

2012

Graduate Diploma in Service Leadership

Part-time

Lydia Shen

*Graduate Diploma in Service Leadership
The University of Warwick, UK*

“SIM has provided me opportunities in continuing education and equipped me with knowledge and skills so that I can share with my colleagues.”

Kelvin Sim
Group Constituency Director
People's Association
Diploma in Service Leadership
The University of Warwick, UK
Class of 2009



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WELCOME TO THE UNIVERSITY OF WARWICK GRADUATE DIPLOMA IN SERVICE LEADERSHIP



I am delighted to write a few words of welcome to a programme that has proved to be of enormous value to Singapore and her business leaders.

The Diploma is now in its 13th year since its inception in the UK in 1999 and here in Singapore we started our first cohort in 2007. Cohort Five will begin in March 2012 and run through to September 2013.

The Singapore Workforce Development Agency has provided generous support from the start and SIM GE provides an excellent venue and administration.

An investment in the Graduate Diploma in Service Leadership has three beneficiaries. First, individual managers are able to refresh and improve their skills in internal management and leadership while adding new models and frameworks to their departments' external service. Their increased all round performance results in swift promotion.

Secondly, the businesses or public bodies which sponsor managers on the Diploma derive quantifiable results and improvements in their service culture. Scores from customer feedback questionnaires, mystery shoppers and process improvements are all improved, often dramatically so.

Thirdly, Singapore as a whole benefits as the climate and customer experience for tourists, shoppers, businesses and service providers all improve.

We at The University of Warwick Business School are proud to be sharing in the bright future of Singapore and welcome the opportunity to make a contribution to it.

I look forward to meeting you on the Diploma in March.

Andrew Hardwick
Programme Director, Warwick Business School

THE UNIVERSITY OF WARWICK

In its first 40 years, The University of Warwick has established itself as one of Britain's leading universities. It is consistently ranked in the top group for the high quality of its teaching and research. Warwick has a strong tradition of working in collaboration with business and industry and plays an active role in economic regeneration. The University of Warwick is consistently ranked in the top 10 of the Times Good University Guide.



WARWICK BUSINESS SCHOOL

One of its largest departments, Warwick Business School (WBS), has established a reputation for excellence and innovation. WBS is one of Europe's best and largest business schools and the first in the UK to achieve triple accreditation from the world's leading business education accrediting bodies.

WBS is internationally reputed for top quality education and research in management and business in the public and private sectors. Its teaching is rated excellent and its research awarded the highest 5* rating.

With its global reach and reputation, WBS attracts some of the most talented students from 148 countries across the world. As a leading European business school, it has brought the distinctive model of European management education to a global network of learners. As the largest department of The University of Warwick, WBS offers its students both excellent facilities and a prestigious reputation.

Its teaching and research embrace management of public services as well as of the private sector, and their position as a mainstream department of the University of Warwick is an essential part of their culture, and brings with it excellent facilities and reputation.

WORKFORCE DEVELOPMENT AGENCY (WDA)

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of Singapore's workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills based, open and accessible, as a mainstream pathway for all workers – young and older, from rank and file to professionals and executives – to upgrade and advance in their career and lives.

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 34,000 individual and corporate members. Its extensive range of membership programmes, activities and resources provide an important nexus.

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

SIM University (UniSIM)

SIM University is the only privately-funded Singapore university approved by the Ministry of Education to issue degrees in a comprehensive range of disciplines. Established on a social mission to cater to working adults, UniSIM focuses on the upgrading and learning needs of professionals and adult learners. It adopts a flexible and practice-focused learning approach and offers more than 40 academic programmes in various disciplines. It has an enrolment of more than 11,000 students. Eligible Singaporeans and Permanent Residents taking UniSIM's undergraduate programmes enjoy a government subsidy of up to 55% of tuition fees. UniSIM 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 19,500, with about 2,500 foreign students.

SIM Professional Development

About 10,500 professionals benefit annually from the vast selection of short, executive training programmes, seminars, workshops and conferences offered by SIM Professional Development. Its customised in-company training helps companies optimise effectiveness in various fields of management and human resource development.

PROGRAMME OVERVIEW



The Warwick Graduate Diploma in Service Leadership delivers capabilities that make world-class service excellence possible. This programme prepares people to lead service operations effectively in any business. If high quality service is important to the long-term success and profitability of firms, the Graduate Diploma in Service Leadership will equip people to deliver consistent value.

The programme will impart service-relevant principles and theories, and international and local best practice. Participants also have the opportunity to consult experts from the field and be guided to innovate and implement their learning within the whole context of their organisations, not just their own departments.

The Graduate Diploma in Service Leadership is a qualification for practising customer service professionals who hold positions of influence in their organisations in both commercial and public sectors. They are middle and senior managers of customer-facing operations with degrees, or seasoned managers with few formal qualifications but considerable relevant experience. Learning and working through the 18 months of the programme immediately embeds key service leadership principles in businesses.

Benefits to Businesses

With six 4-day workshops, learning can be managed effectively in the following ways:

- Assignments consolidate and refresh learning and experience, to give businesses a real return on their investment of time and money.
- Participants become enthused in the skills and abilities of practical management and service excellence.
- Three-way reviews involving the participants, their managers and a senior tutor to support application of learning in the real workplace.
- The work-based project and assignments focus on issues faced by the participants in their job.
- Promotes best practice in their organisations.
- Learning with people from other organisations broadens the learning experience.

The programme is designed to develop and enhance skills in:

- Leadership
- Strategy and planning for service excellence
- Creating innovation and managing change
- Service and operational management
- Marketing in a service context
- Delivering excellent customer service
- Managing customer relations

Teaching and Learning Methods

- Lecture from faculty and external specialists
- Tutor-led group discussion
- Group case study
- Group and individual tutorials
- Guided Reading
- E-based learning support

PROGRAMME STRUCTURE

This programme is scheduled to be undertaken on a part-time basis over 18 months.

Mode of Delivery

The programme strikes an ideal balance between work and study for the working professionals and, thanks to its modular format, it does not require long periods away from work. The study programme consists of six 4-day workshops, once every two months and held over a year. Classes are conducted on four weekdays, consecutive in a week from 9.00am to 5.00pm at SIM's HQ campus in Clementi Road.

Each workshop will cover a combination of two modules. Assignments will be submitted after each workshop. After the final workshop, participants will complete a final project which draws together different topics into one piece of work.

Assessment and Awards

The requirements of the Graduate Diploma programme are six assignments, a work-based learning project and a personal learning portfolio. Assignment length should be 2,500 – 3,000 words.

The assignments test on understanding and knowledge and the competence in the application of skills.

The Personal Learning Portfolio(PLP)

The PLP is a record of the participants' personal development during the programme and forms part of the final assessment. It addresses the Singapore WSQ Competencies and the practical application of learning.

Work-based Project

Participants will need to complete a final project which delivers valuable service improvement to the organisations they work in. The topic is determined by the three-way process involving the participants, their line managers and a WBS tutor. The project ensures a measurable contribution to the strategic development of the business and its service.

Three-way Reviews

These are held at six months and twelve months. Students, their line managers and WBS tutors discuss progress and maintain the course momentum. It is a good opportunity to discuss the Work-based Project and ensure a strong payback on the investment in the Diploma.

Attendance Requirements

100% attendance rate as stipulated by The University of Warwick.

Progression and Graduation

Participants will be allowed to progress through every workshop upon completion of the required assignments. However, they will need to satisfy and meet the conferral requirements at the end of the programme to graduate.

The Graduate Diploma in Service Leadership will be awarded to students who successfully complete:

- (1) Six assignments
- (2) Personal Learning Portfolio
- (3) A work-based learning project

Opportunities for Further Study

Graduates can explore pursuing post-graduate programmes both with The University of Warwick and other universities. The Diploma is an excellent introduction to the MBA.

Job Prospects After Graduation

Graduates can expect to be employed as leaders of service operations in a wide variety of service organisations in both public and private sectors. Many participants receive promotion during the Diploma.

Warwick Business School



MODULES OUTLINE

Customer Service

Module Aims

- To enable participants to understand how to create and deliver value to internal and external customers
- To introduce participants to the theory and principles of customer satisfaction
- To introduce participants to the concepts of complaint management and service recovery

Learning Outcomes

By the end of the module, participants should be able to:

- Use a variety of tools and concepts in the creation and delivery of value to internal and external customers
- Apply the theory and principles of customer satisfaction to the organisation's customers
- Implement techniques and employ best practice in the handling of complaints and service recovery
- Develop specific skills including testing and applying concepts, ability to learn and question

Change Management

(Creativity, Innovation and Managing Change)

Module Aims

- To introduce skills and techniques for making a creative response to current problems
- To provide a framework for generating and implementing innovation in the organisation
- To assist in the management of change by applying a practical model of change in their business
- To apply these principles and practice in a service management context

Learning Outcomes

By the end of the module, participants should be able to:

- Use creativity techniques confidently in the development of new service initiatives
- Have a critical understanding of techniques for introducing and developing innovations in their organisation
- Have a strong grasp of the problems for initiating change and at least one well-tried model for changing internal processes and business culture

Service Performance through People

(Managing People)

Module Aims

- To develop the skills and knowledge needed to manage people in an organisation
- To enable participants to understand the dynamics of teams and how to get the best out of them
- To provide a theoretical framework to establish strategic options for getting the best out of people

Learning Outcomes

By the end of the module, participants should be able to:

- Apply a critical understanding of the current structure, culture and human resource system of their organisation to the implementation of positive strategies for improvement
- Use new skills in the management of the performance of teams and individuals

- Evaluate ways in which change is managed within their organisation and design their own plan for contributing to this management task
- Develop specific skills including teamwork and influencing, communication and managing performance

Personal Development, Effectiveness and Leadership

Module Aims

- To provide participants with comparative understanding of how the development of self management corresponds with the development of effective team management
- To improve current levels of personal awareness and skills
- To provide pathways for the students to follow to increase their overall effectiveness as leaders and managers

Learning Outcomes

By the end of the module, participants should be able to:

- Carry out a personal skills audit and self appraisal
- Prepare and agree on a personal development plan with the line manager
- Evaluate progress and achievement of personal development and learning targets and then reset objectives
- Develop specific skills including communications, team-working and coaching

Service Excellence

Module Aims

- To enable participants to understand the link between customer service and business performance
- To provide a critical understanding of the role played by customer service in developing and sustaining competitive advantage
- To provide an awareness of the importance of reputation as a key component of the organisation's marketing strategy

Learning Outcomes

By the end of the module, participants should be able to:

- Implement initiatives in customer service which lead to measurable improvements in business performance
- Initiate methods and techniques for improving customer service which lead to a clear competitive advantage
- To implement the principles and theory underpinning the development of reputation for customer service
- Develop specific skills including communication, ability to learn, teamwork, applying and testing concepts, numeracy

Services Marketing

(Marketing and Service Project)

Module Aims

- To provide participants through their own experience, with a practical understanding of the role played by marketing and service in Singapore businesses today
- To enable participants to become familiar with practical key models for designing service strategies and for implementing them in a competitive environment

Learning Outcomes

Participants in a team of five will spend two days within a host company where they will research the business using the Diploma concepts and activities, film an interview with a senior executive and undertake a challenge/project.

By the end of the module, participants should be able to:

- Recognise and explain, using their learning on the programme, the key elements in their host company's marketing and service and make recommendations for future strategy
- Apply ideas and methods in their own organisations
- Make a 15 minutes presentation to include an edited interview with a senior director/manager
- Write a group review on their experience and findings

Service Operations Management

Module Aims

- To introduce the concept of service processes in particular their design and control
- To enable participants to understand why processes fail and what steps can be taken to prevent or reduce failures
- To provide participants with tools and techniques for designing the service encounter
- To enable participants to critically evaluate their organisations' supply chain management

Learning Outcomes

By the end of the module, participants should be able to:

- Initiate the design or redesign of service processes and monitor their operation
- Prevent failures in processes and improve the design of the service encounter
- Interact with the relevant links in their organisations' supply chain
- Develop specific skills including testing and applying concepts, ability to learn and question

Business Strategy and Planning

Module Aims

- To provide participants with the knowledge and skills to design, implement and change operational systems to improve their effectiveness and efficiency
- To introduce a framework of thinking in which planning and strategy are an integral part of the management task
- To introduce the concept of growth and the issues raised by growth strategies

Learning Outcomes

By the end of the module, participants should be able to:

- Explain how processes and functions interrelate in the organisational structure
- Plan work activities to meet objectives of the organisation and the needs of the customers
- Design and monitor appropriate systems to ensure quality of products and services
- Initiate strategies for managing the growth and the development of the business
- Develop specific skills including financial numeracy, testing concepts and data analysis



GENERAL INFORMATION

Intake Information

Commencement Date: 20 March 2012

End Date: 30 September 2013

Application Closing Date: 15 February 2012

Applicants may be subjected to interview prior to acceptance into the programme.

Admission Criteria

There is no formal entry qualification for the programme.

It is open to any participant with:

- A graduate degree of any discipline with 3-4 years of work experience, or
- A minimum of five years of supervisory experience

The participant should:

- Have a number of staff reporting to them e.g. they manage and lead a team.
- Be responsible for a large budget or have profit and loss responsibility for their part of the business.

English Proficiency Requirement:

- Equivalent to GCE 'O' level is desirable.

WDA Funding Criteria

A limited number of participants who are sponsored by their companies may receive funding support from WDA. It is awarded to companies and their service champions who are committed to translating the programme's teachings into actual implementation of service improvement initiatives. Such initiatives should contribute significantly to raising the level of service standards in their respective organisation's service culture, environment and service delivery practices.

In addition to the above, companies and participants who fulfill all the following conditions will be eligible for funding under the programme:

- a) Participants must be company-sponsored.
- b) Participants must be Singapore Citizens or Singapore Permanent Residents.
- c) Participants who have achieved 100% attendance rate for the programme.
- d) Participants who have successfully completed and passed all six assignments, Personal Learning Portfolio and a work-based learning project.
- e) Participants must be under the same employment for the duration of the programme.
- f) Companies and trainees must allow Singapore Institute of Management Pte Ltd to track desired outcomes on a regular basis until full execution of the project.
- g) Company will be required to sign an agreement with SIM with regards to their employees' commitment to the full 18 months.
- h) Line managers of the participants must be present for all three-way reviews.

Fees

Programme Fees: S\$17,890.40 (inclusive of 7% GST)

Successful company-sponsored participants will be eligible for 70% funding by WDA.

Acceptance will be based on merit and subject to the approval of the Admissions Committee.

Fee after WDA funding: S\$6,186.40 (inclusive of 7% GST)
(S\$5,016.00 + GST of S\$1,170.40)

Application Procedure

Candidates applying for the programme must submit a 300 word essay describing scope of the service area they intend to affect, through the 'Big Project'. Please note that this essay is an important part of your application.

The essay should consider:

1. Purpose and objectives in undertaking this programme
2. Proposed plan and timeline for effecting the changes/ service improvements
3. Proposed plan to measure the effectiveness of the project (including how soon the company would expect to see the outcome)

One of the assessment components of the Graduate Diploma is the 'Big Project', where candidates will be assessed on their application of the theories and principles taught. This application may be through a service process improvement, implementation of a new service-oriented initiative/ programme or materialisation of a customer-focused innovation in the organisation's product or service offering. The project should make or be capable of making a significant contribution to the business.

The application essay should be submitted as a hardcopy attachment together with this application form. The essay should have the candidate's name and organisation on the top right header of every page.

Study Loans

Students may obtain study loans from these banks and institutions under a course financing scheme (subject to approval). All loan enquiries and applications are to be dealt with the banks and institutions directly. For more information, please call:

Maybank
Tel: 1800 629 2265 | Website: www.maybank2u.com.sg

POSB
Tel: 6333 0033 | Website: www.posb.com.sg

RHB Bank Berhad
Tel: 1800 323 0100 | Website: www.rhbbank.com.sg

Interest-free Instalment Plans

When you charge above S\$500 to your Citibank or OCBC Visa/Mastercard, you can enjoy interest-free instalments of six or 12 months. Terms and conditions apply. For more information, please call:

Citibank
Tel: 1800 225 5225
Website: www.citibank.com.sg/educationloan

OCBC
Tel: 1800 363 3333
Website: www.ocbc.com.sg

A QUICK GUIDE TO FACULTY



Professor Bob Johnston — Academic Director

Module Leader: Customer Service, Service Excellence, Business Strategy and Planning

Bob is an internationally recognised expert on how organisations design and deliver service excellence. He had a background of practical management in operations in industry before undertaking research in Warwick Business School.

He is now Professor of the Department of Operations Management and co-author of Europe's best-selling book on Operations Management and more recently has published extensively on Service Operations.



Mr Andrew Hardwick — Programme Director

Module Leader: Personal Development, Effectiveness and Leadership, Services Marketing, Business Strategy and Planning

In his two-part career Andrew has managed service delivery in hotels, small businesses, education and then designed and directed educational programmes for young people and managers. His understanding of what makes managers and people tick results in the innovative design of programmes which address the priorities of business leaders and their businesses.

His weekly blog 'TFTW' keeps the Singapore students and graduates in touch with Warwick Business School and his unique system of three-way reviews maintains the momentum of the Diploma programme.



Mr Mark Procter

Module Leader: Personal Development, Effectiveness and Leadership, Service Performance through People

Mark's role on the Diploma is to examine and illuminate the key issues affecting personal managerial effectiveness and the leadership of teams and individuals. Ensuring managers are able to influence upwards and motivate and organise teams for better results is at the core of his work.

Not one to see this as just an academic discipline, Mark puts his knowledge to practical use in climbing the world's major peaks – he has climbed to the summit of Mount Everest.



Dr. Stuart Chambers

Module Leader: Service Operations Management, Business Strategy and Planning

A close colleague of Bob Johnston's for many years – he is one of his co-authors – Stuart challenges Diploma managers to review their processes and procedures, especially those on which good service depends. For Stuart, Service Operations are at the heart of service excellence – there has to be a profit and streamlined, efficient lean systems are absolutely essential.



Ms Amanda Graham

Module Leader: Change Management, Business Strategy and Planning

Amanda has been with the Diploma from its inception in 1999, first as a line manager/customer and now as a tutor. Her expertise in creativity and innovation enables managers to break out of entrenched habits and bring fresh approaches to old problems.

Amanda also guides Diploma managers through the difficulties of managing change as she does with her clients in the public and commercial sectors in the UK.

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 to apply for admission to the programme
2. Submit the following documents to the address stated below:
 - Completed application form
 - Certified true copies of all qualifications and supporting documents
 - For international applicants, you must include the Student's Pass application form. Note that your Student's Pass application is subjected to Singapore Immigration & Checkpoints Authority's approval

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 prior to 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.

- Local applicants – S\$85.60
- International applicants – S\$267.50

(Entry to Singapore is subjected to Immigration and Checkpoints Authority of Singapore's clearance per entry)

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 or accepted. The Admissions Committee selects students for admission into the programme based on individual merit. Possession of one or more of the qualifications listed does not necessarily 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 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 4 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 Institutes (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the new requirements which Singapore Institute of Management Pte Ltd (SIM) 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 lays out the important terms and conditions governing the relationship between the student and PEI. SIM will honour all terms and conditions spelt out in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM.

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 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's refund policy will apply.

Fee Protection Scheme

SIM has in place 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, please visit www1.simge.edu.sg/edustrust

SIM has appointed Lonpac Insurance Bhd as our 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.

We have also appointed Hong Kong and Shanghai Banking Corporation Limited (HSBC) as our 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 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 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-related activities) throughout the course duration.

For more information on medical insurance, please 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. 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) 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 Clause

SIM 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 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



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

At SIM GE, we know that it takes more than good academic results to excel at the workplace. SIM GE helps you achieve your career aspirations by offering industry-relevant curricula coupled with a stimulating environment where you can upgrade your skills and knowledge while maintaining worklife balance. 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. Supporting our holistic offering of lifelong learning, SIM provides a vibrant hub for information and knowledge sharing, and building relationships crucial for success in today's highly interconnected global world.

Tap into the rich resource pools offered by our membership and alumni activities and stay plugged into the latest industry trends through 12 special Interest Groups. So come along and connect with other like-minded professionals for sharing of best practices and experiences. With a community boasting more than 34,000 members, you can leverage our networks for greater success. SIM Members' Hub, a 24/7 online resource portal, offers links to monthly career tips, questions answered by the Career Coach, résumé postings and more!

Infrastructure + Technology

When it comes to equipping you for success, 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 embarked on a Campus Development Master Plan to more than double our main campus at Clementi over two phases to be completed in 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 90 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, computer laboratories, a members' lounge and business centre that cater to membership activities, executive development courses and post-graduate degree programmes. It is also equipped with a management library containing one of the most complete collections of management-related publications in Singapore.

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 more than 50 full-time and part-time academic programmes through 13 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 104,500-strong alumni... student enrolment of over 30,200 and more than 1,300 top-notch faculty, the SIM Group is the largest and most comprehensive private education and training solutions provider in Singapore. Backed by its rich history, strong reputation, global network with reputable universities, diversity of programmes, competent faculty and superb infrastructure, SIM GE is a leading Private Education Institution providing a wide range of high-quality overseas degree programmes through its partnerships with established international universities.

The promise of **VIBES@SIM** ensures students' well-being and a holistic education. Committed to the student welfare, SIM extends support from financial assistance schemes to counselling services and structured processes for grievance resolution. We have also put in place a medical insurance for all students of SIM, covering students 24 hours in Singapore, and overseas (if student is involved in SIM-related activities) throughout the course duration.

More 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



*The information in this brochure is current at the time of printing on 16 January 2012.
SIM, The University of Warwick and WDA reserve the right to change the information, including fees, herein at any time.*

Members of The SIM Group



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