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The master’s programmes at Singapore Management University boast cutting-edge curricula and a distinctive brand name.

ESTHER TEO

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Building knowledge

Chief investment officer Solon Brown pursues the NUS Master of Science (Real Estate) to gain an even deeper understanding of Singapore’s real estate industry.

DOUGLAS CHEW

A 30-year-old graduate from NUS, Tan Xian Hui says the course has broadened her financial thinking and opened her mind to investment opportunities outside Singapore.

The programme also serves as a stepping stone for aspiring financial professionals who may be looking to expand their knowledge of the investment and finance side of the industry, as well as those in the commercial leasing or investment banking space, says Mr Brown. “The programme provided the knowledge and the skills they need to develop projects and the decisions they make,” he says.

For me, the rest of tuition and the time spent pursuing the degree were a small price to pay for the experience, knowledge and confidence that I gained, as well as the networking and industry contacts,” he says.

Singapore’s built environment is the envy of both developed and developing nations. I was excited to gain first-hand insight into the mindset that accompanied that success.

The Department has been running the programme since 1993, with 269 alumni and about 550 graduates in all, and continues to attract a diverse cohort of students.

The course provides exposure at an advanced level in the real estate dimension of real estate management. It develops analytical and methodological skills critical for decision-making, decision-making and real estate-related careers. “Singapore’s built environment is the envy of both developed and developing nations.”

I was excited to gain first-hand insight into the mindset that accompanied that success,” says Mr Brown.

According to him, the course was taught from a “typically Singaporean perspective” — with a mix of case studies and decision-making exercises for a variety of real estate-related roles.

I was working professionals exploring a variety of back- ground, including wholesale and retail real estate agents, developers, and house builders. We were sent to complete the part-time course. We were invited to almost every industry, so in order to understand it well, you need to engage with real estate professionals, think about the industry, understand the market, and understand how different industries work together.

The course content helps to critically evaluate and differentiate one location from another. It is a development, an office block, an entire city or a house with a plot.

Mr Brown has been engaged the residents in Real Estate Economics and Urban Policy. “They have both safety and future. Farmers changed for the less through education and job opportunities.”

Wide appeal

Professionals including urban planners, architects, engineers, accountants and commercial re-

alties may find the programme appealing. “The programme works well for those already in the real estate industry who may be looking to expand their knowledge of the investment and finance side of the industry, as well as those in the commercial leasing or investment banking space,” says Mr Brown. “They need the skills and the knowledge to analyse and develop projects, and the decisions they make,” he says.

For me, the rest of tuition and the time spent pursuing the degree were a small price to pay for the experience, knowledge and confidence that I gained, as well as the networking and industry contacts,” he says.

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Developing high-performing and safe lithium-ion batteries via powder-in-tube and in-situ shutdown mechanism

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Huang Zizhong

Engineering Product 
Development, 
Singapore Institute 
of Manufacturing 
Technology

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“I use high-dynamic-range photography and automated computer-generated rendering to assess and accurately model the impact of trees on architectures and their surrounding properties of trees.”

Raj Balakrishnan

PhD Student, 
Architectural 
and Sustainable Design

Designing optimal supply chain management contracts.

“My research aims to improve supply chain arrangements between retailers and suppliers. In particular, I am investigating the role of contracts in improving supply chain. SUTD’s annual FIRST Industrial Workshop provides a platform for PhD students like me to network with and share our research insights with key industry players.”

Omar Kelawi

PhD Student, 
Economics and 
Business Studies

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Creating Our Future, Building Our Economy
SUTD, Singapore
Date: 26 July 2017, Wednesday
Time: 1:30pm to 4:30pm
Participation: Open to Singapore citizens
Sponsorship: NUS
Vivian Lee
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4469 4703

POSTGRADUATE STUDIES I

SUTD's Master of Science in Security by Design programme arms graduates with the tools to help safeguard Singapore's online security and infrastructure.

ESTHER TEO

The technology, frequency and severity of audacious and sophisticated cyber attacks in Singapore is particularly worrying indeed. Rapid digitization has exposed businesses, systems and services to threats such as financial loss and identity theft. Critical infrastructure such as electric power systems, water distribution systems and transportation systems are also at risk.

There is thus a pressing need for cyber security experts and specialists to detect, analyse and guard against cyber-attacks. In response, a Master of Science in Security by Design (MSbS) programme launched in November 2019 will begin in September this year. The course will see its first intake in September.

In cyber security terms, ‘security by design’ ensures that a product or system will operate in an environment where malicious cyber-attacks are assumed to be a major threat. This implies that the entire lifecycle of cyber security—appropriate security research and methods, strong and embedded into the product, service or system—be considered right from the start.

The newly designed 18-month course offers a unique combination of security and engineering, as well as financial and business management.

SUTD's MSbS course will focus on cyber security for critical networks and public infrastructure in Singapore.

Innovative pedagogy

The MSbS programme incorporates SUTD’s key pedagogical features: focus on in-depth design fundamentals, cross-curricular and multidisciplinary approach to research. In addition, it bears a curriculum that has been developed in close collaboration with universities and companies in Singapore and the region.

Young and research-intensive, Nanyang Technological University (NTU Singapore) is ranked 13th globally. It is also placed 1st amongst the world's best young universities.

NTU's College of Engineering is one of the world’s largest engineering colleges with six schools focused on technology and innovation.

The College of Engineering is seeking enthusiastic and outstanding students for its broad-based and industry relevant PhD programmes.

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• Pervasive Media and Interface
• Power Systems and Power Electronics
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Studying business for his business

Despite his busy work and class schedules, entrepreneur Kevin Tan pursues his MBA at NUS Business School with zest.

AUDREY RO

The life of an entrepreneur is hectic and uncertain, but Kevin Tan remains motivated to succeed all the same.

The 23-year-old entrepreneur is currently pursuing a part-time Master of Business Administration (MBA) at the National University of Singapore (NUS) Business School.

“Studying business for my business” is a catchphrase that Tan frequently uses. A mobile app startup he co-founded in 2013, which allows users to pre-order takeout food via the app and collect it at the store, is the backbone of his financial stability and an excellent springboard for his latest endeavor. The app is called SafeMate, and it allows users to pre-order takeout food via the app and collect it at the store.

Lifelong learning journey

One of the reasons that prompted Tan to pursue an MBA in 2013 was his belief in lifelong learning, which he feels is especially relevant in this time of economic uncertainty.

He recalls, “When I was doing research, what was most important for me was to find out what the people who work in the industry tell me that is a facet of a startup that I should be familiar with. I was interested in the things that are normally learnt in an MBA course.”

During his stay as a senior associate at Ministry of Manpower, Singapore, Tan and his peers spent a lot of time on research and investigations, which, he feels, is similar to his own entrepreneurship journey, and also helped him gain new insights.

He learned the impact of the labour market, the perspective of the employers who came from different industries, and his role as a business owner, generating a strong drive to work outside the normal scope.

Even though he took the module over a year ago, Tan still refers to the presentation as a guideline when preparing for presentations.

Another module he enjoyed was Management and Organisation.

Students participated in experiential games and activities and learned about the different ways that communication can occur in different organizations, including the different roles that leadership plays in such organizations.

The module helped him understand how to work better with people, enabling him to build more meaningful relationships with his team and colleagues.

NUS MBA students also have opportunities to participate in on-campus site visits and exchange programmes.

Tan stresses that lifelong learning is especially relevant in times of economic uncertainty, especially for entrepreneurs.

“People who are thinking of starting a business need to be well-prepared. This is the time to learn.”

Undergraduate

SIM University’s graduate programmes combine real-world knowledge and practice-oriented skills to ensure you leverage your potential and expand your access to more career pathways. Developed collaboratively with industry experts, the curricula are insightful and relevant, allowing you to learn today and apply tomorrow. And through seminar-style classes supplemented by online discussions, you can expect to engage in a learning process that is as exciting as it is enriching. So whether you are upgrading your skills, acquiring new strengths, or making a mid-career change, let our graduate programmes help you turn your goal into a reality.

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* [Image of a map and a globe with a world map]
Gaining a foothold in the tech industry

HAEEN TAN

TRAINED as a chemical engineer, Mr. Lue Luu, 34, has chosen to pursue a career in the information technology (IT) industry where he found that the Graduated Diploma in Systems Analysis (GDipSA), offered by the National University of Singa-

er’s Institute of Systems Science (NISS) is the perfect fit. “I chose to enter the IT indus-

try because I have keen interests in programming and using that skill to come up with ideas that will help make our day-to-day lives simpler. It is also a fast-growing industry around the world,” says Mr. Lue Luu, 34, who graduated last year. Mr. Lue, a mobile developer at OCBC Bank, chose the GDipSA programme because of the way the course was struc-

tured. “It teaches the fundamentals of programming and software with the hope that students will be able to apply what they learn in their careers. The GDipSA programme, which started in 2010, is uniquely designed to transform students without IT knowledge into IT professionals within a very short period of time and they will be equipped with sought-after technical skills and valuable soft skills.”

The one-year learning roadmap is packed with lectures, week-

ly assignments. One key feature of the pro-

gramme is a five-month internship, which complements the academic. Under the GDipSA internship programme, students are assigned to various IT companies or organisations to gain real-world experience. For Mr. Lue, his internship at OCBC helped him to find the perfect career. A great foundation “The GDipSA programme has given me a strong head start by laying the foundations of programming concepts that allow me to explore further on my own. It has also helped me to per-

form my current role by helping me to further understand the pro-

gramming terminologies used in my work and better grasp the ad-

vanced aspects of programming,” he says.

The programme has given me a strong head start by laying down the foundations of programming concepts that allow me to explore further on my own, he says.

The GDipSA programme has given me a strong head start by laying down the foundations of programming concepts that allow me to explore further on my own, he says.

Mr. Lue Luu, 34, a mobile developer at OCBC Bank, says the GDipSA programme has given him a strong head start by laying down the foundations of programming concepts that allow him to explore further on his own. He adds: “It is very important to continue learning even after the course because it is a constantly evolving field. My internship has taught me to master a variety of tools and techniques that are fast becoming popular and that I should evaluate on the knowledge gained from the course to understand these newer technologies,” he says.

Strong collaboration According to Dr. Foster Tan, the programme’s chief, the intern-

ship component of the GDipSA programme is a critical element of the curriculum. “It gives students real-world experience in IT firms and corporations,” he says. “This way, students can gain real-world experiences in IT professions, and companies are able to develop prototypes of advanced technologies that they would like to explore. Sometimes, companies use the internship programme to assess potential employees and the student’s capabilities before he is hired after they graduate,” says Dr. Tan. The benefits of an internship in an IT firm are obvious. “I would advise all students in the GDipSA programme to seek internships,” he says. Mr. Lue did his internship at OCBC Bank. His current employer, OCBC Bank, says the GDipSA programme has given him a strong head start by laying down the foundations of programming concepts that allow him to explore further on his own. “It has also helped me to per-

form my current role by helping me to better understand the pro-

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vanced aspects of programming,” he says.

The GDipSA programme has given me a strong head start by laying down the foundations of programming concepts that allow me to explore further on my own, he says.
Towards a knowledge-based economy

Two new SIM University programmes aim to help graduates thrive in the intellectual property and research industries

AARON TAN

As SINGAPORE grows up to be the intellectual property (IP) hub of Asia, it will need more skilled manpower to help businesses harness IP as being ideas, patents, services, and brands in the global market.

To address this need, the School of Business at SIM University (SIMbU) has launched the new Master of Innovation and Technology Management (MITM) programme, which provides graduates with skills-based training in IP and innovation management so they can apply their knowledge in managing and IP.

Dr Fred Goh, the programme’s senior lecturer, says these specialisations will help develop a strong pool of knowledge workers with expertise in technology, business law, and business strategy, and boost their competitive edge and brand in the market.

For courses in the MITM programme are accredited under the Intellectual Property Office of Singapore (IPOS) IP Competency Framework (IPCF).

The module also provides part-time JPs with opportunities to develop the skills and knowledge that will be reflected on the M.I.T. framework.

Validated by industry

The MITM programme is validated by the industry and taught by industry leaders, practitioners, and researchers from both SIM and IPOS. Among them is a guest speaker, says Dr Goh.

MITM graduates will be given the opportunity to undertake a six-month project with industry partners to apply their skills. They will also have the opportunity to attend industry conferences and seminars, and to become a member of the MITM programme.

Students will also have the opportunity to undertake a six-month project with industry partners to apply their skills. They will also have the opportunity to attend industry conferences and seminars, and to become a member of the MITM programme.

For instance, individuals applying for industrial positions may work on key projects for the company, and may also be involved in the development of the programme’s curriculum.

Applying research in sciences

Another new SIM programme offered by SIMbU is the Master of Applied Research in Social Sciences (MARS), which equips students with the advanced research and analytical skills to conduct high-quality research.

While law graduates programmes are focused on imparting research skills at the doctoral level, the MARS programme is aimed at the undergraduate level, and is designed to prepare students for future academic research.

Graduates with strong analytical skills can utilise data to make evidence-based decisions to solve real problems, says the programme director.
Taking research a step further

AUDREY KIG

WHEN embarking on a research project, finding the right direction can be challenging. That was certainly the case for NTU Researcher, Lu Qingyang, a research student at the School of Engineering, Nanyang Technological University (NTU) – a brand new institution just 10 years old. To decide on her area of research, she read up on published papers for clues, attended seminars and discussions with her professors. After about six months, they decided that her research project would focus on the application and certification of 3D printed metal parts.

The 25-year-old is currently pursuing her PhD in Mechanical Engineering in the School of Mechanical and Aerospace Engineering, NTU, and expects to graduate in 2020. According to Professor Wong Chee Meng, Associate Dean (Research) of the College of Engineering, NTU, most of the research projects in the engineering programmes typically use professors from the public and private sector, as well as in fields graduates. Last year’s enrolment saw more than 1,000 graduate students in the College of Engineering, NTU.

Establishing parameters

After completing her undergraduate degree in aerospace engineering at NTU, Ms. Lu went on to take a one-year Master of Science in Composites in 2014 at Imperial College London. She returned to NTU as a PhD student last year and hopes for a career in teaching while abroad.

“Modern technology is an important part of my work. I believe that what I am doing now will be emerging trends, and I hope my research, in a way, could be emerging trends and enhance my transferable skills,” she says.

A typical day for her involves research work in the laboratory, or her desk from 9am to 5pm, followed by lessons from 8pm to 10pm. She is given the flexibility to plan her own timescale and has lectures and tutorials three times a week.

She likes that, as a PhD student, she has access to material resources, high-end machines and advanced technologies related to her field of research. She is inspired by like-minded people and “reading thinkering” in the library.

In addition to research, she continues learning through course modules such as Laser Beam Manufacturing Design and Analysis of Experiments, Prototype and Rapid Prototyping, and Digital Image Processing. “Digital Image Processing is especially interesting to me as she works with materials and images. The module taught her fundamental theories behind image processing and how to use computing codes to apply these theories to enhance the quality of an image. She also learnt about the various tools used in image processing and how one can create them by writing relevant algorithms.”

Another useful module is Prescriptive and Rapid Prototyping, which has given her a head start on her research logic, as a prescriptive overview on the different ways that materials could be shaped and the principles of operations.

Expanding horizons

Working on solutions to solve problems has helped Ms. Lu improve her interpersonal skills. She is encouraged to work with opportunities to develop her performative skills.

Research students can attend a variety of talks conducted by good speakers and faculty members. Ms. Lu says, “Talks like these allow us to stop and update ourselves with state-of-the-art technologies through more interactive discussion.”

“Finding friends who are interested in the same areas of research as well as to graduate school.”

A memorandum of cooperation between NTU and Imperial College London allows Ms. Lu to attend some courses in the University of London and Imperial College London. She has the opportunity to develop both academically and professionally, as she gets to develop ideas on a subject that she is deeply interested in, she adds.

“I hope that my research will contribute to the development of materials in my future and potential. I hope that my research becomes often as it is the academic version of professional training, equipping students with the necessary knowledge and technical skills, and getting them ready for their careers,” says Ms. Lu.

To broaden horizons, sharpen your focus.

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Gearing up for the new digital wave

Systems engineer Chia Yow Lee pursues the Master of Technology in IT Leadership at NUS-iss to prepare for the fast-changing technological landscape.

HAZEL TAN

After almost two decades in the information technology industry, systems engineer Chia Yow Lee decided to go back to school to pursue a postgraduate degree. The 40-year-old director of distribution systems engineering at Visa Worldwide took up a Master of Technology in IT Leadership (MTech ITL) programme at the National University of Singapore’s Institute of Systems Science (NUS-iss).

Mr Chia recalls: ‘I had been picking up management skills through experience and learning from seniors and my managers. ’ But, it was a point where I felt I needed further professional guidance to take me to the next level.’

Mr Chia, who holds a Bachelor of Science (Computer Science) degree from NTU, currently heads a team of 300 at Visa, which designs and implements systems engineering, who design and develop systems, software and architecture within Visa. He also oversees Visas’s information security team.

For him, the extra time, effort and resources associated with part-time graduate study will pay off if it empowers him to better utilise technology that is relevant to his work. ‘I want my team to be ready for the future,’ he says.

Interactive curriculum

Structured to help today’s IT managers ride the new digital wave, the MTech ITL’s interactive curriculum begins by getting students to develop critical-thinking abilities. It encourages students to actively engage in case-based workshops, discussions and classroom activities to understand the nature of technology-driven change.

The curriculum also promotes an understanding of how emerging digital technologies and associated business models are reshaping the industry. The programme also aims to provide students with the skills needed to handle the complexity of IT as a business enabler.

The curriculum also aims to provide students with the skills needed to handle the complexity of IT as a business enabler.

Soar with a university on a rapid rise. NTU.

Young and research-intensive, Nanyang Technological University (NTU Singapore) is ranked 13th globally. It is also placed 1st amongst the worlds best young universities. NTU’s Wee Kim Wee School of Communication and Information (WKWSCI) is ranked 2nd in Asia and 15th in the world in the category of communication and media studies.

A premier school of communication with an international network of educators, researchers and professionals, WKWSCI offers programmes to help students advance their careers in the media and information sectors. With academics and faculty hailing from around the world, coupled with our global institutional affiliations and top-notch laboratories, the School remains a world-class centre of excellence.

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THE Sunday Times  Sunday, January 6, 2007  THE Sunday Times

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AUDRINA GAN

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The second year of the programme is fully customizable, giving students the freedom to choose their own path and focus on areas of interest. This will enable them to develop skills that are relevant to their future career goals.

The programme also offers a range of electives in areas such as technology, sustainability, and entrepreneurship. This will allow students to explore their passions and pursue their interests.

Overall, Essec’s Global MBA programme is designed to provide students with the skills, knowledge, and connections they need to thrive in today’s global business environment.

On average, a student possesses six years of work experience prior to enrolling in the programme. They come from a wide variety of backgrounds, including professionals who have worked in pharmaceuticals, IT, financial services, banking, fast-moving consumer goods, consulting, and start-ups.

AUDRINA GAN

Manager of Global MBA Programs at Essec

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Developing an edge in logistics

A postgraduate degree at SIM GE gives supply manager Mr Stephen John a leg-up in his career

MEREDITH WOO

WHILE working as a senior operations executive, Mr Stephen John, 33, developed an interest in supply chain and logistics management. Honoured and fascinated by the logistics industry, he was looking for a postgraduate degree programme that would help him better understand the complexities of the supply chain and logistics management process.

At that time, he was handling the information technology assets and services procurement process, which entailed new processes and systems, supplier management and logistics.

Though already equipped with degrees in computer applications and management, he joined the Master of Business Administration (MBA) programme at the Nanyang Technical University School of Business in Singapore to acquire a more in-depth understanding of the industry.

He says, "The cultural mix was unique. I had classmates from India, China, Myanmar, Thailand, Vietnam, Hong Kong, Indonesia, Malaysia, New Zealand and Goter.

"They also varied in terms of age, gender, academic background and socioeconomic status. The homogeneous element helped in bringing different perspectives and viewpoints, which encouraged us to think out of the box and was truly remarkable."" he says.

Mr John joined SIM GE in 2010 as a supply chain analyst. "It was a role with a lot of dynamics and responsibility," he says.

According to Mr John, SIM GE offers good opportunities to grow and develop.

"The Singapore Economic Development Board (EDB) and the Singapore Institute of Logistics and Transport (Singapore Institute of Logistics and Transport) are also good places for career advancement. Singapore has a strong network of logistics companies and there are many opportunities for growth." he says.

Mr John says that the programme has helped him develop new skills and knowledge in the industry.

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Helping people hear better

A master’s degree in audiology offered by NUS Yong Loo Lin School of Medicine leads to a meaningful career for Mr Kenneth Chuah

CHRISTINA CHENG

WHEN Mr Kenneth Chuah, 27, graduated with a Bachelor of Science (honours) degree from the National University of Singapore (NUS) in July 2012, he thought hard about his employment options. He could either continue his career path and pursue a PhD or, instead, take up a career in auditory health and auditory sciences.

Mr Chuah was drawn to the latter option as a result of his own personal experience growing up with hearing loss.

“Growing up with hearing loss, I am aware of the struggles and challenges that people with hearing loss have to face,” he said. “I also want to make a difference in the lives of others, and I believe that healthcare and rehabilitation can help them do so.”

Mr Chuah took up the NUS Master of Science in Audiology programme in 2013.

Mr Chuah was one of 16 students to graduate from the programme this year.

Right on course

Audiology is a dynamic field that involves the study of hearing, balance and associated disorders. The healthcare needs related to hearing and managing conditions related to hearing of balance problems are growing. Audiologists work with people of all ages, from newborns to the elderly. These professionals use specialized test to assess hearing and balance problems, and recommend appropriate communication strategies and assistive devices.

Mr Chuah focuses on Frontier Audiology, which involves technology such as fitting hearing aids, cochlear implants, and assistive listening devices.

Mr Chuah is full of praise for the programme. He said: “I was leaning in more to see how closely physiological and psychological interventions can result in improvements for the betterment of our industry, especially for children. Because of the need to optically provide for language development, hearing has a direct impact on their lives.”

Mr Chuah adds that he was also interested in the potential research and collaboration with the University of Bath, which houses an International Faculty of Entomology in Audiology and Medicine.

The programme also offered opportunities for the students to have experience in the real world, working in the public sector, and working with individuals and organisations to promote public health outcomes.

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Mr Chuah delivery of the internationally recognised Dunlop School programme in Singapore for the first time. This programme provides unique opportunities to practice public speaking while helping patients learn to protect their hearing from hazardous sound levels.

The Steenhouse programme taught Mr Chuah how to develop hearing loss in children and adults and how to help develop hearing in children with hearing loss.

Mr Chuah has no regrets taking the road less travelled.

He said: “It not for this post-graduate degree, I would probably just be working for a small start-up and not truly obtain employment satisfaction.”

While on the master’s degree, he has now carried out a meaningful career as a clinical audiologist at Changi General Hospital.

Mr Chuah has made significant progress in his career by being able to track a patient’s progress to see if the patient is now hearing better or simply helping patients recover from sudden hearing loss. Bringing its healthcare facilities to the nearest hospitals and to the people in their localities, he has learnt that the most important aspect of a patient’s progress is being able to communicate effectively.

Mr Chuah has been a part of the team since 2012 and has helped improve the lives of many patients.

Mr Chuah states that he is happy with the progress he has made so far and believes that he will be able to continue making progress in the future.

Master’s Degree Programmes

General:

• Business Administration

Specialised:

• Accounting & Finance Management
  • Accounting and Finance (top-up)
• Banking & Finance
• Professional Accounting
• Business & Management
• Human Resource Management
• International Management
• Logistics & Supply Chain Management
• -Management
• Marketing
• Project Management

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Master Class (email audiologist Chong Chaiyaphan)
He’s got an ace up his sleeve

An Executive Master of Business Administration from the University of Hull is a winning bet for ambitious professionals like Mr Calin Remus Stefan.

Mr Calin Stefan found the right career move by joining the golfing industry, but he did not make a gamble when it came to advancing his education. The director of course operations at Marbella Bay Sands (MBS) did extensive research before enrolling in Hull’s MBA in Business Administration (EMBA) offered by the University of Hull at Prince Academy.

Mr Stefan, 41, a Romanian who relocated with his family to Singapore from Maros in September 2012, told an online comparison of various universities that runs in English, Chinese and Indonesian at price, quantity, price, fees, expenses, length of the programme and accreditation. He scored them on a scale of 1 to 3 in each of the points and ended up in a rating of 10/10.

Flexible choice

The University of Hull’s EMBA offers experienced entrepreneurs the opportunity to gain deeper knowledge in the business field, while maintaining commitments and project management.

A key appeal of the programme lies in the University of Hull’s flexible learning; business schools are the flexible; they already have a variety of courses available to meet the needs of industry and businesses. This is particularly true for the current academic system, which allows one to start working as soon as one is ready, fitting in the next module. "I decided upon University of Hull because it offered flexible and part-time work and work without exams," Mr Stefan said.

This is what is unique because it allows me to demonstrate my knowledge without having to sit exams," he added. "I was supposed to go to school every week, which would have been really tough for me. I met my friends once a month, once a week, every day. It’s a week, depending on the project.

Flexible choice

Hull is a university that is far from the technical know-how, but he is second to everyone in the world. Hull is a university that is far from the technical know-how, but he is second to everyone in the world.

In-depth understanding

Having worked in the golfing industry for 23 years, Mr Stefan has a lack of technical know-how, but he is second to everyone in the world of golf.

"Hull sport is amazing; there are two schools here in the world. Hull has a fantastic golfing program," Mr Stefan said.

In-depth understanding

Hull sport is amazing; there are two schools here in the world. Hull has a fantastic golfing program.

"As a company and a department, we have many projects in progress, and under development. The module on Companies Project Management gave me a better understanding of how to run projects and how the projects are managed," Mr Stefan said.

The Marketing Communicating with Australasia and the Middle East module is especially useful, as we are running courses across the region. The course is an excellent way to gain an understanding of the Middle East, he added.

Programme

The ability to directly translate classroom knowledge into actionable strategies of work helps Mr Stefan.

Mr Stefan, who hopes to move up to a more senior role in one year.

Strong support

Balancing the rigours of work and school can be tough, but Mr Stefan is thankful that he has been supported. "I’ve had to try new situations, and managing family and study on top of all that is a challenge," he said.

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Unique Asian

NTU’s Master of Science in marketing and consumer insight programme focuses on the consumer market in this part of the world.

HAZEL TAN

If you think legging work and studies is attainable, try doing what Madam Cathy Lim has been doing.

The 54-year-old mother of four pursued her graduate studies while caring for a toddler and coping with a demanding job as a country manager in real estate.

Now, a senior board member for Nielsen Singapore, Madam Lim graduated in 2015 with a Master of Science (MSc) in marketing and consumer insight from the Singapore Management University (NTU) through the programme. Madam Lim discussed what she was going to her second child.

Like for programmes, the NTU programme was a reorientation discovery. “Planning to do a Master in Business Administration (MBA),” she says, “I was pursuing MScs and honing NTU’s admit, where I came from the BSc programme instead. The course caught my eye because it was not all my subjects, both in terms of curricula and programme. Effectively, this is my second career.”

Effective learning

Offered at NTU in collaboration with Singapore Management University and the Singapore Management University Business School, the programme is designed for professionals who are seeking career opportunities in marketing and consumer insight. It focuses on developing the skills required to analyze, evaluate and communicate consumer insights to meet the needs of all types of market inquiries.

According to Madam Lim, this is the key selling points of the programme as it forms the basis of an Asian market. Apart from developing a deeper understanding of marketing-related theories, she felt her important lessons learned was consumer-centric and in the region.

“The practical curriculum includes modules that stimulate techniques and methods in multi-channel consumer insight, and complements electives such as business analytics, digital marketing and AI. “After working for nearly six years, I learned a lot in school to keep-up-to-date in the industry, ready relevant and most competitive,” says Madam Lim. Who adds that she would have taken all the electives offered. She had the luxury of taking courses such that she did not lose up-on 교육, which is a pleasant friendly.

The attainment mindset approach allowed me to juggle my studies, work and family commitments. Working and studying at the same time gave me the opportunity to develop a new work. This made the learning experience even more effective and meaningful,” she says.

Madam Lim’s previous module included Asian consumer insights relating to India, and marketing and creativity.

“Studying in India was fantastic as it gave me the experience in the small industry that I worked in. I also learnt a lot from it. This model offered, in the case of students, at least six classes from the IS and ICM with the kind of support I needed. As an added appeal, the module on Asia consumer insight provide

more opportunities to be nurtured and interact with students from around the world. In my opinion, the programme is designed to expose me to various vacations and precious insights.”

“My mentors and colleagues were very supportive and understand. For example, I was able to take examination leave for some time to recuperate and to understand the tips on working.”

She encouraged those in the marketing industry to give serious thought to upgrading their skills, believing that education should be a lifelong learning experience.

“The programme curriculum is very relevant and up-to-date and for structure is highly flexible. If you are able to afford the programme, go for it. I feel Madam Lim, who hopes to eventually move into a regional role while she can work on different challenges and cultures from diverse cultures and backgrounds.

Working and studying at the same time gave me the opportunity to apply whatever I learnt at work. This made the learning experience even more effective and meaningful.”

MADAM LIM

NRG, Singapore

MADAM LIM says the knowledge she acquired from the course was directly transferrable to her work. She wants to work for a company that is in the region.

The NUS PhD

Influencing The Future

NUS is also home to 58 university-level research institutes and centres as well as three of Singapore’s Research Centres of Excellence. Singapore has forged in cutting-edge research to bring about new understanding and innovative solutions. For example, you can contribute to advancing knowledge through medical breakthroughs and more.

At NUS, you can pursue your passion and achieve more than you thought possible. It is where you grow in a vibrant and supportive environment to become a leader.

A Leading Research-Intensive University

At the National University of Singapore, we believe that education is not just awhen you leave, but also the quality and opportunities you get throughout your higher education journey. In engineering and technology, science and mathematics, we have teaching programs that are second to none and are among the best in the world. The NUS PhD is an internationally renowned programme.

The NUS PhD

Agree to research leadership in a broad, dynamic and global environment. NUS is also a ranking institution in the world. NUS is ranked in the world’s top 20 universities in engineering and technology, science and mathematics, and is among the highest in the world. NUS PhD students are encouraged to pursue knowledge and leadership in a broad, dynamic and global environment.

For more details about this programme, please visit our website:
http://medicine.nus.edu.sg/mdms/audiology

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Gaining a competitive advantage

Mr Alan Koo believes that an MBA will help him progress to the next level in his job

ESTHER TEO

Mr Alan Koo started his career as an engineer, and one year ago, he was hired as a project manager at a Singapore-headquartered company. He says he was looking for a new challenge and saw a missed opportunity in the next step in his career.

He notes that the decision was made in part because of the need for a new role in his current role. He says that the program was a good match for his level of experience, and he believes it will help him move up the ranks.

The program consists of eight-week modules, which can be completed in six weeks on a part-time basis. The program is delivered through a combination of classroom and online learning.

The program requires students to have a minimum of three years of work experience. It is designed to develop leadership skills, and it also focuses on developing skills in finance, marketing, and organizational behavior.

The program is available in a variety of formats, including online, part-time, and full-time.

The program is delivered by a team of experienced educators, who are dedicated to helping students achieve their career goals.

For more information, please visit the website: [Program Website]

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NUS Master of Science in Business Analytics

Information Session

Date: 22nd January 2017
Time: 2:30pm - 4:30pm
Location: NTUC Centre, 1 Marina Boulevard, Level 7 (Room 701), Singapore 01899

Big Data Analytics Technologies

Consumer Analytics

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Professionals go back to school

Master’s programmes at the Singapore Management University offer students a winning mix of coursework and research that helps them advance in their careers.

ESTHER TEO

WHENEVER the Singapore Management University (SMU) name appears, questions about the benefits of pursuing a master’s in business administration (MBA) or a master’s in management (MIM) frequently arise. Is it really worth it? Will you get a higher salary? Will it help you to advance in your career?

The Singapore Management University (SMU) offers 19 masters programmes covering a wide range of disciplines, including accounting, finance, law and economics. Each master’s degree programme is designed to equip students with skills and knowledge that will enable them to advance in their chosen fields.

People are often pleasantly surprised to discover that a graduate degree in business is not as academic as they thought it would be. “A master’s degree is not just about theory; it’s also about practical skills,” says a 2018 graduate from SMU’s MBA programme who wishes to remain anonymous. “The coursework is challenging, but the real-world projects and case studies help you apply what you’ve learned in a practical setting.”

Students also have the opportunity to participate in internships and work placements, which provide valuable hands-on experience and networking opportunities. “The internship programme is a great way to gain work experience and understand what it’s like to work in a particular industry,” says another anonymous graduate from SMU’s MIM programme.

Another benefit of pursuing a master’s degree is the international exposure and travel opportunities. “I had the chance to attend conferences and seminars in different countries, which开阔了 my horizons and helped me develop a global perspective,” says an anonymous graduate from SMU’s MBA programme.

In addition to the academic and professional benefits, pursuing a master’s degree can also be a personal growth experience. “I learned how to manage my time more effectively and develop better communication skills,” says a 2017 graduate from SMU’s MIM programme.

Overall, pursuing a master’s degree at SMU can be a rewarding experience that prepares students for a successful career in business. Whether you’re looking to advance in your current field or explore new opportunities, a master’s degree from SMU can provide the skills and knowledge you need to succeed.

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For details, please visit http://www.nus.edu.sg/education

Graduate Programmes by Coursework

- Master of Science (Chemistry)
- Master of Science in Chemistry for Energy and Environment
- Master of Science (Mathematics)
- Master of Science (Quantitative Finance)
- Master of Science (Chemical Sciences and Technology)
- Doctor of Philosophy (Chemistry)
- Master of Science (Applied Physics)
- Master of Science (Physics)
- Master of Science (Life Science & Medical Biology)
- Master of Science (Science-Communications) - Joint Degrees Programme with the Australian National University

Applications are open to candidates with a relevant bachelor’s degree or its equivalent. Candidates with other qualifications and achievements deemed to be suitably prepared for the programmes of study may also be considered.

For details, please visit http://www.nus.edu.sg/education

Find out more at our Programme briefing:

Sat, 18 February 2017 • 1.45 - 4.30 pm
NTUC Centre, Level 9, 1 Marina Boulevard
Register at blog.nus.edu.sg/programbriefing
In-depth insights

Educator Laffreda Nasir applies the knowledge she gained from her master’s course to studying modern-day social issues

MEREDITH WOO

TO FURTHER develop her capacity as an educator, Ms Laffreda Nasir, 48, pursued the Master of Arts in Humanities (MAH) offered by the National Institute of Education (NIE).

Ms Laffreda, who has been teaching since 1996 holds a Bachelor of Arts degree from the National University of Singapore, where she majored in English language and geography with a minor in social sciences. She also holds a Bachelor of Arts (Hons) in Social Sciences from the University of Sydney.

The MAH programme is designed to empower future geography and social studies teachers who may need to respond rapidly to new societal developments. It helps them develop critical understanding of the subjects that are part of a strong grounding in the guiding philosophies, as well as how these can be applied to enabling modern-day social issues.

The courses offered were relevant to Ms Laffreda’s field of teaching, especially in her role as a history teacher, she says. “Sometimes, what we do as a teacher happens instinctively and I needed to understand better what I was doing, in order for me to teach it to my students better.”

“Also, I wanted to explore the reasons and rationale behind national policies, and I wanted to ensure what I do is meaningful, and I feel confident about the goals of teaching social studies to my students. I also believed this would spur me on further (in my career).”

The MAH programme is also open to candidates who have graduated from international education programmes and who have relevant experience in humanities education.

Deeper understanding

Having had a tight schedule with academic research and writing for some projects, Ms Laffreda opted for the coursework track. She completed two core courses and eight elective courses.

Candidates can choose elective modules in areas such as Geographical and History Education, History and History Education, and Social Studies Education.

They also have the option to take courses that are more general or interdisciplinary in nature, such as Historical Studies and Cultural Studies.

Ms Laffreda says that understanding is in Social Studies — which shed light on the economics principles explaining certain government decisions — was especially meaningful.

She was particularly intrigued by another journal article about the role of teachers in promoting social justice through education, she says. “I find it fascinating to learn about the role of teachers in promoting social justice through education.”

In addition, she says the programme has also equipped her to conduct student-led seminars in international education.

Knowledge sharing

During her course, Ms Laffreda was offered the job of teaching part-time in NIE, which she accepted.

After graduation, she enjoyed this stint so much that she accepted a similar offer in just 14 months later as a second-in-charge.

The rigorous was almost overwhelming.

She says: “The NIE faculty members have always stressed the need for postgraduate students to share their learning experiences, there were always opportunities for exchange of ideas and interaction throughout the programme.”

Ms Laffreda is currently the co-ordinator for the Social Studies Secondary Group.

Along with her colleagues, she teaches the Postgraduate Diplomas in Education (equivalent to master’s studies at secondary level). She also teaches two other Bachelor of Arts in social studies, two in teaching social studies in secondary education.

In addition, she helps to design programmes for her academic group and conduct service courses for teachers.

The MAH has equipped her to encourage her own teaching to plan and develop new courses for the NIE, she says. She continues to develop a new course on discussion-based pedagogy in the classroom.

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Time: 6.30pm – 8.30pm
Venue: Singapore Management University
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50 Stamford Road, Singapore 178989
Register at smu.sg/mbas171