and is now one of the largest in the UK, offering degrees across a wide range of disciplines.

It is a major centre of research and academic study with an established international reputation for excellence and numbers eight Nobel prizewinners among its staff and alumni. As the Guardian newspaper puts it: 'The University of Birmingham is Britain's quintessential 'red-brick' university and a prestigious one at that.'

The University is located in the leafy suburb of Edgbaston, four kilometres from the centre of the city. Birmingham is a campus University with practically all its academic buildings and extensive academic and social facilities on a single parkland site - one of the UK's finest urban campuses.

Facts & Statistics

- 26th in the Times UK ranking for 2012
- 67th in the QS World University ranking for 2011
- A member of the group of leading British, research-intensive universities known as the Russell Group with around 20 members
- A member of the Universitas 21 global network of top universities around the world
- The MBA programme was ranked 68th in the world and 11th in UK by the Financial Times Global Top 100 in 2011
- 70th in the world and 9th in UK by Economist in 2011



University of Birmingham - Aerial View

ABOUT THE PROGRAMME

The Business School - Front View



Mode of Delivery

Students have to complete eight modules and a dissertation. While there are limited electives in Singapore, you can choose from a wide range of options if you wish to spend some time in the UK. The electives in the UK are taught in week-long blocks between January and April. The Singapore modules are taught over an 11-day period, utilising two weekends and six evenings, to be combined with work commitments. Class comprises lectures conducted three hours and six to eight hours on week nights and weekends respectively.

Modules are designed to ensure that you are exposed to both the operational and the strategic aspects of management disciplines through the use of innovative and creative teaching methods. These include action learning/research, formal and live case studies and computer simulation to complement conventional lectures and seminars.

When the taught modules have been completed, a dissertation must be submitted to complete the requirements for the award of the degree. The subject of the dissertation can be related to your work environment or to an area of interest to your employer.

The intensive modules are offered five times each year.

Students are expected to bring their notebooks to access materials during class. All course materials will be available online from 2014.

Lessons and examinations are conducted at SIM's HQ campus in Clementi Road.

Requirements for Progression and Graduation

Students need to complete each module fully before proceeding to the next one. In order to graduate, they must pass the dissertation and complete at least six taught modules with only marginal failure in the remaining two. For Merit or Distinction, no failures are permitted.

Compulsory Core

Strategic Analysis of International Business
Pre-requisite: International Business Environment and Strategic Marketing
Strategic Marketing
Human Resource Management
Financial Management
International Business Environment

Electives (Choose three)

Operations Management
Directing Strategy
Pre-requisite: Strategic Analysis of International Business
Advanced Leadership
Project Management
Implementing Strategy and Managing Change
Pre-requisite: Strategic Analysis of International Business

Dissertation

Students will be required to complete a 10,000 -12,000 word dissertation which is often in the form of an in-company project.

A supervisor will be assigned to guide you with your dissertation.



Candidature Period

The programme can be completed within a minimum of 24 months and up to 48 months. Any student who fails to complete the programme within the maximum allowed period will not be entitled to any recourse or refund.

Assessment /Examination

- Six modules are examined by 3-hour examinations. Exams will be held at SIM HQ.
- All modules include continuous assessments
- A dissertation of 10,000 -12,000 words
- Modular assessments are normally held in January/April/ June/September/October. The assessment schedules are subjected to changes by the University of Birmingham.

Award and Graduation

To attain the Master of Business Administration awarded by University of Birmingham, participants must successfully complete all eight modules and a dissertation.

Attendance Requirements

100% attendance rate as stipulated by the University of Birmingham.

Job Prospect Upon Graduation

Graduates may find themselves taking a major step towards developing an international or strategic focus within their careers. While some will accelerate their careers with existing employers, others can create potential for change. Major directions include jobs in banking, business analysis and development, management and strategy consulting, corporate finance and investment, human resource management and marketing.

Opportunity for Further Study

Graduates may further their studies in the PhD and DBA programmes in the University of Birmingham, UK.

Minimum Class Size

For a class to commence there must be a minimum of 25 students. In the event that the class cannot commence due to low take up rate, students will be informed one month prior to class commencement.

PROGRAMME STRUCTURE

Session Timetable

Week1

Thur	Fri	Sat	Sun
7pm to 10.15pm		2pm - 8pm	10am - 6pm

Week2

Mon	Tue	Thu	Fri	Sat	Sun
7pm to 10.15pm				2pm - 8pm	10am - 6pm

Programme Commencement

There are 5 intakes per year. Applicants may be subjected to interview prior to acceptance into the programme.

Application Closing Dates	Month of New Intake	Minimum Completion Date ⁺
1 October 2012	November 2012	June 2014
24 November 2012	January 2013	September 2014
25 February 2013	April 2013	November 2014
25 May 2013	June 2013	January 2015
25 July 2013	September 2013	April 2015

⁺ Date given is for coursework.

A minimum of a further six months is allowed for the Dissertation.

Programme Schedule (dates and time are subject to confirmation)	
1 – 11 November 2012	<ul style="list-style-type: none"> Project Management Advanced Leadership
3 – 13 January 2013	<ul style="list-style-type: none"> International Business Environment Human Resource Management Strategic Analysis of International Business
4 – 14 April 2013	<ul style="list-style-type: none"> Strategic Marketing Financial Management Directing Strategy
27 June – 7 July 2013	<ul style="list-style-type: none"> International Business Environment Human Resource Management Advanced Leadership
13 – 22 September 2013	<ul style="list-style-type: none"> Strategic Marketing Financial Management Operations Management Implementing Strategy and Managing Change

All new entrants must do International Business Environment and Strategic Marketing as their first two modules, unless their first/second module commences in November when they can take Project Management (not Advanced Leadership).

Fees

	Amount
Programme Fee	\$S29,532.00
Per module payable before module commencement	\$S3,691.50
Per module repeat fee	\$S3,691.50
Per module re-sit of exam fee	\$S535.00
Dissertation re-submission fee	\$S535.00

All fees quoted are inclusive of 7% GST and textbooks. The fees are valid for intakes in 2012 - 2013.

Entry Criteria

- 3-5 years of managerial/supervisory work experience
- Minimum a good second class degree
- Equivalent professional qualifications will also be considered

No exemptions will be granted.

English Proficiency Requirement

- A minimum of C6 pass in English as First Language at 'O' level OR
- IELTS 6.5, TOEFL 580, IBT 93 (with no less than 20 in any band)



Aston Webb Building

MODULE DESCRIPTIONS

International Business Environment

This module combines basic economic theory around international trade and the transnational corporation, with historical and institutional backgrounds, cases, and applications, in a teaching programme designed to help students understand and analyse the international environment in which business decisions are made.

Strategic Marketing

The module provides an overview of the contribution of strategic marketing to corporate success. It focuses on the analysis, formulation and implementation of short- and long-term marketing strategies. In the module, the fundamentals of the market environment, segmentation, consumer behaviour, market research, brand management, international marketing, business to business marketing, services and relationship marketing are all examined in detail.

Strategic Analysis of International Business

Pre-requisite: International Business Environment and Strategic Marketing

The module gives an overview of the basic concepts, principles and major analytical approaches that are utilised in strategic management decision making. This includes organisational purpose, emphasising the influence of values on decision making and ethical issues. The majority of the module is devoted to formal strategic audit and the formulation and implementation of long run strategies by business organisations in the context of both their particular competitive environments and the ever-changing, uncertain general environment of business. Lectures and case analysis are interwoven with the aim of inculcating the application of strategic management analysis to case studies and real organisations.

A simulation tests the application of the acquired strategic decision making skills in an interactive hands-on competitive managerial exercise.

Directing Strategy

Pre-requisite: Strategic Analysis of International Business

The second strategy module builds upon and deepens the general framework of strategic analysis provided in the first. It refines the analytical techniques, examines advanced topics and deploys case studies more extensively. As this is a leading-edge module, the advanced topics will be selected according to currency in the business world, the academic debates and the quality and availability of up-to date case material. However, they are likely to be selected from: multinationals' strategy, organisational design, corporate governance issues, the strategic role of branding, corporate parenting, strategies for hi-tech and mature industries, views of the strategy concept and analysis, strategic change, strategy and ethics, globalisation issues, scenario analysis and strategic procurement.

Human Resource Management

The aim of this module is to provide a comprehensive coverage of the main HR functions and to place them in the context of important new developments - academic and professional - that have occurred in the last few developments within the last 5 years. The coverage is mainly concerned with large national and multinational firms and will include the analysis of both the strategic and operational problems of delivering successful HRM policies in an International context. The principal challenge is to provide students with the up-to-date information that will then enable them to access and utilise the HR services and processes that are available in their own companies. To do this, the module will examine the impact of the provision of on-line HR services, the growth of international mergers and joint-ventures and the new priorities that have emerged under the 'banners' of Talent Management and Employer Branding.

By the end of the module, students will be expected to be able to understand both the variety and the variability of the professional services offered by HR departments and independent HR companies and consultancies and to feel able to contribute at a strategic and business level to the development of successful HR policies.

Operations Management

The purpose of this module is to explore world class operations management. It focuses on the development of operations strategies that are congruent with business and marketing strategies. This will be enhanced by understanding and practice of key operational techniques to enable delivery of the strategy. The major topics are: Operations Management in Context; Designing Business Processes; Designing Products and Services; Technology Transfer; Controlling Enterprise Resources; Developing Lean Operations; Managing Projects; Managing Operations Strategically; Managing Quality Systems; and Improving Operations.

Financial Management

The aim of this module is to introduce students to the main concepts of accountancy and finance and develop their ability to analyse financial reports. The module explores many aspects of financial accounting and management, including company accounting practices, financial ratios, short-term decision making and investment appraisal. It also covers the role of financial markets in the provision of funds and applies this to investment appraisal and company valuation.

Advanced Leadership

The module will examine the nature of leadership with a particular emphasis to the development of leadership practice. As such the module situates the theory within the notion of leader-follower relationships. The module will examine leadership learning and the development of practice; leadership theories from the two perspectives of leader and follower; it will explore leadership as sense-making and associated significant process of communication.

Project Management

The module identifies the key features of effective project management in the context of methodologies consistent with Professional requirements and business and marketing strategies. Operationally, it enables managers to understand and implement planning, scheduling, control and evaluation and the organisational, team and leadership aspects of managing projects.

Implementing Strategy and Managing Change

Pre-requisite: Strategic Analysis of International Business

As managers or leaders, we are encouraged to focus our attention on the development of new strategies to improve our competitive position or design new processes that we believe will improve efficiency or effectiveness. While this is laudable, we often pay relatively little attention to how we will implement the new strategy and deal effectively with the people affected by the change.

This module will consider the issues associated with the implementation of new strategies and, in particular, the management of change. Through an investigation of relevant concepts and the use of appropriate analytical tools and techniques, it will help students understand the entire implementation and change process. The analytical techniques covered will be applicable in organisations of any size and in any sector.



Your MBA could come from one of the UK's most prestigious research universities.

With a flexible part-time format to meet a wide variety of study needs, and an international reputation for bringing the latest research into its teaching, the Birmingham MBA programme in Singapore is a proven pathway to career success.

APPLICATION & ADMISSION



How to Apply

Application Forms

To apply for SIM's academic programmes, please use the enclosed application form (if available) or download a copy of the application form from SIM GE's website, www.simge.edu.sg

Supporting Documents

By the application closing date, you must:

1. Have attained the minimum qualification required for the programme, and
2. Submit the following documents:
 - Completed application form with passport-size photograph(s)
 - Certified true copies of all qualifications and supporting documents, including result transcripts. Please bring along the original documents for verification at SIM's Student Recruitment Centre, Level 2.
 - Certified copy of identification
 - One copy of NRIC for Singaporeans and Singapore PR; or Birth Certificate, Passport, and an appropriate Pass indicating the FIN number (if available) for international applicants.

All applications must be addressed to:

Admissions Department
Singapore Institute of Management Pte Ltd
SIM Headquarters
461 Clementi Road
Singapore 599491

All documents (notarised and translated to English) submitted to SIM will NOT be returned. Photocopies of the documents (notarised and translated to English) are to be prepared before submission to SIM.

Application Fees and Payment

An application fee is payable for each application form that is submitted. This fee (inclusive of 7% GST) is non-refundable and non-transferable. The fee will be refunded fully only if the intake does not commence.

	Hard copy application
Local applicants	S\$85.60

Application fees can be paid at the Payment Counters located at Student Recruitment & Payment Office at SIM HQ or via cheques/bank drafts. Cheques/bank drafts should be crossed and made payable to **"Singapore Institute of Management Pte Ltd"** with your name, personal identification or passport number and programme title indicated on the back of the cheque. Post-dated cheques will not be accepted.

Application Outcome

All applicants will be informed of their application outcome in writing at least one month before course commencement. Verbal offers of admission will not be made nor accepted. The Admissions Committee selects students for admission into the programme based on individual merits. Possession of one or more of the qualifications listed does not guarantee automatic entry to the programme.

SIM and our university partners reserve the right to withdraw an offer of admission and cancel the enrolment of any person where such an offer was made on the basis of incomplete or inaccurate information supplied by the applicant or a certifying authority.

Acceptance

To confirm the acceptance of offer, successful applicants will have to adhere to the following before the stipulated deadline:

- Submit a copy of the duly completed and signed Form 12 in accordance to the Private Education Act
- Submit a copy of duly completed and signed PEI-student contract
- Submit all other required documents to SIM
- Make payment to SIM

Fee Payment

Payment to Singapore Institute of Management Pte Ltd

The modes of payment available are cash, cheque, Nets, cash card, Visa/MasterCard and/or Cashier/Money/Postal order. We accept up to four different modes of payment combination. All payments are to be in Singapore dollars.

For cheque payment, the cheque must be crossed, and made payable to **"Singapore Institute of Management Pte Ltd"**. It should not be post-dated.

For Nets payment, the daily limit is S\$2,000 or S\$3,000, depending on the bank and your personal limit.

For credit card payment, the limit is subjected to your available balance at the point of payment. We accept Visa and MasterCard only.

Private Education Act

Under the new Private Education Act, legislated in December 2009, a Council for Private Education (CPE) was set up to regulate the private education industry in Singapore. All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:-

PEI-Student Contract

CCPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be entitled to the Maximum Refund amount stipulated under Clause 2.4 of the PEI-Student Contract (less any course fees consumed by the Student if the withdrawal date is later than the course commencement date). After the cooling-off period, SIM PL's refund policy will apply.

Fee Protection Scheme

SIM PL adopts a Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

The FPS is compulsory for all students and is available in 2 forms, either Escrow or Insurance Protection Scheme. For more information, visit www1.simge.edu.sg/edutrust.

SIM PL has appointed Lonpac Insurance Bhd as the FPS insurance provider. Under the FPS insurance scheme, students' fees are insured by Lonpac Insurance Bhd. In case of events, as stated above, students will be able to claim their paid fees from Lonpac Insurance Bhd.

SIM PL has also appointed Hong Kong and Shanghai Banking Corporation Limited (HSBC) as the FPS escrow provider. Under the FPS escrow scheme, students will pay their fees directly to HSBC. HSBC will act as the custodian of students' fees and will only disburse the fees to SIM PL on a fixed schedule. Again, in case of events as stated above, students will be able to retrieve their unconsumed fees from HSBC.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg

Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows:- an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit www1.simge.edu.sg/medicalinsurance.

Refund Policy – Withdrawal and Change of Course

Percentage of aggregate amount of the course fees and miscellaneous fees paid	Receipt of original fully completed hardcopy Student Request Form with relevant supporting documentary proof
95% Refund	▪ (“Maximum Refund”) More than 14 days before the course commencement date
75% Refund	▪ Within 14 days before the course commencement date OR within 7 days after the course commencement date
No refund	▪ More than 7 days after the course commencement date

Notes:

1. Application fee for courses is non-refundable and non-transferable.
2. All requests for refunds arising from withdrawal and change of course must be accompanied with an original fully completed hardcopy **Student Request Form** (downloadable from the SIM GE website and the Students' Portal) with relevant supporting documentary proof.
3. Refunds (if any) will be processed within 7 working days of receipt of the original fully completed hardcopy Student Request Form with relevant supporting documentary proof. Forms that are received after 12.00 noon would be considered as submission on the next working day.
4. Approval for change of course will be granted on a case-by-case basis and subject to each individual meeting the course admission requirements.
5. Transferring to another institution is deemed as a withdrawal from SIM PL.
6. Course fees must be paid in full before the course commencement date.

Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

VIBES — WHY STUDY AT SIM GLOBAL EDUCATION

SIM Campus Development Master Plan (Artist Impression)



VIBES@SIM — The promise of a holistic learning experience that ensures success

SIM GE helps you achieve your career aspirations by offering industry-relevant curricula coupled with a stimulating environment. Our approach towards a career-enhancing learning experience is captured in **VIBES@SIM**.

Vibrancy of Student Life

Brace yourself for a plethora of learning opportunities that will facilitate your pursuit of a satisfying career. Stay plugged into the latest industry trends through 12 special Interest Groups, and connect with other like-minded professionals for sharing of best practices and experiences. With a community boasting more than 38,000 members, you can leverage our networks for greater success.

Infrastructure + Technology

SIM GE ensures that the student-centric campuses are outfitted with the latest in technology and facilities to enhance your learning experience. SIM campuses are enabled with high-speed wireless Internet access and the latest in technology connecting you to a wealth of information and online services.

SIM HQ at Clementi

The SIM Headquarters along Clementi Road is SIM's main and largest campus. To cater to our fast-growing student population, SIM has embarked on a \$300 million Campus Development Master Plan to more than double our main campus over two phases to be completed in 2014. Current facilities include over 130 lecture theatres, tutorial and seminar rooms, as well as computer laboratories, a multi-purpose hall seating 1,600, a student lounge, study spaces with open courtyard, a student hub with cyber stations and a management library. The main campus currently houses the Tay Eng Soon Library, Singapore's largest and most comprehensive management library.

SIM Management House

Set in the tranquil residential estate of Namly Avenue, the SIM Management House has 20 lecture theatres and seminar rooms,

management library, computer laboratories, a members' lounge and business centre that cater to membership activities and executive development courses.

Blend of Culture

With a blend of 40 nationalities from across the globe, SIM GE's remarkable global mix of cultural diversities provides an excellent platform for cultural exchange and knowledge sharing. A diverse student population coupled with international faculty from across the world is your gateway to an education experience with a global mindset in the epicentre of buzzing Asia.

Education Options

Whether you are a CEO, frontline manager, executive, or a recent graduate, SIM GE offers over 50 full-time and part-time academic programmes through more than 10 partner universities at master's, bachelor's, graduate diploma and diploma levels. Explore areas such as applied science, arts, business, communication, design, finance, information technology, hospitality, management, nursing, social sciences and more.

Stability

A 48-year-old heritage... over 115,000-strong alumni... student enrolment of over 33,500 and more than 1,600 top-notch faculty, the SIM Group is the premier organisation for higher education and lifelong learning in Singapore and the region.

Committed to the welfare of every student, SIM GE extends support to all its students, from financial assistance schemes to counselling services and structured processes for grievance resolution. SIM GE also provides a 24-hour medical insurance coverage for all its students both in Singapore, and overseas (if students are involved in SIM-related activities) throughout the course duration.

Information on student support services is available at www1.simge.edu.sg/support

Singapore Institute of Management Pte Ltd

461 Clementi Road
Singapore 599491
Tel: +65 6248 9746
Fax: +65 6462 9411
Email: study@sim.edu.sg
www.simge.edu.sg

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Inside Front Cover Page, Pages 1, 4, 5, 6, 8, 10 : Photos courtesy of University of Birmingham, UK.

*This brochure contains key information, accurate as at time of print on 6 September 2012.
For the most updated and complete programme information, refer to our website at www.simge.edu.sg
SIM and Birmingham Business School, University of Birmingham reserve the right to change the information, including fees, herein at any time.*

Members of The SIM Group



Cert No.: EDI-2-2004
Validity: 20/05/2010 – 19/05/2014

Singapore Institute of Management Pte Ltd
CPE Registration Number: 199607747H
Period of Registration: 20 May 2010 – 19 May 2014