

ISSUE 22.5

# CAMPUS

Free copy!

MICA NUMBER: MICA P 092/07/2012

.COM.SG



the  
business  
special

# A European education with a global perspective

**ESSEC**  
BUSINESS SCHOOL



**Business School**  
Worldwide Rankings 2012

- No. 5** Master of Science in Management
- No. 2** Advanced Master in Financial Techniques
- No. 7** Executive Education (Open Enrollment)

With campuses in **Paris** and **Singapore** and a vast network of **40,000** alumni undertaking business challenges all around the world, ESSEC Business School, a **leading institution in Europe for business education**, offers cross continental programs for university graduates such as:

#### **Master of Science in Management**

Next intake in Singapore in January 2014

#### **Advanced Master in Financial Techniques**

#### **Advanced Master in Strategy and Management of International Business**



For more information, scan this QR code or contact us now at **6884 9780** or [essecasia@essec.fr](mailto:essecasia@essec.fr)

## What they say:

*"With a widely established alumni network and high recognition from companies, studying at ESSEC Business School was the right choice for me. The most important reason I chose ESSEC is that the school has close links with the business world and provides great networking opportunities for graduates. Through the MSc in Management program, I learned to take the initiative on ideas and projects, to think with greater independence and to appreciate cultural differences. I highly recommend ESSEC for its flexible programs, strong emphasis on professional experience and academic excellence."*

**Zhu Jian**, Vice President, Biomerieux China  
Master of Science in Management

*"My experience at ESSEC has been precisely what I expected it to be. My objectives in coming to ESSEC were to get into the league of future global leaders through a reputed international business school, to learn from and appreciate the multinational educational experience to network, to understand different mindsets and their implications and finally dive into the French language and culture."*

**Shiva**, Master of Science in Management Student

**92%** of graduates from the **MSc in Management** found a job in **less than 4 months**.

To learn more, visit [www.essec.edu/asia](http://www.essec.edu/asia)

# TWICE THE RETURN

## BUSINESS DEGREES WITH EXTRAS

If you assume that business degrees come with just one standard option, then you have been misled. With plenty of universities locally and globally offering the option of double degrees – like University of South Australia's Double Degree in Business and Sports & Recreation Management – to degrees with specialisation similar to James Cook University's Bachelor of Business

(Accounting), you can now cover more than just one discipline within the same time as a single degree.

Furthermore, as soon as the time to scour the job market arrives not only will you be spoiled for choices, a double degree provides career flexibility for the future you want. So here are a few majors that you could decide to pair up with or specialise in:

## BUSINESS DEGREES WITH SPECIALISATIONS

### MARKETING

Focusing on marketing's four cardinal rules (promotion, product, price and place), a specialisation in marketing teaches you the ropes of effective communication for crafting marketing strategies and tactics as well as learning how to decipher consumer data and use it for your advantage. **It's something Dr. Evil needs to arm himself with if he wants world domination.**

### FINANCE

This industry may be a lot to handle with its volatility and complexity but with a major in finance, you will get to learn the nuts and bolts that make money move, which includes a whole spectrum of activities from bond brokering and investment banking to financial analysis and planning. **If you're wondering how all those investment swindlers make off with millions, this is probably what they studied.**

## BUSINESS DOUBLE DEGREES

### MEDIA

Everyone knows media is about being expressive, and by understanding how to harness the power of the media makes these double-majors ideal for careers in marketing, social media and more. Media brings in elements like communications and copywriting that are often missing from a standard, straight-laced business education. **If you fell asleep before getting to this point, then either you have a short attention span, or we have failed in media studies.**

### INFORMATION TECHNOLOGY

Taking the lead in one of today's fastest-paced industries, information technology grads' high-tech skill empowers them in areas from data management, to web development and social media - all trending industries. Coupled with business, IT-Business students can seize opportunities that many others non-tech savvy grads miss. **Let's just say without opportunities like IT and Business, you wouldn't have Facebook, Twitter and the like to obsess about.**

### INTERNATIONAL BUSINESS

Focusing largely on the way the world does business, a major in international business equips you with an arsenal of tools to trade at an international level, mixing foreign policy, economics and more, matching the various disciplines global entrepreneurs or businessmen need to succeed in the real world. **It's something like those HSBC ads you see around.**

### ECONOMICS

A great way to understand the inner workings of the broader business world, "economics" covers a diverse range of subjects from the relationships between employment rates and taxes, to interest rates, lending and the stock market, giving economists the edge on seeing 'the bigger picture'. **If evil dictators around the world used this knowledge wisely, they wouldn't be in the trouble they're in.**

By Nicolette Pereira

# SUCCESS WITH A BUSINESS DEGREE: BEST-PAID JOBS

Taking it that you're fresh out of university and equipped with a business degree, a lot of things are probably running through your mind as to what job you can take up in various industries. Here's the lowdown on some of the higher-paying jobs that might make your decision easier.

## RETAIL AND SALES

### MARKETING MANAGER

Often perceived as a very generic title, marketing managers are actually stakeholders in defining the way the market works. They also deal with every marketing effort that goes on in showcasing a product while managing the sales team too. If you're the kind that always sees the glass 'half-full' rather than 'half-empty' and you enjoy motivating people, then this job is the perfect fit.

**WHAT YOU'LL BE GETTING:**  
\$24,000 - \$60,000

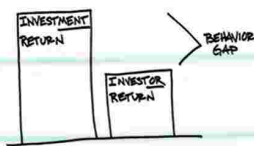


## BANKING AND FINANCE

### INVESTMENT BANKER

As an investment banker, you are required to provide investment services as well as manage the asset portfolios of prolific companies and individuals. If you're outgoing and have a penchant for analysing people and your surroundings, then this is definitely a career worth considering.

**WHAT YOU'LL BE GETTING:**  
\$90,000-\$150,000



### SECURITIES DEALER

Essentially the middleman between an investor and the world's financial market, security dealers work closely with their clients by tailoring investment programmes according to their needs, so that clients get the opportunity to earn without having to put in the hard work. Perceived as the watchers of the market, taking on this job would require you to be composed and precocious, as the stock market is after all known for its capricious nature.

**WHAT YOU'LL BE GETTING:**  
\$42,000-\$72,000



♥ All salaries are in SGD.

## ACCOUNTING

### FINANCE MANAGER

A large chunk of a finance manager's job is to plan budgets and provide financial consultation to their clients as well as colleagues so that they in turn will make the best business decisions. So if you're the type that likes to plan big events and is good at balancing the bills, then this career is definitely up your alley.

**WHAT YOU'LL BE GETTING:**  
\$66,000-\$150,000



## HOSPITALITY

### HOTEL MANAGER

Often regarded as the all-seeing eye of a hotel, a hotel manager controls all of the operations within the building, from handling guest complaints to ensuring that high standards of services are maintained throughout. As the industry is always changing, taking on such a job would require you to be quick on your feet while remaining personable all the time.

**WHAT YOU'LL BE GETTING:**  
\$36,000 - \$60,000



### HUMAN RESOURCES EXECUTIVE

The welfare of the staff is your priority and this includes engaging employees in activities, sending them for training, ensuring their well-being and organising company events for them. It's not all fun and games, since you also handle everything from hiring to firing. So if you're a people person and love creating an environment where people flourish, HR may be just be the job for you.

**WHAT YOU'LL BE GETTING:**  
\$32,000 - \$54,000



# from zero to millions

three ideas that made it big

Regardless of size, every company has a story to tell and most of them (the successful ones at least) start one way: with an idea. So if the gears in your head are constantly turning towards the next big thing, but you're still apprehensive about banking in on it, here are three stories which started small with barely any capital but made it big through determination and motivation.

## STARBUCKS

Known as the brand that kick-started a whole generation of coffee-guzzling fanatics, Starbucks' patronage continues to grow by the day, and this success can only be attributed to one man: Howard Schultz, who had one guiding principle - make coffee a lifestyle symbol.

Stumbling upon Starbucks (which originally only sold grounded coffee beans) in 1971, Schultz fell in love with the place, envisioning bigger things. So after working for close to ten years as an employee, Schultz bought over the store (as it was declared bankrupt) and decided to revamp its image the way he'd experienced in Italy - with its alfresco coffee-drinking culture. By creating a social space for patrons to enjoy expensive coffee, Howard Schultz not only landed a spot on the Forbes Billionaire list, but he also ushered in an entire new era for the humble coffee bean.



## UGLY DOLLS

Deviating from the usual track entrepreneurs take (which is to get as much limelight as possible), Ugly Dolls headed for the unconventional route: start small, stay small. With their annual revenue still undisclosed, the two reserved creators - David Horvath and Sun-Min Kim - started this line of brightly-coloured monster dolls in 2001 to celebrate the idea of being different.

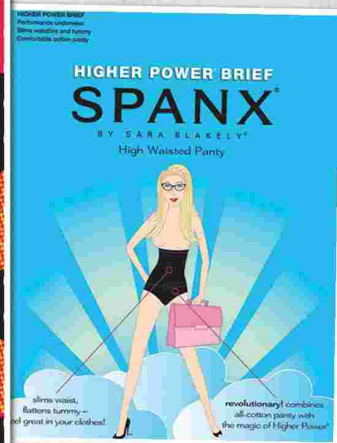
Symbolising their love for each other during their long-distance uni romance when they used to doodle cute little characters in their love letters, 'Wage' was the first doll David and Kim decided to make. As they were never looking to reinvent the wheels of the toy industry, their fresh spin ultimately won the hearts of consumers who were tired of conventional plushies, paving the way for this award-winning toy to expand its merchandising into comics, keychains and more.



## SPANX

Famed for ending the world's weight woes and love-handles issue, Spanx is a multi-million dollar empire that began with the simple idea of snipping the leggings off a regular old pair of pantyhose. Created by Sara Blakely in 1998, this ex-fax machine saleswoman was initially looking for the right undergarment to wear with her white pants, her fashion staple for work.

After discovering that a pantyhose made a good substitute for undergarments, she decided to create a business out of it. Her road to success wasn't easy, as manufacturers weren't willing to take on the product because they felt it was ridiculous and impractical. So she re-designed the product in a way that would allow women to cut down a size or two, and eventually found a manufacturer to take on the project, and turned her \$5,000 investment into a cult. Now sitting comfortably on the Forbes Billionaire list, Sara Blakely's crazy idea has now done nothing short of reshaping the world of undergarments.



# SELLING YOURSELF

## 5 TIPS FOR A GOOD RESUME

BY PRABHU SILVAM

*Among student circles, the “resume” has always endorsed a reputation of being bland, boring and tedious to comprehend. Some refer to it as “an exaggerated biography of oneself” while most reference it as that-stack-of-papers-that’ll-land-you-a-job. Whichever way you look at it, a resume is the link between you and the work force. It’s an extension of you and your abilities, so it’s only going to be boring if you are.*

*Here are 5 tips to spruce up your resume to land you that job you’ve been eyeing.*

### 1. FIRST IMPRESSIONS



Not attaching a pleasant, professional photograph of yourself is considered a cardinal sin in most hiring circles. Let’s face it - first impression is everything. Before examining the credentials job seekers have to offer, employers sieve out potential candidates based on the professionalism and approachability of their photos. You don’t have to have a megawatt grin like George Clooney or lips that pout like Angelina Jolie; individuality is everything, so embrace yourself for who you are and see the offers come flying in.

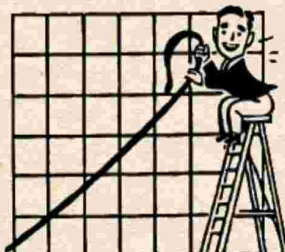
### 2. PICKING A THEME



Infusing the right theme lays the tone and mood for your resume, allowing you to showcase your resume in an organised and collected manner. Essentially, there are 2 overarching themes on offer: clean and corporate (shipping, business, government organisations) or innovative and edgy (media, PR, marketing, arts industries). Knowing your potential employers inside and out will help you pick the right theme and see you impress your hirers. Find out basic information about your potential employers across the various mediums and prep yourself accordingly. This is probably the only time stalking is considered a good thing, so get it right, and get the job.

### 3. THE “PAR”FECT WAY

Strategically slotting in “**Purpose-Action-Results**” statements into your resume helps put a purpose to your credentials. Saying “responsibilities include: leading a team, strategising goals” won’t cut it, whereas enforcing PAR like “Revamped a disorganised, low-output marketing firm into a smooth-running operation by redesigning the business mechanics; this saved the company and helped boost profit margins” helps paint a picture of what you have to offer and makes you look like every employer’s dream come true.



### 4. NO FLUFF

The average hirer spends less than 3 minutes on any given resume – no thanks to the hoards of job applicants vying for the same position. Attention to detail is key but getting straight to the point is vital. Instead of beautifying your resume with pompous words and literary fluff, head straight for the jugular and nail your point down firmly. This will not only save your potential employer’s valuable time, it’ll make you seem like a valuable employee who cuts to the chase.



### 5. CHRONOLOGICAL VS. FUNCTIONAL

Deciding on a chronological or functional-based resume is pretty easy once you realise which works best for you. A chronological resume is the format of choice for most employers and works best if you’re planning on job hopping in the same professional field as you were in before. It details your job experience over a timeframe and magnifies your on-the-job credentials.

Use a functional-based resume only if you’re changing professional fields. Showcasing your core skillset and abilities in a made-to-order format will make sure that your job skills from the previous field stay relevant and in tuned with your current employer.





# THE ART OF BUSINESS

When you look at Chris Sim, a few words come to mind: Long Hair. Non-Conformist. Serious TATTOOS. But then so do other words when you have a chat with him: Honours Degree. Successful Entrepreneur. Driven. And all of them fit.

And while his dream of becoming a tattoo artist started when he got his first tattoo at age 18, it's what he's learned since - during a 2-year apprenticeship with a tattoo master and his honours degree in business marketing at Kaplan, that's transformed him into an ink-entrepreneur today.

## TIME FLIES

Things have happened fast for Chris. After JC, Chris pursued a full-time honours degree in marketing awarded by University College Dublin through Kaplan.

*Uni was a turning point for me. Juggling my career and my studies was a huge challenge. At first, no one understood why I was studying business marketing if I was already tattooing.*

While his former JC classmates were still working through exam papers, he was already making his name inking clients.

*Looking back, I remember my first paying customer. I could barely handle my nerves. I wanted it so bad. Luckily they didn't freak out when they saw my hand shake.*

Chris knew he had the drive and passion, but he also knew that's not enough. Like it or not, he needed to be as good at business as he was at tattooing. And that meant learning marketing and management.

Like you'd expect, most of Chris' friends from his business degree at Kaplan aren't the tattoo-type. But they are the business-type and provided Chris the right networks to take his name outside of Singapore. And after his first trip to Vietnam on holiday to visit some classmates, his second trip to Vietnam was on business to tattoo a famous Vietnamese rapper, who was a friend of a friend's from Kaplan.



Artwork by  
CHRIS SIM

## BECOMING THE BUSINESSMAN

It's been 3 years since then and now when Chris talks about his next project, a tattoo-bar concept, his friends and family all see the connection between his passion for tattooing and his business studies.

You could kinda say Kaplan's where it all happened.

For more information about Chris' works, email him at [chrissim@live.com.sg](mailto:chrissim@live.com.sg).



For more information about Kaplan's full-time programmes, check out [www.kaplan.com.sg/khea](http://www.kaplan.com.sg/khea) or scan the QR code:



KAPLAN

HIGHER EDUCATION  
ACADEMY

COMPILED BY NICOLETTE PEREIRA

# THE BIG B

## BUSINESS SCHOOLS AROUND THE WORLD

Besides just looking at your tuition cost vs. your ROI\* for getting an MBA, many factors go into deciding which business school is the right one for you. From ranking to high employment rates and graduate salaries, here is a quick guide to some strong global MBAs offered both locally and abroad.

\* A term you'll hear a lot of during an MBA course



### DEGREE WITH NO WORK EXPERIENCE:

#### STANFORD GRADUATE SCHOOL OF BUSINESS (CALIFORNIA)

Critical analytical thinking is one of the key focuses, where students engage in healthy debates with professors and peers. Creativity is encouraged as students come up with solutions for real life challenges. The school also has its own Knight Management Center for its 2 year full-time MBA students.

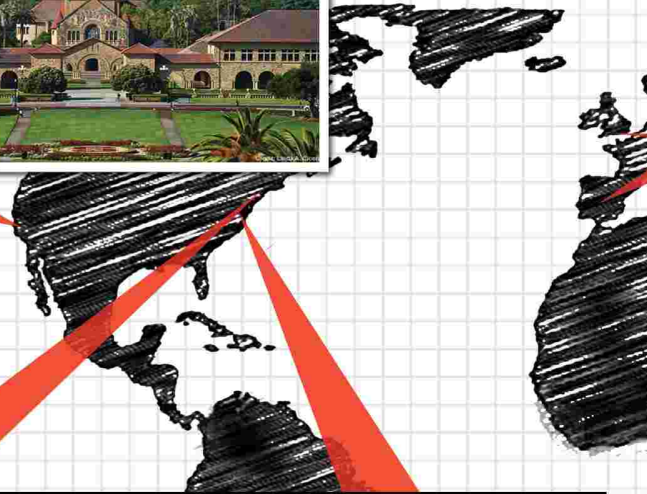
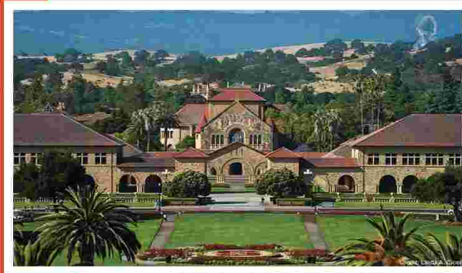
#### STATS:

- 1st\* in highest salary upon graduation at \$192,179/annum
- 1st\*\* in innovation
- 2nd in Entrepreneurship (FT & QS)
- 92% of graduates were employed within 3 months

**TUITION FEES: \$141,000/PROGRAMME**

#### ENTRY REQUIREMENTS:

4-year University degree, 3 letters of reference



### DEGREE WITH WORK EXPERIENCE:

#### COLUMBIA BUSINESS SCHOOL, COLUMBIA UNIVERSITY GLOBAL (NEW YORK)

One of the most selective schools in the world, the programme instills its students with skills to ensure students can not just recognise opportunities but also create their own in an evolving business world.

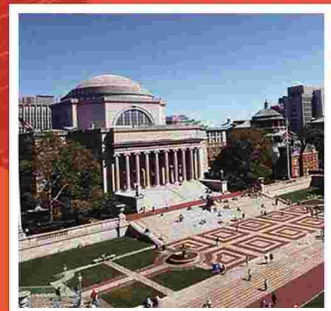
#### STATS:

- 5th\* in Business Education
- 8th\*\* in Leadership
- 8th\*\* in Information Management
- 91% of graduates were employed within 3 months

**TUITION FEES: \$110,000/PROGRAMME**

#### ENTRY REQUIREMENTS:

A bachelor's degree, 2 letters of recommendation and at least 1 year's work experience. Prior to actual enrollment, students are required to pass a Pre-MBA online course.



#### HARVARD BUSINESS SCHOOL (BOSTON)

Developing leaders is one of Harvard's core aims. During the 2-year MBA programme, students are presented with complex case studies and field projects where their ability to make decisions quickly is put to the test, ensuring they're prepared to handle fast-paced, challenging future roles.

#### STATS:

- 1st\*\* in Leadership
- 2nd\* in terms of salary at \$178,249/annum
- 3rd\*\* in terms of employer reputation
- 93% of graduates were employed within 3 months

**TUITION FEES: \$126,576/PROGRAMME**

#### ENTRY REQUIREMENTS:

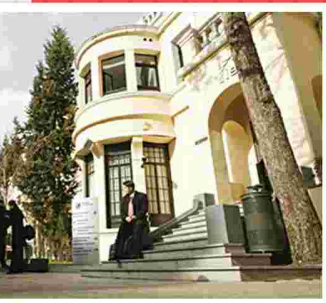
4-year University degree, GMAT



\* FINANCIAL TIMES RANKING \*\* QUACQUARELLI SYMONDS (QS)



**DEGREE WITH NO WORK EXPERIENCE:**



**IE BUSINESS SCHOOL GLOBAL (MADRID)**

Developing leaders is one of Harvard's core aims. During the 2-year MBA programme, students are presented with complex case studies and field projects where their ability to make decisions quickly is put to the test, ensuring they're prepared to handle fast-paced, challenging future roles.

**STATS:**

- 2nd\* in Finance
- 4th\*\* in Entrepreneurship
- 6th\*\* in Operations Management
- 92% of graduates were employed within 3 months

**TUITION FEES: \$96,000/ PROGRAMME**

**ENTRY REQUIREMENTS:**

University degree, 3 years' work experience, IE Global Admissions Test (ieGAT) or equivalent (GMAT or GRE)



**SINGAPORE**

**SP JAIN (SINGAPORE, DUBAI, SYDNEY)**

The unique aspect of SP JAIN's Global MBA is that students spread their time between 3 cities - Dubai, Singapore and Sydney - as part of the 1 year, full-time programme. Additionally, students also work on real client-based projects, putting what they've learnt into practice.



**STATS:**

- 3rd\* in value for money
- 9th\* for salary percentage increase
- 10th place for placement success

**TUITION FEES: \$56,000**

**ENTRY REQUIREMENTS:**

University degree and 3 years' work experience, and GMAT, CAT or SPJAT.

**NO DEGREE WITH WORK EXPERIENCE:**

**LONDON BUSINESS SCHOOL (LONDON)**



With a flexible MBA programme ranging from 15-21 months, students gain exposure through research, industry projects and links to LBS's 33 international partner schools.

**STATS:**

- Top 3\*\* in Finance
- Top 4\* in terms of weighted salary at \$152,981/annum
- Top 5\*\* in Leadership
- 93% of graduates were employed within 3 months

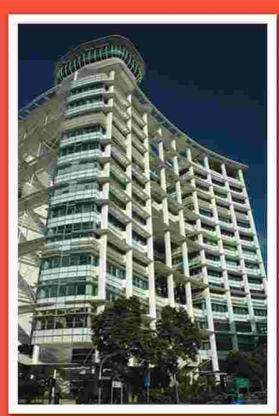
**TUITION FEES: \$112,000**

**ENTRY REQUIREMENTS:**

No degree required if you have an excellent career record (min. 3 years), GMAT or GRE no more than 5 years old.

**ESSEC BUSINESS SCHOOL (SINGAPORE, FRANCE)**

Hailing from Paris, ESSEC set up its first Asia campus in Singapore in 2005. Being one of Europe's top management schools, while it's historically known for highly-specialised courses like its MBAs in Luxury Brands or Hotel management, in Singapore the emphasis is on its versatile, 12-month Global MBA.



**STATS:**

- No. 2\* Advanced Master in Financial Techniques
- No. 5\* Master of Science in Management
- No.7\* in Executive education (open enrollment)
- 92% of graduates are employed 4 months or less

**TUITION FEES: \$87,500**

**ENTRY REQUIREMENTS:**

A minimum of 4 years' work experience (at least 2 years in a managerial role), 3 letters of recommendation, GMAT and a professional resume

**GRE = GRADUATE RECORD EXAMINATION**  
**GMAT = GRADUATE MANAGEMENT ADMISSION TEST**

**Don't just study any business degree...**

# **Stand out with a degree from the University of South Australia Business School.**

## **Morena Koh**

**A-Levels, Singapore  
Graduated in 2011, Bachelor of  
Commerce [Accounting]**

"The University of South Australia Business School provided me with the ultimate platform from which to launch my career. Participating in the Business Career Mentoring program led me to gain a position in Adelaide, in one of the big four accounting firms. If not for the Business School's strong industry connections I may not have found myself in the position I am in today."





University of  
South Australia

Business  
School

## Reach the top with South Australia's top Business School.

- > Accredited by EQUIS, the world's leading business school accreditation body.
- > World-class research in the area of Commerce, Management Tourism and Services as rated by the Australian Research Council.
- > One of only three Australian universities to be awarded a 5-Star MBA ranking for five consecutive years (Graduate Management Association of Australia).
- > Mentoring opportunities for all students and industry networking events.
- > Overseas exchange opportunities to 25 different countries with travel scholarships available.
- > Industry projects and internships in Australia, Hong Kong, Malaysia and Singapore that can add valuable work experience to your resume or CV.

Graduate with real-world experience, confidence and the specialised knowledge to excel in your career.

Sign up for a world-class education.



[unisa.edu.au/business](http://unisa.edu.au/business)

S<sub>1</sub> M<sub>3</sub> A<sub>1</sub> L<sub>1</sub> L<sub>1</sub> I<sub>1</sub> D<sub>2</sub> E<sub>1</sub> A<sub>1</sub> S<sub>1</sub>  
 B<sub>3</sub> I<sub>1</sub> G<sub>2</sub> D<sub>2</sub> R<sub>1</sub> E<sub>1</sub> A<sub>1</sub> M<sub>3</sub> S<sub>1</sub>

**AN INTERVIEW WITH THREE YOUNG LOCAL ENTREPRENEURS**

Taking the road less travelled, Viola, Danny and Cheryl, have established a business before the age of 30. Here are some insights on their homegrown business ventures highlighting the joys and struggles of their journey.



**TIMBRE MUSIC RESTAURANT & BAR**

5 ARMENIAN STREET  
 WWW.TIMBRE.COM.SG

Leading music & bar restaurant, Timbre was founded by former Ublues band member Danny Loong and his business partner Edward Chia. At age 18, while performing locally and internationally, they realised the need for more platforms to support Singapore's bustling music scene.

Danny, now 29 and co-founder of Timbre, advises that young entrepreneurs will have to adapt to the fast-paced environment. "Especially in the food & beverage industry where it is very competitive, you just have to learn on the job quickly," he says. But with his family, friends and a pool of Ublues fans to support the idea, it motivated him to push it further. "Knowing that I have my family and friends as my support, I never gave up and worked towards it."

Building his business to where it is today, Timbre's synonymous with both good food and music. "Aspiring entrepreneurs have to know their own strengths and weaknesses. Do what you are good at and what you like and most importantly, surround yourself with the right people."



**LOVE, BONITO**

WWW.LOVEBONITO.COM

The brainchild of Velda Tan, Rachel Lim and Viola Tan, Love, Bonito is one of Singapore's most popular online retailers with over 43,000 fans on their Facebook page alone. The beautiful trio had one common goal – sharing their love for fashion. "We decided to combine efforts into putting our three unique and individual styles together to provide a one-stop shopping destination," said Viola, 28, one of the co-founders.

It was 6 years ago when they decided to venture into the retail business. "We were focused and did not once think of canning the idea." With the strong support of their family, Viola also credits the success to the hardworking team of "pixies".

"All my friends shop at Love, Bonito!" she adds.

**CHER'S CUPCAKES**

YELEY BUILDING #01-01

Watching her mum bake Christmas cookies inspired Cheryl Ann to try it out herself – starting small with Betty Crocker pre-mix. At age 22, she is now an experienced cupcake connoisseur. "I used to visit Melbourne where I saw those cupcake shops. I knew that was what I wanted to do, and now I'm here with my very own shop." Indeed, opening Cher's Cupcakes in early 2012 was a surreal experience.

With her hard-fought business acumen, the young and rising entrepreneur is ready to face any challenges to come her way. "I will definitely face bumps along the way, but I'm willing to take that risk and handle them to the best of my ability."

Living by her motto, "live life to express not impress," Cheryl's determination and drive lies in her burning passion for baking: "Find what it is that makes you happy and pursue it. Hard work pays off and when you've seen the results, it is the most accomplishing feeling in the world."

# Bachelor of Business at JCU

## Hospitality and Tourism Management

*I was taught by experienced lecturers who were ever ready to equip us with practical knowledge to confront real situations in our professional careers. The campus offers a great environment where teamwork is put into practice and allow students to learn, listen and exchange ideas in different fields.*

*JCU Singapore has taught me that learning doesn't stop in the classroom.*

*-Zalmund Seet*

To find out more, email [enquiries@jcu.edu.sg](mailto:enquiries@jcu.edu.sg) or call 8222 6833

*Creating a brighter future for life in the tropics world-wide through graduates and discoveries that make a difference*



# BENEFITS OF AN MBA

Arming yourself with an MBA not only allows you to climb the corporate ladder a little faster than the rest, it definitely aids in separating yourself from the herd. You don't have to be a business student to begin with – according to Businessweek, most MBA graduates do not come from a typical business degree programme, and universities these days are seeing students from the healthcare, human resources and engineering.

## Here's MBA by the numbers:

# \$40,000

The average MBA grad gets \$40,000 more per annum compared to a Bachelor's degree holder.  
– *Graduate Management Admission Council (GMAC)*

# 35%

of graduating MBAs head into the finance industry.

– *Harvard Business School*

# 25-34

Average age of students pursuing an MBA.

– *Financial Times*

# 73%

Full-time MBA graduates earn roughly 73% more than their pre-MBA salary. – *Global Management Education Graduate Survey, HowtoMBA.com*

### Some highest-paying MBA-grad jobs include:

**Business & Financial managers \$125,390**

**Sales managers \$127,260**

**Computer and Information Systems managers \$132,863**

**Natural Sciences managers \$133,750**

**Engineering managers \$136,305**

**Marketing managers \$146,375**

**Chief Executive Officers \$198,750**

\* All salaries are in SGD.

# 14

Number of schools in Singapore that currently offer an MBA degree.

– *Find-MBA.com*

## Why Choose an MBA:

According to CIO Magazine (a trade magazine for IT firms), attaining an MBA gives you leverage and credibility over your other business colleagues, as well as the communication skills needed to remain competitive in the ever-changing world of business.

Pursuing an MBA has many advantages, but ultimately it gives you an opportunity to reset your career and try out other directions.

– *Matthew Prince (co-founder of CloudFlare, Project Honey Pot and Unspam Technologies)*

Besides the job opportunities and salary increase, getting an MBA is your best bet to exceptional networking as you'll be in touch with fellow students that have worked in big firms. Additionally, with the support from the school's faculty and alumni, you could be connected to employment placements that were once out of your reach.

– *Association of MBAs*

Gain a  
**GLOBAL PERSPECTIVE**  
*in*  
**BUSINESS**



Singapore



Sydney



Dubai

Begin Your  
Journey

BACHELOR  
*of*

**BUSINESS  
ADMINISTRATION**

Introducing

Tri-City  
Programme



S.P. Jain  
School of Global  
Management

DUBAI • SINGAPORE • SYDNEY

CPE Registration Number: 2005165544Z (May 2011 to May 2017)  
CRICOS Code: 03335G

[WWW.SPJAIN.ORG](http://WWW.SPJAIN.ORG)

# Global Potential

Discover your strengths  
with SIM Global Education

**Madeline Tham**

*Student*

*Bachelor of Science (Honours) in Banking and Finance  
University of London, UK*

Today, SIM Global Education continues to be a top education choice and that's because of our 98,000 graduates who have enjoyed a holistic learning experience.

With close to 50 years of training and education heritage, SIM Global Education is well positioned to offer a wide selection of Master's, Bachelor's and Diploma courses through close partnerships with reputed international universities. Global networking opportunities and career preparation courses further equip our graduates with a competitive advantage in today's constantly evolving workplace. Expect an education that is designed to **bring out the best in you.**

## University Partners Listing

- RMIT University, Australia
- The University of Sydney, Australia
- University of Wollongong, Australia
- IMI International Hotel Management Institute Switzerland
- The University of Manchester, UK
- The University of Sheffield, UK
- The University of Warwick, UK
- University of Birmingham, UK
- University of London, UK
- University of Stirling, UK
- University at Buffalo, The State University of New York, US

## UPCOMING EVENTS

### Open House@SIM

**Date:** 8 & 9 Mar  
(Fri & Sat)

### Breakfast Network for Parents

**Date:** 9 Mar (Sat)  
**Time:** 9am

**Register online now.**

Members of The SIM Group



+65-6248-9746

study@sim.edu.sg

www.simge.edu.sg

facebook.com/globalsim

### Empower

Choose your ideal academic pathway from over 50 full-time and part-time programmes

### Enrich

Equip yourself with an education that prepares you for the future

### Experience

Expand your horizons and global network with year-round activities



Cert No: EDU-2-2004  
Validity: 20/03/2010 - 19/05/2014

Singapore Institute of Management Pte Ltd  
CPE Registration Number: 199607747H  
Period of Registration: 20 May 2010 - 19 May 2014