

2013

# Master of Science in Digital Marketing

Full-time

**Beverly Li**  
Student





Engineering, Education and Entrance Building, Highfield Campus, University of Southampton

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# WELCOME MESSAGE



Welcome to the University of Southampton.

We are delighted to work with SIM Global Education (GE) to educate tomorrow's specialists in digital marketing. Studying with us for a postgraduate qualification will challenge you to develop the knowledge and skills you will need to succeed in this exciting and competitive field.

The Internet revolution has transformed the business world. Marketing professionals now need a thorough knowledge of the latest technologies to secure a good job. Our Master of Science in Digital Marketing (MSc) is taught by lecturers with direct experience of working in industry and a passion to educate our students.

We are one of the UK's leading management schools and part of the prestigious University of Southampton. We are proud of our international links and partner with SIM GE and other leading universities worldwide to offer our students a truly global educational experience.

Many of our graduates are now in senior positions in major companies across the world.

Researching key business issues is also important to us and our findings inform our teaching. The quality of our research was recognised in the last UK Research Assessment Exercise; 55 per cent of our submitted research papers in a wide range of areas were judged 'world class' or 'internationally excellent' in terms of originality, significance and rigour.

We look forward to welcoming you to our MSc in Digital Marketing programme and hope you make the most of your time with us.

## **Professor Malcolm Higgs**

Director, Southampton Management School



Welcome to Singapore Institute of Management (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 23,000 full-time and part-time students.

SIM GE takes an innovative approach to provide access to higher education. 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.

To cater to our growing student population and provide a more conducive environment that supports holistic learning, SIM has invested \$300 million into a Campus Development Master Plan which will more than double the existing Clementi premises and add a wide range of modern facilities. This will cement our position as the largest private tertiary institution in Singapore, both in terms of campus size and student enrolment.

SIM GE's strong academic curricula and vibrant campus life extends the learning experience beyond the classroom to engage the mind, body and spirit. 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

# 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

Quality and excellence have always been the driving force behind SIM.

**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 44,000 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

As the only national private university in Singapore, SIM University's mission is to create excellence in lifelong education through a uniquely designed learning experience that equips learners for a better future. Home to more than 13,000 students, SIM University adopts a flexible and practice-focused learning approach and offers more than 50 academic programmes in various disciplines. Eligible students taking SIM University's undergraduate programmes enjoy government subsidies of up to 55% of tuition fees and access to government bursaries, tuition fee and study loans. SIM University is a not-for-profit university and 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 23,000, with about 2,500 foreign students.

### SIM Professional Development

About 11,500 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.



Hartley Library - University of Southampton

The University of Southampton has a global reputation for academic excellence and is recognised as one of the UK's top 15 research universities. A founder member of the Russell Group of leading UK research universities as well as the WUN (Worldwide University Network), Southampton is in the top one per cent of global universities (QS University World Rankings 2012).

Since receiving a Royal Charter in 1952, the University has expanded significantly and built a strong national and international reputation for research and teaching excellence. Today there are over 21,000 students studying across our six campuses in Southampton, Winchester and Malaysia, and the University employs 5,000 staff.

The University of Southampton offers first-rate opportunities and facilities for study and research across a wide range of subjects including law, arts, humanities, social sciences, medicine, health science, engineering and mathematics.

Researchers at the University of Southampton are addressing a wealth of challenges with global impact including food security, bio-fuel technology, reducing carbon emissions, developing new approaches to the treatment of cancer, accessibility of government data, web science and bringing electricity to remote communities. Three professors are featured in The Times '100 most important figures in British Science'.

The University is committed to further improve their position as a leading research university of international standing, distinguished by their enterprise. They aspire to be a place of opportunity and inspiration that attracts talented staff and students regardless of their background. By 2015 the University expects to be clearly recognised as a successful and influential international university that has both strong roots in its local area and a substantial global presence.

The MSc Digital Marketing is offered through the Southampton Management School. The School is one of UK's leading management schools, with high academic standards and an impressive success rate in educating tomorrow's business leaders.

## Why choose the University of Southampton's programme in Singapore?

- It is fully taught by faculty from the University of Southampton, UK.
- It can be completed within a duration of 12 months.
- Ranked among the top 1% of global universities in the world by QS University World Rankings 2012.
- The University is a founder member of the prestigious Russell Group of leading research universities in the UK.
- Home to numerous cutting-edge research centres that consistently break new ground and have a reputation for linking fundamental research with real-world applications.

# ABOUT THE PROGRAMME

## Programme Overview

Digital marketing is a term that covers the use of digitally related tools and techniques to influence strategic marketing decisions and communications. 'Digital' can be considered to be anything related to Information Communication Technology, which today has broadened out from being purely related to computer technology and systems, to include the phones we use, the TVs we watch, the games we play and more broadly the way we live our lives through digitally driven interactions and activities (such as information search, purchasing of goods and services, entertainment and social interaction). Digital Marketing, both in terms of the use of transactional data and digital communications, is pervasive in marketing today and consequently there are demands for new knowledge and skills by marketing professionals. We live in a digital world and digital marketing is both efficient and effective. This programme aims to develop your knowledge and understanding of the evolving field of digital marketing.

The aims of the programme are to:

- Provide an advanced appreciation of the value of digital marketing in modern organisations
- Develop an appreciation and understanding of the range and relationship of digital marketing applications, to help you prepare for or develop your career
- Introduce and develop an advanced breadth of knowledge in key digital marketing disciplines such as online marketing strategies, design and creativity, web applications, web analytics, marketing communications, media management, and multi-channel retailing
- Provide practical training in applying the tools and techniques of key digital marketing disciplines

- Provide the opportunity to apply the concepts and approaches learned
- Develop the ability to undertake rigorous, independent research

## Modes of Delivery

Lecturers from the University of Southampton will fly in to deliver the same module they teach in the UK, thus ensuring equivalent academic input for our programmes offered in Singapore.

- The modules are delivered one at a time; usually one module per month
- The modules are delivered intensive over six weekdays. There are occasional Saturday and evening classes.
- Students will be required to spend part of their time working independently or in groups, unsupervised by lecturers
- Students will work on a project dissertation which may be practical or academic in nature
- The project will be supervised and assessed by the University of Southampton's guidelines and standards, and completed projects are moderated by a senior member of Southampton staff to ensure consistency

## Duration / Candidature Period

The programme can be completed within 12 months. The maximum candidature period for a participant to complete the programme is two years full-time. Any participant who fails to complete the programme within the maximum allowed period will not be entitled to any recourse or refund.

## Class schedule

Monday	Tuesday	Wednesday	Thursday	Friday
8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity)	8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity)	8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity) 3.30-4.30pm (Consultation)	8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity)	8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity)
8.30-10.30am (Lecture) 10.30-11.30am (Self-study) 12.15-2.15pm (Lecture) 2.15-3.15pm (Activity) 3.30-4.30pm (Consultation)	No class	12-3pm (Project Work)	8.30-11.30am (Project Work)	12-3pm (Project Work)
3.30-6.30pm (Project Work)	12-3pm (Project Work)	3.30-6.30pm (Project Work)	12-3pm (Project Work)	12-3pm (Project Work) Report Submission Deadline

Sample of the class schedule for a typical module (there are occasional classes on Saturdays). The sessions are intensive during the teaching visits which last a week for a 15-credit module.

## Programme Commencement

There is one intake per year, commencing in November, with the following closing dates for application:

Programme Commencement Date	Programme End Date	Application Closing Date
11 November 2013	October 2014	15 August 2013 (International applicants)
		23 September 2013 (Local applicants)

## Minimum Class Size

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

## Attendance Requirements

100% attendance rate as stipulated by the University of Southampton. International students would need to fulfil 90% attendance requirement to maintain their student's pass.

## Assessment / Examination

All taught modules on the full-time programme are **compulsory**; there are no options on this programme.

Every module is assessed, typically by a combination of examination and coursework, although some modules are examined by examination or coursework alone. Many modules will have a group work element where a group mark is awarded, but the larger percentage, or all, of a module assessment will assess the individual. Where an examination is involved, this will take place at the end of a module at a designated time and following a revision session held online through such means as Skype or other electronic conferencing methods.

## Award and Graduation

To attain the Master of Science awarded by the University of Southampton students must accumulate the required number of credits as stipulated in the University of Southampton regulations for the taught part of the programme and a mark of 50% for the individual dissertation/project.

## Opportunities for Further Study

Graduates can explore pursuing a Doctorate programme with the University of Southampton.

## Job Prospect upon Graduation

The programme in the UK has students who have already worked in marketing departments who realise that they need to update their knowledge and skills to include a real understanding of Digital Marketing. Many such students return to their career paths in new posts with greater responsibilities. Students entering a new career find that they have a good working knowledge of Digital Marketing and can make a real contribution to the businesses they join and again are sought after precisely because they have the knowledge and skills which are in demand by marketing departments.

## Entry Criteria

Normally a first degree at first or upper second level from a UK University or equivalent qualification from a non-UK University is required. The programme is expected to meet the needs of students coming from a wide range of other disciplines who are seeking grounding in Digital Marketing.

## English Proficiency Requirement

Candidates whose entry qualification was not attained in the English medium are required to meet one of the following English language proficiency requirements:

- IELTS 6.5 overall with 6.5 in Reading and Writing, 6.0 in Listening and Speaking, taken in the last two years; or
- TOEFL iBT – 92 (internet based test) overall with a minimum result of 21 in Listening, 23 in Writing, 23 in Reading and 21 in Speaking, or
- TOEFL – 580 (paper based test) overall with all section scores 55 or above

More information about the University of Southampton English Language and Academic entry requirements for postgraduate studies can be found at

[www.southampton.ac.uk/entryrequirements](http://www.southampton.ac.uk/entryrequirements)

## Fees

	Amount
Total Programme Fee	\$S\$34,240.00
1 <sup>st</sup> payment (before commencement)	\$S\$19,260.00
2 <sup>nd</sup> payment (April 2014)	\$S\$14,980.00

## Miscellaneous Fees

	Amount
Module referral exam fee	£20
Module resit exam fee	£20

These fees, where appropriate, are payable to the University of Southampton.

All fees quoted are inclusive of 7% GST.

The fees are valid for intakes in 2013.

“ All marketing is becoming digital these days. I took a year out from my job in healthcare marketing to study this Masters programme at Southampton. Very few universities offer such a programme. I feel I have learned everything I need to succeed in my career. ”

Nader El Tibi  
MSc in Digital Marketing student 12/13  
Southampton Management School



# MODULE DESCRIPTIONS

Students complete eight taught modules and a project dissertation.

## Marketing in the 21<sup>st</sup> Century

This module forms the foundation to your study of marketing by way of its focus on the nature of marketing in the context of today's rapidly changing business environment, in order to provide you with a broad overview of marketing theory and practice. Its emphasis is on where and how the organisation competes and, in doing this, highlights the strategic significance of marketing.

Assessment: 100% coursework

## Marketing Communications and Media Management

This module aims to build an understanding of the creative processes that are inherent in marketing. Specifically, you will learn about managing media, managing marketing communications and the essence of creative marketing. You will also learn about the importance of measuring marketing creativity through communication and campaign effectiveness. You will develop your understanding of the major issues facing marketers in the rapidly growing area of online marketing communications.

Assessment: 100% coursework

## Building Customer Insight

This module aims to provide you with an understanding of consumers and customers, how the characteristics of both consumers and customers can be measured, and how knowledge of consumers and customers can be used to support marketing decision making specific to an organisation's environment.

Assessment: 50% coursework and 50% examination

## Web Applications

The aim of this module is to consider the many and diverse technologies and practices required to develop and operate an industry-level Web application and in so doing offer students an opportunity to appreciate the complexity of real-world systems.

Assessment: 100% coursework

## Web Analytics

To introduce you to key concepts of web analytics in the digital marketing discipline and how web analytics can build knowledge of online customer behaviour and campaign effectiveness that can be used effectively in the business environment within which marketers now operate.

Assessment: 100% coursework

## Applying Design Thinking in Marketing

This module aims to provide you with a critical view of the role design in contemporary business and marketing. It will draw on existing academic theories to help you identify the contributions design can make in delivering products, services and experiences through proliferating digital channels.

Assessment: 100% coursework

## Retailing in the Digital Age

This module aims to investigate the evolution of retailing from consumer (B2C) e-commerce in the retail industry in the mid-1990s to the complex, creative and swiftly evolving world of multi-channel retailing in the present day. It covers both marketing challenges of multi-channel retailing and the practical considerations involved in implementing an online store.

Assessment: 100% coursework

## Advanced Digital Communications

This module aims to provide you with a detailed examination of contemporary principles and practices of digital marketing in order to enhance employability in an aspect of marketing where significant skills shortages exist.

Assessment: 100% coursework

## Dissertation

The dissertation involves an extended, independent investigation of a topic of your own choice and the preparation of a 10,000 word dissertation describing your work.

The preparation of a dissertation requires you to:

- Identify a suitable topic for study;
- Design and undertake an appropriate investigation strategy;
- Identify and access useful sources of information;
- Plan and manage an appropriate schedule of work;
- Liaise with your supervisor;
- Write a well presented dissertation.

Essentially, the dissertation is a test of your ability to create, on your own initiative, a text which demonstrates an understanding of a particular management issue. You will be assigned a supervisor to advise you on how to approach the dissertation work, but it is your responsibility to manage and undertake the necessary work.

Assessment: 100% coursework



# APPLICATION & ADMISSION

## How to Apply

### Application

Applicants are to apply online at [www.simge.edu.sg/apply](http://www.simge.edu.sg/apply) by the closing date indicated.

For an international applicant applying for full-time programme, you must submit an **online Student's Pass application form**. Your Student's Pass application is subjected to Singapore Immigration & Checkpoints Authority's approval.

### Supporting Documents

1. By the application closing date, you must have attained the minimum qualification required for the programme,
2. Upload the scanned copies of the required supporting documents into your e-application within 7 days of submitting your e-application, or by closing date, whichever is earlier.
3. Bring along the **ORIGINAL documents** for verification at SIM's Student Recruitment Centre, Level 2 within 7 days of submitting your e-application, or by closing date, whichever is earlier.

Before you commence the e-application, please ensure that you have the scanned copies of the following documents on hand for uploading and entry in the e-application form:

- a) A photograph:
  - i) taken within the last 3 months;
  - ii) showing the full face and without headgear (headgear worn in accordance with religious or racial customs is acceptable but must not hide the facial features);
  - iii) between 25mm and 35mm from chin to crown and 35mm wide by 45mm high without border; and
  - iv) in a dimension of 400 by 514 pixels.
- b) Your photograph image file attachment should:
  - i) be in JPEG format;
  - ii) file size should be around 60 Kbytes; and
  - iii) preferred dimension of the photo image is 400 by 514 pixels.You may use our online image editing tool to meet the above file size and dimension specifications.
- c) Your identification documents, i.e. NRIC or FIN/Passport and Birth Certificate (for international applicants).
- d) All your educational certificates and transcripts (including your 'O' and 'A' level certificates, etc). Translated and notarised copies of the documents are required if they are not in English Language.

Please save and scan the various pages of a similar document type in one file. For example, if your Diploma transcript has 3 pages, scan all 3 pages into one file for uploading. All copies of document should be reduced to A4 size.

Applications with incomplete, inaccurate information and not accompanied by supporting documents will NOT be processed and considered.

### Application Fees and Payment

An application fee is payable for each application 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.

	Online application fees
Local applicants	S\$74.90
International applicants	S\$240.75*

\* This does not include all fees related to Student's Pass application

Please ensure that you have a valid MasterCard/Visa Credit Card or eNETS for e-payment of application fees. Other modes of payment are not accepted for e-application.

### Application Outcome

All applicants will be informed of their application outcome in writing via applicants' email and SIM applicant portal 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

### Course Fees Payment

You may make your first payment of course fees at the payment counters in SIM HQ or via e-payment (Visa/MasterCard only).

#### Payment Counters in SIM HQ

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

CPE, 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](http://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](http://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](http://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](http://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. As such, for international students who transfer to another institution, their International Student's Pass will be cancelled. These students will have to submit their Passport and International Student's Pass at the Student Services Centre (SIM HQ Extension) within 3 working days of the transfer. Attendance record and other relevant documentation to facilitate the transfer will be provided upon request.
6. International students who wish to change to another course offered by SIM will also need to submit their Student's Pass application to Immigration and Checkpoints Authority of Singapore (ICA) for approval.
7. For new applicants, in the event that the Student's Pass application is not approved by ICA, the applicant will receive a full refund of the course fee.
8. 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

At SIM GE, we know that it takes more than classroom excellence to inspire our students to succeed. Our approach towards an all-rounded and holistic education experience is captured in **VIBES@SIM**.

### Vibrancy of Student Life

Brace yourself for an exciting campus life beyond the classroom. With round-the-year student activities from more than 70 student clubs, SIM offers you ample opportunities to pursue your extra-curricular interests in arts, culture, and sports and develop personal skills in communication and leadership. At the same time, we help you to build community bonds and networks that will benefit you later in life.

### 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 (SIM HQ) along Clementi Road is SIM's main and largest campus with a capacity for 12,000 students. To cater to our fast-growing student population, SIM has embarked on a Campus Development Master Plan to more than double our main campus at Clementi by 2014. Costing some \$300 million, the expanded SIM campus will be a setting that engages the students through the 'third teacher' – the campus environment. 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 completion of the plan will see added amenities such as specialised laboratories, a multi-purpose sports hall, a performing arts theatre and rooftop tennis courts. The main campus currently houses the Tay Eng Soon Library, Singapore's largest and most comprehensive management library.

### SIM Global Education Campus

The SIM Global Education Campus is a comprehensive lifestyle campus combining residential, sporting and recreational facilities for both local and foreign students. The 4.5 hectare hostel provides accommodation for up to 428 students and has tennis and futsal courts, gym, outdoor yoga pad and fitness area, as well as a student's lounge and dance studio. Themed short-stay studio apartments are also available for parents.

### Blend of Culture

With a blend of 40 nationalities from across the globe, SIM GE's remarkable global mix of cultural diversities continues to grow. Providing an excellent platform for cultural exchange and knowledge sharing, a diverse student population is your gateway to understanding how the world thinks and relates. Experience a world-class education and a global mindset in a location that is the epicentre of buzzing Asia.

### Education Options

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 – in areas such as applied science, arts, business, communication, design, finance, information technology, hospitality, management, nursing, social sciences and more.

### Stability

A 49-year-old heritage... over 124,000-strong alumni... student enrolment of over 35,500 and more than 1,700 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](http://www1.simge.edu.sg/support)

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*This brochure contains key information, accurate as at time of print on 25 June 2013.  
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