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### **WELCOME MESSAGES**



**Professor Wei Kwok Kee** 

**President** 

SIM Global Education

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SIM Global Education is committed to deliver an education that empowers you to learn and thrive across life stages.

Join us in our multicultural learning environment and experience a quality education that will equip you with knowledge and skills for the future of work.

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**Professor Edgar Meyer** 

Dean

Birmingham Business School University of Birmingham

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The University of Birmingham is a pioneer of business education and has been for 120 years, recognised globally by top employers for its research and excellence in teaching.

Our strong alliance with SIM GE delivers programmes which provide rigorous academic training and practical relevance to build contemporary skills for global career-readiness.

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# SIM GLOBAL EDUCATION

#### **SIM Global Education**

(SIM GE) is a leading private education institution under the Singapore Institute of Management Group which was founded in 1964.

Annual enrolment of about **16,000** learners



Over **200,000** Graduates



Learners from over 50 countries





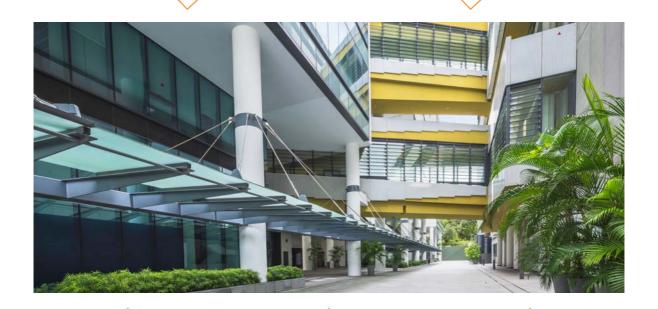
#### **Global Recognition**

Degrees offered at SIM GE have the same academic standards as those awarded onshore.



#### **Varied Pathways**

More than 120 full-time and part-time programmes offered by SIM GE and 10 university partners.





#### **Boost Employability**

Overall Employment Rate (SIM)

86.1%\*



#### Bond-Free Scholarship & Bursary

Scholarships are available to students who excel in academics, sports or arts.



#### Multicultural Perspectives

Exposure to diverse cultures and a global network.

<sup>\*</sup>Based on the Private Education Institution (PEI) Graduate Employment Survey (GES) 2022/2023 released by SkillsFuture Singapore (SSG) with reference to <a href="bit:blue-jets-2022-2023">bit:blue-jets-2022-2023</a>

## STUDENT LIFE

**Seize the now!** Make the most of your time in SIM GE.





#### A CAREER HEAD START

Enhance your employability through career-readiness initiatives like the Talent Development Programme, Mentorship Programme and Micro-Credentials learning.



#### **STUDENT CLUBS & COMMUNITIES**

Sharpen your leadership and social skills or pursue your passion with 80 student councils and clubs available.



#### **OVERSEAS EXPERIENCE**

Explore exchange programmes and spend a semester abroad for greater international exposure.



#### **STUDENT CARE**

Boost your overall well-being through healthy living and wellness programmes or seek the guidance you need from our SIM peer mentors.



A one-stop centre for student academic support.

### STUDENT LEARNING CENTRE







#### PEER-ASSISTED LEARNING (PAL)

Benefit from a student-to-student support network providing academic assistance for selected modules.



#### **WORKSHOP SERIES**

Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.



#### **E-LEARNING RESOURCES**

Gain study tips and pick up new skills via eCoursewares and student-developed e-articles and resources.



#### **CONSULTATION SERVICES**

Work with our advisors to improve your skills in written and oral presentation.

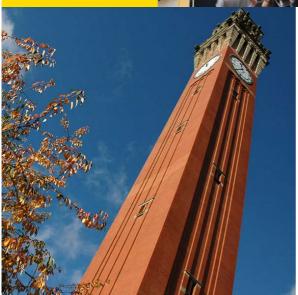


## **UNIVERSITY BIRMINGHAM**

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







### **Birmingham Business School**

holds the prestigious triple-crown accreditation from



Association to Advance Association of MBAs



European Quality Improvement

Collegiate Schools of Business (AACSB International)

(AMBA) System (EQUIS)



#### First choice

for graduate employment among UK's top employers

(The Graduate Market in 2024, High Fliers Research)





A member of the prestigious Russell Group of 24 UK research-led universities

Degrees are of the same standard & standing as those awarded in the UK

Taught by Birmingham academics

Established international reputation of the University and the Business School

Long tradition and established track record of teaching business and management

Research-led content feeds directly into teaching with an international focus

Networking opportunities through SIM-Birmingham's networking platforms

## **ACCOUNTING AND FINANCE**Programme



Gain a firm technical grounding in accounting and finance, and appreciate business issues within a global political, legal and social environment.

#### **Objectives**

The Bachelor of Science (Honours) Accounting and Finance (Top-up) degree focuses on both theoretical and practical aspects of global accounting practices. This creates the potential for you to build a strong foundation in various relevant subject areas and allows you to embark with confidence on a career in business, professional practice or in the public sector.

#### Modules

#### Year 2

- · Audit\*
- · Corporate Finance
- · Financial Reporting
- · Business Law\*
- · Management Accounting
- · Taxation: Principles and Planning\*

#### Year 3

- · Advanced Corporate Finance
- Advanced Financial Accounting Practice and Theory
- · Accounting and Finance Research Project

Optional Module (choose 2)

- · Business Analytics
- Advanced Management Accounting and Control
- · Financial Statement Analysis
- · Professional Development

\*Taught by local specialists

Note: Each taught module is 20 credits, whereas the Accounting and Finance Research Project is 40 credits.

The modules listed here and on the University's website may occasionally be subject to change to ensure consistency with the UK programme. In such a scenario, you will be informed of any changes.

#### **Duration & Intake**

Duration	Intake	
2 Years Full-time	September	

#### **Mode of Delivery**

Classroom learning comprising:

- Lectures
- Tutorials

#### **Admission Criteria**

- Diploma in Accounting awarded by SIM; or
- Accounting related diplomas from local polytechnics;\* or
- Non-accounting related diplomas with successful completion of the SIM Preparatory Course in Accounting and Finance
- Successful completion of a recognised approved diploma, where the language of instruction was English

\*Please visit SIM GE website for a list of Accounting-related diplomas that may be eligible for advanced standing into the programme, and for full details on programme admission criteria, including English proficiency.

Applicants must obtain an average Grade B, and may be interviewed prior to acceptance into the programme.

Subject to the University's review, applicants with relevant business diplomas may not be required to take the SIM Preparatory Course in Accounting and Finance.

All other qualifications will be evaluated on a case-by-case basis.

Programme admission is based on merit and is subject to the final approval of the University. No exemptions will be granted.

#### **Assessment**

- · Assignments / Projects / Presentations
- · Written Exams

Assessments may be subject to change by the University.

Students are required to have their own digital devices/laptop for the coursework

#### Professional Accreditation

Graduates may obtain exemptions from the following professional bodies:

- Association of Chartered Certified Accountants (ACCA) accaglobal.
   com
- Chartered Institute of Management Accountants (CIMA) cimaglobal.com
- · CPA Australia cpaaustralia.com.au
- · Institute of Chartered Accountants in England and Wales (ICAEW) icaew.com
- Institute of Singapore Chartered Accountants (ISCA) isca.org.sg
- The Institute of Chartered

  Accountants of Scotland icas.com

Please visit their websites for the latest requirements.

#### **Programme Fees**

	Local Students	International Students
<b>Total</b> \$\$39,370.80		S\$43,818.00
Per 20 Credits	S\$3,280.90	S\$3,651.50
Per 40 Credits	S\$6,561.80	S\$7,303.00

Fees are inclusive of 9% GST and are payable in 4 instalments based on the number of module credits undertaken in a term. Fees are payable before term commencement and do not include textbooks. Please refer to SIM GE website for the latest fees.

#### **Other Fees**

Student Development Fee

S\$512.30

A one-time payment applicable to all students embarking on a full-time Diploma or Undergraduate programme at SIM. This fee goes towards activities that will help in students' personal growth and equip them with functional skills that enhance their employability.

International Student Induction Fee

S\$436.00

A one-time fee payable by new full-time international students. This fee covers pre-arrival and arrival support, including activities to enhance the international student learning experience.

All fees are inclusive of 9% GST. Please visit SIM GE website for more information.

#### **Award**

Upon successful completion of the programme requirements, students will be awarded Bachelor of Science (Honours) Accounting and Finance from the University of Birmingham.

Note: "Top-up" will not appear on degree certificate.

#### **Career Prospects**

Bridging the gap between study and work lives, Year 3 students can choose to engage and be assessed in real work experience through the optional Professional Development module. Birmingham graduates are forerunners in the industry with their versatility and abilities. They can go on to become

accountants, auditors, brokers, financial analysts, fund managers, investment researchers, tax specialists, traders and more.

## Preparatory Course in Accounting and Finance

(if required)

Applicants with non-accounting diplomas or with suitable qualifications will be required to complete and pass a three-month Preparatory Course in Accounting and Finance. Subject to the University's review, applicants with relevant business diplomas may not be required to take this SIM Preparatory Course.

Please visit SIM GE website for full details on programme admission criteria including English Proficiency.

The preparatory course is developed and awarded by SIM, Singapore to ensure readiness for the UoB programme.

#### **Duration & Intake**

Duration	Intake
3 Months Full-time	Jun

#### **Modules**

- · Business Finance
- · Financial Accounting
- · Management Accounting

Lessons will be delivered via blended learning and the modules are assessed either by written exams, coursework or a combination of both.

#### Certification

A certificate of completion will be awarded upon successfully passing the Preparatory Course in Accounting and Finance.

#### **Programme Fees**

S\$2.125.50

Fees are inclusive of 9% GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

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The Birmingham Accounting and Finance degree will provide you with key skills and relevant knowledge needed to understand and work in today's global business environment. I strongly encourage students to combine this quality education with social skills and confidence to provide an excellent foundation for compelling future careers.

**Mr Steve Keepax** 

Director of BSc Accounting & Finance (Singapore)

Birmingham Business School

## **BUSINESS MANAGEMENT**Programmes



Benefit from a culture of critical enquiry, debate and global business expertise by building knowledge and skills that will kick-start your graduate career.

#### **BACHELOR OF SCIENCE (HONOURS)**

#### **Business Management** (Top-up)

The programme equips you with the tools and knowledge to understand the changing world of business on a national and global scale. It is a broad-based programme which combines contemporary and relevant research with current business practices to give you a solid business-oriented base for your graduate career. Our graduates work across a broad range of business roles in Singapore and globally.

#### **BACHELOR OF SCIENCE (HONOURS)**

#### **Business Management with Communications (Top-up)**

The programme combines a broad-based business education with a strong marketing and communications theme. There will be a pre-final year placement to build a good balance between theoretical underpinning and the development of practical communication skills. Students will have all of the benefits of a solid business management degree with the fun of a creative twist.

#### **BACHELOR OF SCIENCE (HONOURS)**

#### Business Management with Communications and Year in Industry (Top-up)\*

This programme responds to the need for technology-driven business relationship management, marketing communications and the high value employers place on both industry experience and professionalism. Students will build knowledge to understand Business, Marketing and Communications, and be equipped with a portfolio of demonstrable skills through an extended industry placement of 36 weeks.

#### **BACHELOR OF SCIENCE (HONOURS)**

#### Business Management with Industrial Placement (Top-up)\*

The programme offers you the opportunity to gain in-depth knowledge of a range of business topics, combined with 24 weeks of industry placement in Singapore or overseas, building valuable skills for future employment. With an industry placement, students gain valuable work skills, giving them an edge in today's competitive graduate marketplace.

#### **BACHELOR OF SCIENCE (HONOURS)**

#### International Business (Top-up)

The programme imparts international experience and cultural awareness to students who aspire to a career in global management. In Year 2, students travel to the University of Birmingham and study on the UK campus. They study a variety of business modules not available in Singapore and will attend a team-building programme in the English Lake District. In Year 3, students will normally study at one of the University of Birmingham's exchange partners. Students select preferred choices for their second year study placement at the end of Year 2 in accordance with a list of international partner universities. Choices can be based on academic merit. Alternatively, students may choose to work in Year 3, but they will need to source their own overseas placement.

#### **Duration & Intake**

Programme	Duration	Intake
Bachelor of Science (Honours) (Top-up)  Business Management  Business Management with Communications  Business Management with Industrial Placement  International Business	2 Years Full-time	July
Bachelor of Science (Honours) Business Management with Communications and Year in Industry (Top-up)	2 Years and 4 Months Full-time	

\*Students from the Industrial Placement and the Year in Industry pathways will be coached on how to source their internship or placement to give them an edge in the future graduate job market. They will take a compulsory preparatory programme on personal and professional development including one-on-one career coaching conducted by Birmingham career professionals.

#### Note:

- Students' learning on the industry placement will be assessed by the University.
- International students studying programmes requiring a placement will need to complete industry placements outside Singapore.
- For students on the International Business pathway, there will be additional costs to cover travel, accommodation and living expenses for international study or industry placement overseas.

#### **Mode of Delivery**

Classroom learning comprising:

- · Lectures
- · Workshops (for selected modules)
- One-on-One dissertation supervision in the final year

#### **Assessment**

- · Assignments / Projects
- · Written Exams

Assessments may be subject to change by the University.

Students are required to have their own digital devices/laptop for the coursework.

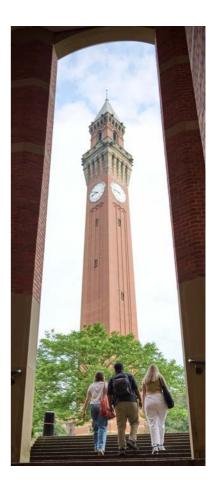


The solid nature of our Business Management degree programmes enables students to excel in study and in the global graduate jobs market. Seeing this success is what drives Birmingham lecturers to deliver our best to you across all business programmes.

**Associate Professor Hazel Westwood** 

Director of International Education (Singapore)

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#### **Modules**

Fully taught by Birmingham academics

Core Module Electives Not Applicable

Bachelor of Science (Honours) (Top-up)					
Module	Business Management	Business Management with Industrial Placement	International Business	Business Management with Communications	Business Management with Communications and Year in Industry
			Year 2		
Organisational Behaviour	√	✓	<b>√</b>	✓	✓
Research Methods and Business Analytics	V	√	٧	V	V
Responsible Business: Theory and Practice	V	<b>√</b>	√	V	٧
Multi-media Campaign Planning and Production				√	√
Public Relations and Reputation Management				√	√
Consumer Behaviour	√	✓	√		
International Economics and Financial Decision Making	V	√	٧	Select One	Select One
Event and Festival Management	Select One	Select One	Select One	Module	Module
Managing Operations and Projects	Module	Module	Module		
Industry Placement A		√			√
International Study A*			<b>√</b>		

<sup>\*</sup>International Study A is contingent on global conditions and travel restrictions.

The modules listed here and on the University's website may occasionally be subject to change to ensure consistency with the UK programme. In such a scenario, you will be informed of any changes.

Bachelor of Science (Honours) (Top-up)					
Module	Business Management	Business Management with Industrial Placement	International Business	Business Management with Communications	Business Management with Communications and Year in Industry
			Year 3		
Dissertation	√	√	<b>v</b>	<b>√</b>	√
Strategic Management	√	<b>√</b>	<b>v</b>	✓	V
Fundamentals of Leadership	√	√	<b>V</b>		√
Contemporary Issues in Marketing	√	√	√		
Managerial Finance				Select One Module	
International Human Resource Management	Select One	Select One Module Module		Select One Module	
Globalisation, Innovation and Competitiveness			Module		
Crisis Management					
Strategic Global Communication				✓	√
Industry Placement B (12 weeks)		<b>√</b>			
Industry Placement B (24 weeks)					√
International Study B*			√		
Advanced Communications Practice (Placement)				√	

<sup>\*</sup>International Study B is contingent on global conditions and travel restrictions.

The modules listed here and on the University's website may occasionally be subject to change to ensure consistency with the UK programme. In such a scenario, you will be informed of any changes.

#### **Career Prospects**

University of Birmingham Graduates find graduate employment across all sectors of the economy, in areas as diverse as banking, retail management, financial services, motor manufacturing, management consultancy, pharmaceuticals, PR, marketing and communications consultancy, operations management and more.

#### **Award**

Upon successful completion of the programme requirements, students will be awarded the following degree from the University of Birmingham:

- · Bachelor of Science (Honours) Business Management;
- Bachelor of Science (Honours)
   Business Management with
   Communications;
- Bachelor of Science (Honours)
   Business Management with
   Communications and Year in
   Industry;
- Bachelor of Science (Honours)
   Business Management with
   Industrial Placement:
- · Bachelor of Science (Honours) International Business

Note: "Top-up" will not appear on degree certificates.

#### **CMI Membership**

CMI (the Chartered Management Institute) is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. All final year SIM-Birmingham Business students will be eligible for CMI membership and have free access to its resources to support their studies.

## CMI Professional Accreditation

University of Birmingham students receive an additional CMI Level 5 Certificate in Management and Leadership upon graduation from any of our Business Management programmes. This qualification is a recognition of graduates' key skills and competencies as future effective managers. With one-year free CMI membership post graduation, graduates will be another step closer towards achieving the Chartered Manager status.

Find out more at: managers.org.uk



#### **Admission Criteria**

- Diploma in Accounting / Banking and Finance / International Business / Management Studies awarded by SIM; or
- · Business related diplomas from local polytechnics;\* or
- Non-business related diplomas with successful completion of the SIM Preparatory Course in Business
- Successful completion of a recognised approved diploma, where the language of instruction was English

\*Please visit SIM GE website for a list of Business diplomas that may be eligible for advanced standing into the programme, and for full details on programme admission criteria, including English proficiency.

Applicants must obtain an average Grade B, and may be interviewed prior to acceptance into the programme.

All other qualifications will be evaluated on a case-by-case basis.

Programme admission is based on merit and is subject to the final approval of the University. No exemptions will be granted.



#### **Programme Fees**

Programme	Local Students	International Students
BSc (Hons) Business Management (Top-up)	S\$39,370.80 6 instalments	S\$43,818.00 6 instalments
BSc (Hons) Business Management with Communications (Top-up)	S\$45,649.20 6 instalments	S\$49,802.10 6 instalments
BSc (Hons) Business Management with Communications and Year in Industry (Top-up)	S\$49,900.20 7 instalments	S\$54,369.20 7 instalments
BSc (Hons) Business Management with Industrial Placement (Top-up)	S\$45,714.60 6 instalments	S\$50,379.80 6 instalments
BSc (Hons) International Business (Top-up)	S\$49,987.40 6 instalments	S\$54,848.80 6 instalments

For International Business students, the programme fees are exclusive of airfares and accommodation for international study or industry placement overseas. Modules taught at the University of Birmingham or other university partners are covered. You will need an estimate of \$\$6,000 per overseas trip to cover for the airfare and accommodation but it excludes the cost of living as how much you need depends on where you go and your lifestyle.

For Communications students, the programme fees cover additional workshop costs and production support for webcast production.

Fees are inclusive of 9% GST and are payable based on the number of module credits undertaken in a term. Fees are payable before term commencement and do not include textbooks. Please refer to SIM GE website for the latest fees.

#### **Other Fees**

#### Student Development Fee

S\$512.30

Applicable to all students embarking on a full-time Diploma or Undergraduate programme at SIM. This fee goes towards activities that will help in students' personal growth and equip them with functional skills that enhance their employability.

#### International Student Induction Fee

S\$436.00

A one-time fee payable by new international students. This fee covers pre-arrival and arrival support, including activities to enhance the international student learning experience.

All fees are inclusive of 9% GST. Please visit SIM GE website for more information.

## Preparatory Course in Business (if required)

Applicants with non-business related diplomas or with suitable qualifications will be required to complete and pass a three-month Preparatory Course in Business.

Please visit SIM GE website for full details on programme admission criteria including English Proficiency.

The preparatory course is developed and awarded by SIM, Singapore to ensure readiness for the UoB programme.

#### **Duration & Intake**

Duration	Intake
3 Months Full-time	April

#### **Modules**

- · Accounting and Finance
- Economics
- Marketing

University of Birmingham may require students to complete a minimum of one and up to a maximum of three modules through blended learning.

The modules are assessed either by written exams, coursework or a combination of both.

#### Certification

A certificate of completion will be awarded upon successfully passing the Preparatory Course in Business.

#### **Programme Fees**

S\$708.50 per module

Fees are inclusive of 9% GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

Year 2 International Business students' residential stay at the University of Birmingham's outdoor centre in the UK Lake District.



Year 2 students gained practical skills and a deeper understanding of creating communication content using a multi-media approach through a video workshop in the Multi-media Campaign Planning and Production module.

Year 2 students
experienced a dynamic
live interview session
as part of the Public
Relations and Reputation
Management module, led
by Associate Professor
Hazel Westwood.



Undergraduate and postgraduate Birmingham alumni (Singapore) networked during a memorable reunion at Padang Deck, National Gallery Singapore. Ms Karamjit Kaur, Associate Editor (News) at The Straits Times, shared industry insights during one of the University of Birmingham's regular guest lectures for the BSc Business Management programmes.





Year 2 BSc Business Management students' induction session with Associate Professor Hazel Westwood.

BSc Accounting and Finance's Student Representatives at the Staff Student Forum (SSF) with Programme Director Mr Steve Keepax.







Orientation Games Day organised by the SIM-UoB Student Council.

# SIM-BIRMINGHAM COMMUNITY



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My BSc in International Business provided me with a solid foundation in global market dynamics, strategic thinking and marketing, which has enabled me to thrive in the integrated marketing and communications industry. (2024)

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#### Vanessa Lee

Graduate, BSc (Hons) International Business

Senior Account Manager (Digital), Hoffman Agency



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The experiences I gained through the University of Birmingham's internship programme have enhanced my employability and interpersonal skills. (2023)

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#### **Celine Sean**

Graduate, BSc (Hons) Business Management with Communications and Year in Industry

Senior Bancassurance Specialist, United Overseas



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My leadership, problem-solving and time management skills were honed by leading my peers in countless group projects and individual practical projects within a tight timeline, which enabled me to thrive in the fast-paced business world. (2023)

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#### **Sharatpal Singh**

Graduate, BSc (Hons) Business Management

IT Business Analyst, Scoot Airlines

# SIM-BIRMINGHAM COMMUNITY



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The study exchange programme has broadened my knowledge and skill set, which will value-add to my credentials. It also aided me to be more financially and socially independent. (2023)

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**David Lai** 

Graduate, BSc (Hons) International Business



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I have developed strong analytical and critical thinking skills as well as the ability to work collaboratively with others. The programme has instilled a firm understanding of accounting and finance principles, which I have been able to apply in various roles. (2023)

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**Kendrick Loo** 

Graduate, BSc (Hons) Accounting and Finance

Business Development Senior Associate, KPMG Singapore



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Choosing this degree programme was one of the best decisions I have made. I was grateful to become part of a close-knit community of classmates, and the curriculum, which blends theoretical knowledge and practical applications, shaped me into a confident, sociable and wellrounded individual who is ready to take on the world. (2024)

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Tsai Meng-Chu

SIM GE Scholar (Academic Excellence and Leadership)
Graduate, BSc (Hons) Accounting and Finance



### **APPLICATION & ADMISSION**









#### **Application Fees**

An application fee is payable for each application form that is submitted. This fee (inclusive of 9% GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: PayNow, MasterCard / Visa credit cards, eNets or Flywire

	Local Applicants	International Applicants
Total	S\$109.00	S\$545.00*

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

#### **Private Education Act**

The Private Education Act was legislated in December 2009 to regulate the private education institutions (PEIs) in Singapore. The regulatory regime, as set-out under the Private Education Act and its subsidiary legislation, comprises the Enhanced Registration Framework and the EduTrust Certification Scheme, both administered by SkillsFuture Singapore (SSG).

Singapore Institute of Management Pte Ltd (SIM PL), in meeting the regulatory requirements under the Private Education Act, has put in place the following:

- · Adoption of the Standard PEI-Student Contract template from SSG
- Allowing students a cooling-off period of 10 calendar days commencing from and including the acceptance date of the PEI-Student Contract
- · Protection of students' fees under the Fee Protection Scheme
- Transparent refund, course transfer, leave of absence and withdrawal policies
- · Commitment in maintaining the confidentiality of students' data

For more information on the above mentioned, visit www.sim.edu. sg/degrees-diplomas/sim-global-education/edutrust.



Singapore Institute of Management Pte Ltd
PEI Registration Number: 199607747H
Period of Registration: 20 May 2022 – 19 May 2026

#### **Photo Credits**

Front cover, inside front cover, pages 1, 6, 7, 11, 16, 17, 20: Photos of University of Birmingham, UK courtesy of University of Birmingham, UK.

This brochure contains key information, accurate as at time of print on 24 February 2025.

For the most updated and complete corporate and programme information, refer to our website at www.sim.edu.sg/ge.

