

Beyond Basic

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Heart of the Equation

The Three H's – Head, Heart and Habit – of our University's educational philosophy ensure that we graduate students who are developed holistically.

Nestled snugly between the 'Head' and 'Habit' is the 'Heart' which represents the social dimension that is key to unlocking the door to social consciousness. The awareness of issues or problems facing society or community for the now socialised learner becomes a movement from the "me" to "we" as lifelong learners actively engage in the well-being of others for the greater good.

Eminent poet and philosopher, Johann Wolfgang von Goethe, once said: "Knowing is not enough; we must apply. Willing is not enough; we must do."

So, let us all not wait anymore and instead, rise to action.

Our Philosophy

- HEAD:** Professionally competent and job-ready, with strong applied skills
- HEART:** Socially conscious with a desire to make positive changes in society
- HABIT:** A self-directed and lifelong learner with strong ethics and values

Gregory Athastaraj Francis
Editor (Alumni Volunteer)
Newsletter Editorial Group



UNLEASHED

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SIM UNIVERSITY GRADUATE PROGRAMMES

SIM University's graduate programmes combine real-world knowledge and practice-oriented skills to free 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 a learning process that is as engaging 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.

Our Graduate Programmes

- Master of Applied Research in Social Sciences*
- Master of Arts in Applied Linguistics (TESOL)
- Master of Business Administration*
- Master of Community Leadership and Social Development
- Master of Counselling
- Master of Gerontology
- Master of Human Capital Management
- Master of IP and Innovation Management **NEW**
- Master of Management [Urban Transportation]
- Master of Non-Profit Management
- Master of Social Work**
- Master of Taxation*

* Next available intake is January 2018

** Next available intake is July 2018

Student
SIM University



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A Labour of Love

By Ng Pui Ling



Coming together for a meaningful cause is a source of joy for our alumni.

The act of cleaning every nook and cranny of the home prior to Lunar New Year is customary in many Chinese households as it symbolises the riddance of bad luck as we ready our homes for the new year. This year, a laudable group of alumni came together, volunteering their time and energy to spring clean NTUC Health's May Wong Social Centre (Henderson Home), an activity centre for the elderly.

Alumna Ms Jessica Heng, Class of 2004's Bachelor of Computer Science with Economics, remarked that the spring-cleaning activity was a good opportunity to bond with fellow alumni. The IT Support employee beamed as she shared: "I had wanted to do something meaningful this new year, so I volunteered without a second thought!"

Another alumna, Ms Hazel Tan Ying Rui, Class of 2016's Master of Taxation, registered immediately when she received the event notification via email. She participated in a similar volunteer cleaning activity and felt that it was a meaningful way to contribute back to the community.

It was heart-warming seeing our alumni in the thick of action, climbing ladders to clean the ceiling fans and pipes. With their combined efforts, the centre was spick and span within hours. After the event, Ms Heng Mui, the staff in-charge of the centre emailed us expressing her appreciation of our alumni's efforts.

If you had missed this chance to do something special, then do join us at our next community event!

OUR NEWSLETTER IS GOING

DIGITAL!



PLEASE UPDATE YOUR EMAIL ADDRESS VIA THE ALUMNI PORTAL!

Beyond Basic

By Lim Qiu Ping and Christian Jasmine

You have obtained your first degree. And you are considered a “pro” at work now that you are mid-career. What’s next?

There is no time to rest on your laurels. Markets are changing due to technological disruptions, evolving demographics and consumer needs and expectations. A graduate of Marketing from a decade ago, for instance, would need updating on new platforms and strategies created or affected by changes such as digital and social media marketing. High time, perhaps, to heed that call for skills upgrading to remain relevant.

UniSIM is the university for lifelong learning. But lifelong learning should not be mistaken for continuous education, where taking short courses and certificates could suffice. These have their functions. But they do not replace the intensity of practice and expansion of knowledge afforded by higher degrees. This is where UniSIM’s graduate programmes come in.

We sat down with Dr Calvin Chan, Director of UniSIM’s Office of Graduate Studies, where he explained the significance of graduate programmes within the grand scheme of lifelong learning and career advancement.

Addressing Needs: The Space where Jobs are

“These technological disruptions, evolving demographics and consumer needs and expectations are issues that we see occurring in society. There is a demand... So, we hope (to be) the differentiator coming in to address these needs, playing our small part in creating a better society,” Dr Chan pointed out when speaking of challenges that Singapore faces.

Therefore, an ageing population, the growth of social enterprises and the urgency to groom minds able to identify social issues and innovate practical solutions have created eye-catching Master programmes in Gerontology, Non-profit Management and Applied Research in Social Sciences, to name a few.

No doubt, UniSIM is not the only university with graduate studies. Then again, not many universities offer the same programmes as UniSIM. A very strong social orientation shows up in the design of its programmes with many of them featuring hands-on projects as part of its learning structure.

Moreover, by serving unmet needs, UniSIM is ensuring that its graduates are employable both now and in the future.



Dr Calvin Chan, Director, Office of Graduate Studies.

A Hands-on Learning Structure

UniSIM prides itself on designing programmes that are more applied and industry-oriented, again distinguishing itself from other universities. Practicums are included in many of its graduate programmes so students can gain real-life work experience. Many of the instructors in the programmes are practitioners with a wealth of work experience, capable of teaching beyond the theory.

Students, in short, will be prepared to deal with various scenarios that could crop up during work and respond appropriately. Workplace issues seldom occur in isolation from other factors; repercussions could also spread. It makes sense to provide students with discussions and assignments that reflect such real-life complexities. Solving an administrative issue, for instance, could see students apply an approach that integrates the studies of technology, operations, finance and marketing, which is a feature of the UniSIM Master of Business Administration programme.



Mitigating Stress and Financial Burden

Still, the thought of tackling a rigorous Masters programme in its entirety might be overwhelming for some. Fear not! UniSIM has developed a stackable model in a number of graduate programmes where the complete Masters programme is divided into stages, enabling students to work towards the higher degree progressively. For instance, a student can first take three courses to qualify for a graduate certificate. Next, obtain a graduate diploma after completing another set of courses. Finally, the Masters degree by finishing a third set.

“Our target audience are working adults. So, we are very conscious of the needs of working adults,” Dr Chan explained. “It may not always be possible for them to follow a very structured progression in terms of their studies. That’s why we’re organising things that enable them to take a breather; our students can go slower or faster depending on how much they can commit at any point in time.”

The stackable model is also complemented by a modular payment set-up; UniSIM’s effort to help mitigate students’ financial burden. Dr Chan is confident that UniSIM is the only university at present that charges by the course and not by the whole degree programme. On top of this, UniSIM alumni can qualify for course fee concessions!

Alternatively, apprehensive UniSIM alumni can dip their toe into further studies by taking up standalone courses offered under UniSIM’s Centre for Continuing and Professional Education. A number of these courses are eligible for SkillsFuture Credits and UniSIM alumni concession.

How Graduate Studies have Impacted Alumni’s Lives

“My Master’s programme in Gerontology has equipped me with relevant knowledge in the psychology of ageing and showed how best I can help the elderly population to live well and age gracefully in the community. The skills I had acquired in my graduate training in counselling has enabled me to help older persons in need improve their self-esteem and confidence, and

resolve communication issues, especially in beliefs that have limited their thought process. Both programmes have allowed me to have a smooth transition in my career switch from the food and beverage industry to the healthcare industry. Having been equipped with the necessary knowledge and skills, I had minimal problem coping with the change, and was able to get on with the new vocation almost immediately. Personally, I have become more passionate and am better able to cope with my own ageing process as well!”

– Ms Lee Lee Hong Phyllis, Class of 2011’s Bachelor of General Studies and Class of 2014’s Master of Gerontology

“The undergraduate programme provided a strong foundation for my graduate studies as it had introduced the theoretical background of many topics. When we revisited these topics in the graduate programme, we focused more on the primary sources – research papers by the experts in their fields. Our readings included a diverse range of expert opinions on the topics, expanding in breadth and depth my knowledge of the subject matter.

The Applied Linguistics (TESOL, or Teaching English to Speakers of Other Languages) programme requires us to apply what we have learnt through group work and presentations. This application component gives us the opportunity to interact with other students who bring to the discussion table their areas of expertise. Much peer-to-peer learning takes place during these sessions.

As my dream is to return to UniSIM to lecture, getting an MA is one of the basic requirements I need. The training it provides both in terms of the theoretical aspects and the application component would help prepare me for that role. I believe I will be well equipped for a career in English language teaching. On a personal level, I have been able to put to good use the lessons I have learnt when coaching my son in his studies.”

– Ms Lee Sui Yi Sharon, Class of 2016’s Bachelor of Arts in English Language and Literature, and Master of Arts in Applied Linguistics (TESOL) student.



A Marathon, not a Sprint

The world is changing. That's a given. How then are we able to survive and remain relevant when it's impossible to know exactly what the future looks like unless we're clairvoyant.

Do we scramble when the change(s) hit us and just do our best to roll with the punches? What if we are not nimble enough and get crushed in the fray?

Or... do we start planning today, take the bull by the horns, re-tune our mindsets, organise our lives and complete tasks that will increase our ability to morph to fit into this changing world?

We once believed that our formal learning in school would give us the knowledge and skills to build our career and remain employable till retirement. But now we know that in many areas, the job knowledge and skills acquired during our formal school days have been rapidly taken over by technology. Programmable machines and robots

now do our tasks and sometimes, at greater speed and accuracy. What we can and need to do then is to acquire higher level knowledge and skills to manage these new devices. Only then will we be able to continue to remain employable. Or we can learn new skills to take on newly-created jobs.

Learning has also gone beyond the classrooms compared to the old days. Added experience in industry, overseas exposure, service learning, etc., are now the new normal. Most of our education institutions are already enabling these in the curriculum. But what about those of us who had left school behind and for some, decades ago?

There is hope yet. Be a self-directed lifelong learner, taking lessons from the school of life, via online platforms or by returning to the classroom for knowledge and skills update, whenever needed. Learn not just to enrich your career, but also your life. Make your

lifelong learning journey a marathon and not a sprint. Pace yourselves, and keep at it with tenacity.

At UniSIM, opportunities abound for you to return for such updates at any point in your career and life. Check out the many courses offered by our Centre for Professional and Continuing Education for bite-sized learning or the Office of Graduate Studies graduate programmes for deepening of knowledge. Tap on the Alumni Continuing Education (ACE) and ACE+ fee concessions available just for our alumni.

In this digital age, being tech-savvy is important, but it is comforting to note that no amount of technology can replace a person's ability to think and solve real-life issues. This ability is found in our imaginations, our desire to create, our ambitions, and our drive to succeed. Partner UniSIM for a successful future!

We are here for you.

Evelyn Chong

Director

Office of Student and Alumni Relations

Volunteer Appreciation Night

By Chua Lu Yen

On Feb 9, a group of UniSIM alumni volunteers attended the Volunteer Service and Award Presentation, and New Year Appreciation Dinner 2017. Together with UniSIM's senior management and deans from the various schools, the traditional 'lo hei' was celebrated with much enthusiasm and jest!

Alumni volunteers from the Newsletter Editorial Group (NEG) and the Events Group reunited and reminisced like old friends against the backdrop of a montage screening the variety of alumni events held in 2016, many of which they were involved in, one way or another.

Professor Cheong Hee Kiat, UniSIM's President, presented alumnus Mr Ambrose Tay, Class of 2010's Bachelor of Business, the Volunteer Service Award for his five years of service with the NEG, where he is Assistant Editor. In his acceptance speech, Ambrose credited the wonderful team in NEG for keeping him rooted as a volunteer, thus allowing him to contribute back to the University.

As a memento, everyone brought home a uniquely-crafted fan – an integration of Chinese painting and calligraphy known as 'Dragon & Phoenix Calligraphy' to "fan" in new beginnings and fresh challenges of the new year.



(From left) Professor Cheong Hee Kiat acknowledging Mr Ambrose Tay, Assistant Editor of the Newsletter Editorial Group on his five years of volunteer service.

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	<p>10% off discounted merchandise at Outlet by Club 21</p> <p>Valid till 31 December 2017</p>		<p>S\$20 off beauty services on the Vanitee mobile app</p> <p>Valid till 31 December 2017</p>

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 UniSIM Alumni

 UniSIM Alumni

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Card Holder and Lanyard
S\$15.40

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Upcoming Events



Learn the fundamentals of brewing a great cup of Starbucks Coffee.

20 May 2017, Saturday



Early warning signs and symptoms.
Learn to cope and manage.

3 June 2017, Saturday

»»» —————> **THE** <————— «««
PROFESSIONAL



Etiquette
WORKSHOP

Integrating corporate and personal brand image
&
Learning the art of hosting, entertaining and dining.

27 May 2017, Saturday

**AFTER-WORK
CHILL OUT**



Network and mingle with like-minded individuals.

For detailed information and registration, please visit www.unisim.edu.sg/alumni_events

Connecting UniSIM is published by SIM University's Alumni Relations Department

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