A world that celebrates lifelong pursuit of knowledge

Step into SIM and you will enter a world dedicated to higher education, lifelong learning, professional development and the pursuit of interest. It is a world that celebrates learning.

It is a world that connects people and minds – fresh-faced school leavers, working professionals and even elderly learners in the pursuit of knowledge. It is a world where cultures meet – local and international students, different races and experiences, all mingling without barriers. It is a world that builds and nurtures people, enhancing their values in life.

It is a world that works based on trust.
SIM BRANDS

SIM serves the world through its commitment in various areas. Each facet of the SIM world is dynamic, vibrant and true to its mission.

SIM. A premier membership society.
The Singapore Institute of Management (SIM) is the largest and most comprehensive solutions provider of higher education and professional training in Singapore. It was founded in 1964 as a membership society under the Economic Development Board and today, boasts over 27,000 corporate and individual members. Its extensive range of membership programmes, activities and resources provide an important nexus for SIM students and members to network and learn. It is a not-for-profit organisation.

SIM UNIVERSITY (UniSIM)
The only privately-funded Singapore university, UniSIM is dedicated to the quality education of working professionals and adult learners. UniSIM is approved by the Ministry of Education to issue recognised local university degrees. UniSIM promotes lifelong learning and adopts a flexible and practice-focused learning approach. It offers more than 40 academic programmes across multi-disciplines. Current student enrolment stands at 8,000.

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, both school leavers and working adults. It also offers part-time programmes. Its enrolment stands at more than 16,000.

PROFESSIONAL DEVELOPMENT
More than 14,000 professionals benefit annually from the vast selection of short, executive training programmes, seminars, workshops and conferences offered by SIM Professional Development. Its in-company training and consultancy services help companies optimise effectiveness in various fields of management and human resource development.
VISION, MISSION, CORE VALUES AND COMMITMENT

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 CORE VALUES
Trust and respect for the individual
Teamwork
Open and timely communication
Performance excellence
Spirit of innovative adventure

OUR QUALITY POLICY
We are dedicated to continuously improve our services and to consistently exceed the expectations of our customers.

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.
CORPORATE INFORMATION

The Singapore Institute of Management is a not-for-profit professional membership organisation. It was incorporated and registered under the Societies Ordinance (Ch. 228) on 28 November 1964. The principal activities of the Institute include membership services, the provision of human resource development and training opportunities, and consultancy and in-company training in Singapore and the region. Since its inception in 1964, SIM has grown to become the premier management and human resource development organisation in Singapore.

Registered Addresses / Headquarters
SIM Headquarters & SIM University
461 Clementi Road
Singapore 599491

Centres
SIM Management House
41 Namly Avenue
Singapore 267616

SIM Clementi Centre
535A Clementi Road
Singapore 599490

Contact Information
SIM University
Tel: (65) 6248 9777
Fax: (65) 6763 9077
Email: student_recruitment@unisim.edu.sg
Website: www.unisim.edu.sg

SIM Global Education
Tel: (65) 6248 9746
Fax: (65) 6462 9411
Email: study@sim.edu.sg
Website: www.sim.edu.sg

SIM Professional Development
Tel: (65) 6246 6746
Fax: (65) 6467 4401
Email: exec@sim.edu.sg
Website: www.sim.edu.sg

SIM Membership Services
Tel: (65) 6468 8866
Fax: (65) 6462 5751
Email: membership@sim.edu.sg
Website: www.sim.edu.sg

Charity registration number
00180

Society registration number
84/64

Charity Trustees
British & Malayan Trustees Ltd
1 Coleman Street
#08-01 The Adelphi
Singapore 179803
(Date of appointment: 4 June 1974)

Estate and Trust Agencies (1927) Limited
51 Emerald Hill Road
Singapore 229327
(Date of appointment: 31 May 1986)

Principal Banker
Citibank, N.A.
3 Temasek Avenue
#17-00 Centennial Tower
Singapore 039190

Lawyer
Ramdas & Wong
36 Robinson Road
#10-01 City House
Singapore 068877

Auditor
Deloitte & Touche
6 Shenton Way, #32-00
DBS Building Tower Two
Singapore 068809
GROWTH AND VITALITY IN THE WORLD OF SIM

2007 was a dynamic and exciting year for the SIM Group. Each of our three entities – SIM, SIM University (UniSIM) and SIM Pte Ltd – pushed forward with their growth plans, addressing issues and surmounting challenges that the year presented in inimitable style.

The net result, I am happy to say, is growth for each of them in their individual spheres, which in turn strengthens the foundation and reinforces the mission of the SIM Group.

BRAND SYNERGIES

The SIM “ecosystem” allowed us to have diversity within the unity of the SIM heritage that has earned the trust of all our stakeholders. Leveraging on this heritage at the core, the three inter-related brand offerings enabled each entity to operate autonomously with sharper focus. They were able to define their scope, review strategies and chart their own growth paths, yet remaining aligned with the broader vision and mission of the larger SIM Group.

The synergy created by the SIM Group’s three differentiated brands is founded on one compelling vision – continuing pursuit of higher education and professional development of individuals to maximise their potential. This is a lifetime value proposition that the world of SIM offers to our members, students, alumni and the public at large.

Only in the SIM world can one find a holistic vision and approach to lifelong education and self development that prepares one for an effective work life, career upgrading and enrichment, and eventually towards self actualisation in one’s silver years.

SIM MEMBERSHIP HAS ITS PRIVILEGES

Membership at SIM swelled to over 27,000 individual and corporate members. Its experience and stature were effectively harnessed and translated into a targeted range of programmes and privileges for members. Members were able to tap on SIM’s unique strengths in three key areas – thought leadership, networking opportunities and industry collaborations.

In 2007, SIM continued to champion thought leadership through industry wide forums, presenting speakers such as world renowned futurist and global thinker, John Naisbitt. Through activities like the Interest Group Convention and sponsorship of the ASEAN & Asia Forum 07, SIM helped our members to access knowledge exchange and business opportunities. More networking opportunities were provided through a varied calendar of individually focused and thematic seminars, talks and social events.

MAKING ITS MARK

UniSIM continues to strengthen its social mission in promoting lifelong learning. Amidst much debate about the setting up of the 4th publicly-funded university, UniSIM’s unique niche
was more firmly established, as Singapore's first and only privately-funded university approved by the Ministry of Education (MOE) to award local university degrees, and dedicated to working professionals and adult learners. Reflective of the strong endorsement by the community, UniSIM's enrolment grew rapidly to 7,400 in 2007. Several firsts were achieved at the University in 2007. New programmes such as the Bachelor of Arts in Translation and Interpretation, was launched to respond to real needs in the economy. The General Studies Programme, the first of its kind in Singapore, encourages lifelong learning by offering adults of all ages a flexible framework to design and pursue a range of courses of their choice and learn at their own pace.

Unisim actively pursued academic and industry partnerships which contribute to the quality, diversity and practicality of its programme offerings and teaching. To make tertiary education even more accessible to the people here, UniSIM offered more than $500,000 to deserving students in scholarships, sponsorships and financial aid.

Wisely, the University had focused on laying strong foundations for the future, focusing on adding breadth and depth to its academic offerings through its four schools, growing its academic and staff strength, improving quality and professionalism and investing in education resources such as e-Learning technology to cater to changing modes of delivery in education.

The UniSIM Alumni Network was set up to foster intellectual and emotional connection between the university and its graduates.

In more ways than one, UniSIM is gaining a standing equal to other publicly-funded local universities. MOE teachers for instance, are now able to select from UniSIM's wide range of programmes across disciplines for their studies, and have their degrees accepted by their employer for career upgrading. Eligible local adult learners can expect to enjoy generous government funding for their education at UniSIM soon.

Widely, the University had focused on laying strong foundations for the future, focusing on adding breadth and depth to its academic offerings through its four schools, growing its academic and staff strength, improving quality and professionalism and investing in education resources such as e-Learning technology to cater to changing modes of delivery in education.

The UniSIM Alumni Network was set up to foster intellectual and emotional connection between the university and its graduates.

In more ways than one, UniSIM is gaining a standing equal to other publicly-funded local universities. MOE teachers for instance, are now able to select from UniSIM's wide range of programmes across disciplines for their studies, and have their degrees accepted by their employer for career upgrading. Eligible local adult learners can expect to enjoy generous government funding for their education at UniSIM soon.

Wisely, the University had focused on laying strong foundations for the future, focusing on adding breadth and depth to its academic offerings through its four schools, growing its academic and staff strength, improving quality and professionalism and investing in education resources such as e-Learning technology to cater to changing modes of delivery in education.

The UniSIM Alumni Network was set up to foster intellectual and emotional connection between the university and its graduates.

In more ways than one, UniSIM is gaining a standing equal to other publicly-funded local universities. MOE teachers for instance, are now able to select from UniSIM's wide range of programmes across disciplines for their studies, and have their degrees accepted by their employer for career upgrading. Eligible local adult learners can expect to enjoy generous government funding for their education at UniSIM soon.

With renewed emphasis on building and sustaining a quality workforce, UniSIM is set to play an even more important role in the continuing education and training of adult learners.

STRONG PERFORMANCE. PREFERRED CHOICE.

SIM Pte Ltd's (SIMPL) two education brands, Global Education and Professional Training & Development, capitalised fully on their advantaged positions and turned in creditable performances.

Student enrolment for overseas degree programmes offered by SIM Global Education hit a record high of more than 16,000 at the end of 2007. SIM Professional Development remained a premier choice for executives and professionals in the area of corporate training.

Against market concerns with quality and reliability of private educational organisations, SIM Global Education stood out as an industry beacon in continuing to provide quality standards and assurance to our students. In this respect, it is guided by an International Academic Panel and leverages the academic expertise of SIM University in the implementation of an internal quality process and to ensure academic rigour.

SIM Professional Development continued to buzz with a full calendar of executive training opportunities for professionals and management staff in 2007. It continued to be the employers' choice for short-term professional training, winning an industry award as a mark of recognition. The business unit worked closely with its pool of employer clients, designing HR development programmes to meet the needs of clients. 2007 was also a year of re-engineering for SIM Professional Development, as it refocused its strategy to ensure its continued leadership in the executive development market.

LOOKING AHEAD

The Governing Council and I look forward to 2008 which promises to be another exciting year of growth and new possibilities for the SIM Group. The Group will continue to sharpen its focus and streamline programmes to adequately meet new and growing needs and face challenges posed by a global economy.

It has been my honour to serve on the SIM Governing Council, working with distinguished industry leaders and the various boards of the SIM Group. My sincere thanks to the entity CEOs, all of whom deserve credit for their stewardship and ability to work together for the greater vision and mission of the SIM Group.

A new International Academic Panel was appointed to guide SIM Group in its implementation of educational services to maintain the excellent standards achieved and relevance to market needs. I would like to record my sincere appreciation to the services rendered by each of the outgoing academic panel members for 2006 and 2007.

My appreciation also to each and every one of our management teams and staff for their dedication and passion, without which, the success we all enjoyed would not be possible.

RICHARD Y. M. EU
Chairman
SIM Governing Council
2007 was a year of unprecedented growth, powered by the synergies of a streamlined structure and strong, focused branding for its core services. Group revenues rose to $158m, an increase of 27 per cent over 2006.

The year began with a three-month concerted brand building campaign that resonated with our audiences and restated SIM’s reputation as the ‘One Name You Can Trust’ in education and professional training. Each of the SIM brands reinforced the value propositions of the Group, a professional, dynamic and committed force in providing excellent education and membership services. The high profile campaign was seen in print ads, on painted buses, online media and bus shelters.

Staff, lecturers, students and members alike could better identify with the strong and focused brand identities that were specially created for SIM’s core services.

As an ecosystem rather than a homogeneous entity, the SIM Group offers a unique advantage that other educational service providers would find hard to replicate. From full-time studies for school leavers to part-time and flexi-paced studies for adult learners, continued upgrading and renewal of management skills to networking opportunities and collaboration with industry, SIM Group offers it all.

The twin pillars of a university awarding our own degrees and an autonomous corporatised arm that has strong international partners provide powerful synergies to assure our students and learners of academic excellence and holistic development.

SIM University, with its mission to be a university for the people of Singapore, supported a larger enrolment of 7,400 adults. It also offered financial aid in excess of $500,000 to make academic upgrading more accessible to adult learners.

With SIM Global Education attaining record enrolment of 16,000 students and brisk corporate training engagements at SIM Professional Development, total revenues at SIM Pte Ltd hit $113m, an increase of 30 per cent over 2006.

Our combined individual and corporate membership base grew to more than 27,000. A vibrant stream of activities was organised to cater to the diverse interests of members.
highlight was the hallmark SIM Annual Management Lecture where we presented world-renowned futurist and global thinker, John Naisbitt, to a full-house audience of 850. In line with its social mission, SIM was actively engaged in promoting the initiatives of the Social Innovation Park and sponsored the ASEAN & Asia Forum 07 organised by the Singapore Institute of International Affairs. We were given recognition by the National Arts Council as an Associate of the Arts for our continued support of the performing arts in Singapore.

As a Group, SIM actively sought collaboration with industry partners that would offer win-win benefits. More than 10 memorandums of understanding and tie-ups were successfully sewn together, enabling SIM and UniSIM to explore practice-focused teaching and relevant skills training for our students.

While charging ahead with the dynamic pace of operational growth, the SIM Group was able to maintain a productive and efficient organisation that reaped significant synergies from shared support services – in the areas of IT, infrastructure, academic and information resources, human resource planning and development and communication services.

Duplication was avoided and with cost efficiency, all customers and stakeholders were assured of good value for money services and programmes.

SIM has performed remarkably well in 2007 amidst industry and market challenges. More challenges ahead are to be expected as SIM continues to operate in an increasingly competitive learning environment with heightened expectations. While we are not complacent, we are confident that we shall rise up to the challenge of staying relevant and strengthening our position as a leader in the educational and corporate training landscape.

RONALD TAN
Executive Director
Singapore Institute of Management
The year has been both exciting and rewarding as we put into place programmes to deepen our footprint as the only private Singapore university dedicated to adult learners and to promoting lifelong learning.

UniSIM’s enrolment grew steadily to 7,400 adult students across the 42 programmes offered by our four schools. More working professionals are coming for higher education and management skills upgrade.

The strong emphasis on continuing education and qualification upgrading provided impetus for our efforts but it is the focus, dedication and hard work of our staff which made a telling contribution.

We focused our work on several fronts concurrently – improving the quality and variety of our programmes by seeking collaborations with academia, institutions and industry; tailoring our programme delivery to the needs of our adult students; and building our alumni network.

NEW PROGRAMMES AND COLLABORATIONS

We launched five new degree programmes in 2007, each targeted at an unfilled niche. These include Singapore’s first Bachelor of Arts in Translation and Interpretation (BATI), Bachelor of Science in Business Analytics, Bachelor of Counselling, Bachelor of Social Work and the General Studies Programme.

In being the first in Singapore to introduce a General Studies Programme, we presented a unique and flexible study approach that allows students to design their own programme of study, acquire knowledge and skills, satisfy their interest in a broad range of areas, and set their own pace of learning. The programme will commence in 2008, and is expected to draw interest from a diverse group of adult learners.

More than 10 alliances were forged as we sought industry, university and government collaborations to extend practice-focused programmes to various groups of working adults. The collaboration partners include the Workforce Development Agency, Tax Academy of Singapore, Institution of Engineers Singapore (IES) Academy, HomeTeamNS, Council for Third Age, Athabasca University, Beijing Foreign Studies University and ICT players like Transition Systems and Playware Studios.

Several more new programmes, including three undergraduate programmes in Aerospace Systems, Human Resource Management, and Visual Communication with Business, as well as four Master’s degree programmes in Taxation, Technology Entrepreneurship, Open Source Software Management, and Environmental Science will soon be launched. The ability to respond to individual and industry needs is one of the cornerstones of UniSIM’s success.
MAKING UNIVERSITY EDUCATION ACCESSIBLE TO MORE PEOPLE

Through the UniSIM Financial Aid Scheme set up in 2006, the University gave out more than $500,000 in scholarship awards to outstanding students, study sponsorships for staff of NTUC and SAFRA, as well as in financial assistance to help 50 deserving students with their fees.

UniSIM collaborated with the National Kidney Foundation (NKF) to provide free training to NKF volunteers over the next five years to equip them with skills and techniques to counsel kidney patients.

USING TECHNOLOGY CREATIVELY

UniSIM's e-Learning system is a pillar in our ability to provide flexible learning and programme delivery. It complements our two other major learning pillars – comprehensive course materials and effective tutorial support. For this reason, increased focus has been placed on enhancing our e-Learning mode.

This year, all Tutor Marked Assignments (TMA) went electronic, giving our students the convenience of submitting their TMAs online via the BlackBoard Management System.

Technology was also used to help us serve our students more efficiently. UniSIM put in place a Customer Relationship Management system in August 2007. A new Student Management and Administration System is also being designed.

STRONG ACADEMIA, BETTER QUALITY

We deepened our academic pool of expertise by doubling the number of academic staff and also embarked on a strategy to blend e-Learning with classroom learning, making possible learning anytime, anywhere.

We also enhanced teaching standards by putting our lecturers, especially associate and new lecturers, through general and subject training. To help our associate faculty keep up to date with trends and developments, UniSIM organised the Annual Teaching-Learning Symposium during which expert speakers shared ideas and trends in education with UniSIM and SIM Global Education associate lecturers and tutors.

Our newly formed Centre for Applied Research also made headway in its role of focusing on research on learning and teaching pedagogies which can be tapped by both UniSIM and SIM Global Education.

ENGAGING ALUMNI

The UniSIM Alumni Network was launched in October to 8,000 members who are graduates of UniSIM and our partner universities, including The Open University of the UK, and Beijing Normal University. It opens an exciting channel for lifelong intellectual and emotional connectedness between the university and graduates past and future. The large resource pool offers tremendous potential to be tapped.

POISED FOR TAKE OFF

UniSIM is on a steady growth track and rapidly consolidating our unique position as Singapore’s only privately-funded university catering to adult education since our founding in April 2005. The strong positive response to date from our target adult audiences validates our mission and underscores the need for well-trained professionals in building a strong economy.

The path ahead for the future is very clear – to continue to open more pathways and widen access to advanced learning while continuing to improve our capabilities, quality and expertise, leveraging technology to enhance classroom teaching.

I thank all our partners, lecturers, staff and supporters for their dedication in laying a strong foundation for UniSIM. Together, we will build a university that is truly for the people of Singapore.

PROFESSOR CHEONG HEE KIAT
President
SIM University
SURFING THE WAVES, SCALING NEW HEIGHTS
SIM Pte Ltd (SIMPL) enjoyed another year of sterling growth in 2007. Our full year revenue grew to $113m, an increase of 30 per cent over 2006, primarily from increased student enrolments for our overseas degree programmes and strong support for our corporate training courses.

We continued to derive benefits from the consolidation of our two education brands – SIM Global Education and SIM Professional Development – and the sharper focus on our core competencies of higher education and professional development.

Our tertiary education brand, SIM Global Education, maintained its prime mover status as a premier private education organisation in Singapore, providing tertiary students with holistic and quality education while also focusing on character building and development through a host of activities and a rich campus life. Through our rigorous quality assurance process and selective collaboration with overseas universities, our students work towards getting recognised and branded overseas degrees that prepare them for the employment market. This has been a winning factor with our students, whose numbers swelled to more than 16,000 in 2007.

We also enjoyed healthy growth in our foreign student enrolment, as young people in the region increasingly recognise the value of achieving a prestigious degree at SIM at affordable fees while still enjoying the comfort and familiarity of an Asian culture.

Independent government validation for our quality came from the successful renewal of our SQC status. Against a setting of reliability and reputation problems experienced by industry players in 2007, SIM Global Education enjoyed market and student endorsements, increased its enrolment, achieved awards and successfully developed more young talents for the market place by graduating more than 5,000 students in 2007.

SIM’s relationships with our partner universities remained strong. In 2007, new programmes were launched with the University at Buffalo, University of Wollongong and University of Warwick; bringing the number of programmes offered by SIM Global Education to more than 50.

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

“SIM is able to differentiate itself through a rigorous academic and quality assurance process put in place for the benefit of students and their families.”
MAINTAINING WORLD CLASS ACADEMIC STANDARDS

SIM is able to differentiate itself through a rigorous academic and quality assurance process put in place for the benefit of students and their families. It draws guidance from an International Academic Panel which comprises established academics from various reputable international universities. The panel meets yearly to review and offer advice on our programmes, curriculum and operations. It also leverages the strength of an Academic Board, chaired by the President of SIM University (UniSIM). The Academic Board oversees matters relating to programme partnerships and presentation, examinations and assessments, as well as student admission.

The strength in our academic standards is best illustrated in the record number of 51 first class honours achieved by our students on the University of London (UOL) degree programmes. Worldwide, SIM students once again ranked among the top performers in the UOL programmes.

SIM Global Education also adopted a system of getting feedback on teaching quality and experience from students, as part of its aim of achieving customer satisfaction and maintaining high teaching standards.

Student activities on campus attest to the rich campus life that our students enjoy through their years of study, whether in the sporting arena, music, arts and culture or simply networking with the multi-racial, international student body.

To cater to the enlarged student population, we are actively exploring ways to support our students and lecturers with better facilities. These include plans to provide more classrooms, lecture theatres and recreational facilities, enhancement of the library and leveraging technology to enhance classroom teaching.

THE PREFERRED PARTNER FOR PEOPLE DEVELOPMENT

In 2007, SIM Professional Development ran more than 200 courses, totaling 800 public sessions and in-company programmes, attracting participation from more than 14,000 professionals across the region.

Through the year, we have redefined and sharpened SIM Professional Development’s focus on the needs of the marketplace, providing training aligned to market needs. Increasingly, it has started to play the role of a strategic partner in human capital development with our clients.

SIM Professional Development won in five categories of the HR Vendors of the Year awards in 2007, a competition that was organised by HR Magazine. The awards were based on voting by corporate customers, affirming SIM Professional Development’s status as the preferred partner for people development for businesses and corporations.

This is the position we will continue to adopt moving forward, as we work with employers and corporations hand-in-hand, to provide human capital development services that meet their specific business needs, and to bring quality corporate training to more management staff and professionals, to help them meet the rapidly changing needs of the new economy.

MOVING FORWARD

We expect the year ahead to be dynamic and challenging for SIMPL. We remain committed to building on the things we do well while seeking to stay ahead in the very competitive environment.

Like every industry in the modern economy, we cannot and will not keep on doing things the same way. We will channel our resources to strengthen key operation areas and drive excellence – quality of staff, programmes, customer service, facilities, processes and systems. At the same time, we will continue to examine our business model, to ensure that we stay relevant to market demands and continue to create value for all who come to us.

LEE KWOK CHEONG
Chief Executive Officer
SIM Pte Ltd
SIM GOVERNING COUNCIL

Chairman
MR RICHARD Y. M. EU
Group CEO
Eu Yan Sang International Ltd

Vice-Chairman
MR RAYMOND KWOK
Managing Director
Huang Jia

MR R DHINAKARAN
Managing Director
Jay Gee Group of Companies

MS PENNY LOW
Chairman
PCF Punggol North

PROFESSOR BERNARD TAN
Professor of Physics
Department of Physics
National University of Singapore

DR ROSEMARY TAN
CEO
Veredus Laboratories Pte Ltd

HONORARY CHAIRMEN

DR RICHARD K M EU
MR TAN CHOK KIAN

NOMINATING COMMITTEE

Chairman
MR RICHARD Y. M. EU

Members
PROFESSOR CHAM TAO SOON
MR R DHINAKARAN
MR RAYMOND KWOK

GROUP FINANCE & AUDIT COMMITTEE

Chairman
MR R DHINAKARAN

Members
MR HAN VO-TA
Managing Director
Vota Management Pte Ltd

MR VICTOR vier CHENG SAN
Corporate Advisor
Temasek Holdings Pte Ltd

MR JOHN LIM

14
PERSPECTIVES OF SIM
MR TAN SOO JIN
Director
Gattie-Tan Soo Jin Management Consultants Pte Ltd

MR NOEL HON
Chairman Emeritus
NEC Asia Pte Ltd

MR JOHN LIM
Board Member
NTUC FairPrice Co-Operative Ltd

MR DOUGLAS FOO
CEO
Apex-Pal International Ltd

Special Advisor to SIM Group
PROFESSOR CHAM TAO SOON
Chancellor and Chairman
SIM University Board of Trustees

Ex-Officio
MR RONALD TAN
Executive Director
Singapore Institute of Management

President Emeritus
Nanyang Technological University

REMUNERATION COMMITTEES
Chairman
MR TAN SOO JIN

Members
MR NOEL HON
PROFESSOR BERNARD TAN
MR RONALD TAN

INVESTMENT COMMITTEE
Chairman
MR RAYMOND KWOK

Members
MR R DHINAKARAN
MR NOEL HON

MEMBERSHIP COMMITTEE
Chairman
MR RAYMOND KWOK

Members
MR DOUGLAS FOO
MS PENNY LOW
DR ROSEMARY TAN
SIM UNIVERSITY
BOARD OF TRUSTEES

Chairman
PROFESSOR CHAM TAO SOON
Special Advisor to SIM Group
Chancellor
SIM University
President Emeritus
Nanyang Technological University

PROFESSOR CHONG CHI TAT
University Professor
Department of Mathematics
National University of Singapore

MR ER KWONG WAH
Executive Director
EASB Institute of Management

MR ONG BOON HWEE
Chief Operating Officer
Singapore Power Ltd

MR PERRY LIM
Director
Higher Education Division
Ministry of Education, Singapore

MR ONG YE KUNG
Chief Executive
Singapore Workforce Development Agency

Ex-Officio
PROFESSOR CHEONG HEE KIAT
President
SIM University

Secretary to The Board of Trustees
MR SEAH CHIONG TIAN
Vice-President (Administration)
SIM University
(up to 29 February 2008)
PERSPECTIVES OF SIM

MR RICHARD Y. M. EU
Group CEO
Eu Yan Sang International Ltd

MR HAN VO-TA
Managing Director
Vota Management Pte Ltd

MR LEE KWOK CHEONG
CEO
SIM Pte Ltd

MR RONALD TAN
Executive Director
Singapore Institute of Management

DR ALINE WONG
Academic Advisor
SIM University

DR N VARAPRASAD
Chief Executive
National Library Board

FINANCE & AUDIT COMMITTEE
Members
MR HAN VO-TA
MR ONG YE KUNG
MR N VARAPRASAD
PROFESSOR CHEONG HEE KIAT

ESTABLISHMENT COMMITTEE
Chairman
PROFESSOR CHAM TAO SOON
Members
MR ONG BOON HWEE
MR RONALD TAN
DR ALINE WONG
PROFESSOR CHEONG HEE KIAT
SIM PTE LTD
BOARD OF DIRECTORS & COMMITTEES

Chairman
MR HSIEH FU HUA
CEO
Singapore Exchange Ltd

MR R DHINAKARAN
Managing Director
Jay Gee Group of Companies

MR RAYMOND KWOK
Managing Director
Huang Jia

MR LEE KWOK CHEONG
CEO
SIM Pte Ltd

PROFESSOR CHAM TAO SOON
Special Advisor to SIM Group
Chancellor & Chairman
SIM University Board of Trustees
President Emeritus
Nanyang Technological University

MR RICHARD Y. M. EU
Group CEO
Eu Yan Sang International Ltd

SIM INTERNATIONAL ACADEMIC PANEL

Chairman
PROFESSOR CHAM TAO SOON

PROFESSOR HAL KENDIG
National Convenor,
ARC/NHMRC Research Network in Ageing Well
Faculty of Health Sciences
University of Sydney

DR LIM SER YONG
Executive Director
Singapore Institute of Manufacturing Technology

PROFESSOR NEO BOON SIONG
Director
Asia Competitiveness Institute
Lee Kuan Yew School of Public Policy
National University of Singapore

PROFESSOR PANG ENG FONG
Dean
Lee Kong Chian School of Business
Singapore Management University

18
PERSPECTIVES OF SIM
PERSPECTIVES OF SIM

MR VINCENT CHIN
Director
Boston Consulting Group

MR VICTOR LIEW CHENG SAN
Corporate Advisor
Temasek Holdings Pte Ltd

MR RONALD TAN
Executive Director
Singapore Institute of Management

MR RONALD TAN
Executive Director
Singapore Institute of Management

MR ONG BOON HWEE
Chief Operating Officer
Singapore Power Ltd

REMUNERATION COMMITTEE
Chairman
MR RAYMOND KWOK

Members
MR VINCENT CHIN
MR RONALD TAN
MR LEE KWOK CHEONG

DR FRITS PANNEKOEK
President
Athabasca University

MR WILSON TAN
President
Singapore Computer Society

PROFESSOR HOWARD THOMAS
Dean
Warwick Business School
The University of Warwick

PROFESSOR JOHN M THOMAS
Dean
School of Management
University at Buffalo
State University of New York

PROFESSOR CHEONG HEE KIAT
President
SIM University

Ex-Officio

PERSPECTIVES OF SIM
PERSPECTIVES OF SIM

POISED FOR

TAKE
SIM University (UniSIM) is Singapore’s only privately-funded university dedicated to working adults and approved by the Ministry of Education to award its own degrees. In 2007, UniSIM increased its enrolment, launched new programmes in key areas, doubled its academic staff, invested in teaching infrastructure, increased the number of scholarships, widened its strategic partnerships and strengthened its ties with past graduates.

UniSIM has enjoyed tremendous support from the government of Singapore, businesses and other universities. Committed to its mission to provide quality education to working professionals and adult learners, UniSIM took steps to strengthen its academic offerings, both in depth and breadth, as well as in building its teaching faculty, expertise and teaching resources.

ENROLMENT AND PROFILE OF STUDENTS
Total enrolment in 2007 grew to over 7,400 students enrolled in 42 programmes in its four schools, up from 6,300 in 2006. The students hailed from diverse industry backgrounds ranging from teaching, administration, engineering, marketing and sales, IT, to maintenance and services. The age of UniSIM students range from 21 to 71 years old with a mean age of 29 years. There is an almost equal proportion of male and female students.
**NEW PROGRAMMES**

We widened our course offerings in 2007 with five new programmes.

**Bachelor of Arts in Translation and Interpretation** – a programme dedicated to building a talent pool of professional translators and interpreters as well as bi-cultural communicators. The degree, the first undergraduate programme of its kind in Singapore, offers students the opportunity to achieve mastery of Chinese and English, equips them with essential interdisciplinary knowledge and enables them to gain experience in translation technology.

**Bachelor of Science in Business Analytics** – a programme that offers learners the unique opportunity to learn sophisticated quantitative and statistical analysis, predictive modeling and data-mining software tools. These are used to extract decisions and build strategies around data-driven insights.

**Bachelor of Counselling** – a programme accredited by the Singapore Association for Counselling that provides mid-career counsellors and social workers with both theoretical and practical skills in professional counselling.

**Bachelor of Social Work** – a flexible learning programme for those involved in social work and who desire to upgrade their skills. This programme is accredited by the Singapore Association of Social Workers and also supported by the VWO Capability Fund (VCF) Local Training Grant.

**General Studies Programme** – a unique programme that embodies the concept of flexible lifelong learning, allowing adults of all ages to design their own programme of study at tertiary level, at their own pace and time. Launched in August 2007, learners choose from over 150 courses from the 42 programmes currently offered in UniSIM’s four schools. Credits may be accumulated towards a certificate, a diploma or a degree in General Studies. These may also be transferred to UniSIM’s other discipline-specific degree programmes in the four schools.

**INVESTING IN CAPABILITY**

With higher student enrolment and newer programmes, UniSIM doubled its academic staff strength and increased its range...
“UniSIM has enjoyed tremendous support from the government of Singapore, businesses and other universities. Committed to its mission to provide quality education to working professionals and adult learners, UniSIM took steps to strengthen its academic offerings, both in depth and breadth, as well as in building its teaching faculty, expertise and teaching resources.”

Of academic expertise through judicious recruitment of more full-time faculty. The university has also begun e-Learning pursuits and put in place a Learning Management System [MyUniSIM] to enhance its flexible teaching and learning capabilities. All Tutor Marked Assignments (TMA) went electronic, giving UniSIM students the convenience of submitting their written assignments online.

To encourage interest in research and development, particularly research with a practical bent, a Centre for Applied Research was created. Already there are five ongoing developments, with one project – the BT-UniSIM Business Climate Survey – showing some measure of success, generating quarterly reports which are published by The Business Times.

To ensure its teaching staff is kept up to date with trends and developments in education, UniSIM organises annual Teaching-Learning Symposiums (ATLS) for its full-time faculty and part-time associates. Attendees include part-time lecturers and tutors from UniSIM as well as SIM Global Education.

To reflect the university’s increasing focus on e-Learning, last year’s symposium is appropriately themed “Using Technology for Teaching and Learning.” It highlighted how
POISED FOR TAKE OFF

Technology could be used to enhance UniSIM’s programme delivery, and how e-Learning could be effectively adopted through on-line tutoring, various online teaching approaches, development of e-courses, and applications of open source software. Other topic offerings included the impact of digital technology on education, whole brain thinking and learning, and the interface between literature, culture and writing skills.

UNIVERSITY FOR THE PEOPLE HERE

In 2007, UniSIM committed more than $500,000 to make university education more accessible to our population here. It gave out 13 scholarship awards, sponsored 50 students from SAFRA and NTUC, and helped some needy students with their school fees.

Recognising the busy schedules of working adults, UniSIM implemented a Customer Relationship Management system in August, enabling call centre staff to quickly identify students who call in. This ensures faster and more efficient service to our customers.

SEEKING COLLABORATION, WIDENING OUR NICHE

UniSIM continued to seal strategic partnerships with established universities and industry members to increase student access to specialized knowledge and relevant skills sought by industries. It also collaborated with social institutions to widen the access of education to more people in the community. This ability and flexibility to respond to individual, industry and social needs are UniSIM’s factors for success.

Memorandums of Understanding (MOUs) with universities

UniSIM continued to forge collaborations with reputable universities to boost our access to resources and open new learning pathways for our students.

In June, a wide-ranging academic alliance was signed with Athabasca University, Canada’s leading open and distance learning university. Both universities will initially collaborate in areas like licensing of courseware for degree programmes, research and curriculum development, and information exchange related to course development. The tie-up will boost instruction, research and learning at UniSIM.

UniSIM and the Beijing Foreign Studies University signed an MOU in June to signal their collaboration in the training of professional translators and interpreters.

An MOU was signed with University at Buffalo, State University of New York, in the United States, allowing UniSIM students to read courses from both universities.

MOUs with institutions

Several MOUs were signed with leading institutions,

The Institution of Engineers, Singapore

Apart from offering preferential annual membership rates to students from the School of Science & Technology, UniSIM and IES also work closely in other activities and projects to provide education and training. In August, the Technology Entrepreneurship (TEN) Programme, with the Executive Master supported under the SPRING Singapore’s Advanced Management Programme (AMP), was launched to provide the necessary tools, knowledge, resources and network for aspiring individuals to conceptual and jumpstart their businesses in the local and global markets.

Singapore Workforce Development Agency

An MOU was signed with the Singapore Workforce Development Agency (WDA) to establish pathways for diploma holders with Singapore Workforce Qualifications (WSQ). These diploma holders can now access an important channel for upgrading through UniSIM’s undergraduate programmes, if they meet UniSIM entry requirements. The first such pathway for entry into the UniSIM Bachelor of Science in Marketing programme was through a WSQ Diploma in Retail Management.

“In 2007, UniSIM committed more than $500,000 to make university education more accessible to our population here.”
Tax Academy of Singapore
This collaboration with the Tax Academy opens Southeast Asia’s first upgrading channel for tax professionals – graduates of the Advanced Tax Programme (ATP) awarded by the Tax Academy will qualify for admissions, with advanced standing, to the Masters in Taxation (MTax) programme conferred by UniSIM.

National Kidney Foundation
UniSIM joined the National Kidney Foundation’s (NKF) Circle of Hearts programme as a Corporate Volunteer. Under the agreement, UniSIM has committed free training to NKF’s friends and supporters for five years. The short courses were customised for NKF by the School of Human Development and Social Services.

HomeTeamNS
The UniSIM-HomeTeamNS Education Sponsorship Scheme, signed in August, opens the way for more than 161,000 HomeTeamNS’ ordinary members, who meet UniSIM’s admission requirements, to continue their education. UniSIM will sponsor up to 50 percent of tuition fees for selected members under a bond-free scheme. This scheme is similar to partnerships signed with SAFRA and NTUC in 2006.

Council for Third Age
UniSIM partnered the Council for Third Age (C3A) to extend flexible tertiary education to senior citizens, at a concessionary rate. Senior citizens who seek to be intellectually engaged may design their own programmes of study by choosing from a wide range of courses under UniSIM’s Learning for Life! Programme while learning at their own pace.

STRENGTHENING TIES, DEEPENING ENGAGEMENTS.
The launch of the UniSIM Alumni Network in October opened an exciting channel for lifelong intellectual and emotional connectedness between the university and graduates past and future.

The SIM Annual Teaching-Learning Symposium was organised to keep its associate faculty abreast of the latest trends in using digital technology for education.

Our members comprise local graduates of UniSIM and partner universities including The Open University, UK, and Beijing Normal University. The network now has close to 8,000 people from diverse backgrounds, professions and industries, representing a rich talent and resource pool. In practice, this offers opportunities to network, foster lifelong learning, personal and professional development, and encourage participation among alumni in the future development of the university.

Membership to the Alumni Network is free. Each member has a free e-mail account and access to an e-portal which offers a directory, information on courses and events, links to career services and facilitation for online requests for transcripts and assistance for reunions.

The first UniSIM alumni event, Unwind Saturday – Meet & Movie, was held on 3 November 2007 at the Golden Village Cineplex, VivoCity. More than 250 alumni turned up for the exclusive private screening of the movie, Stardust, which was preceded by a cocktail reception.

THE PATH AHEAD
UniSIM is on a steady growth track and rapidly consolidating our unique position as Singapore’s only MOE-approved private, local university catering to adult learners since our founding in April 2005. The strong positive response to date from our target adult audiences validates our mission and underscores the need in our globalised economy for well trained professionals.

The path ahead is clear – to strengthen our niche in serving the higher educational needs of adult learners and widen access to a quality, local degree for our population.
SIM Global Education enjoyed another year of sterling growth in 2007, the collective result of developments in enrolment, revenue growth, academic excellence, successful collaboration with our partner universities overseas and the dedicated hard work of our staff.

Our students continued to enjoy and thrive on the unique holistic education we strive to provide – rigorous study programmes and curriculum in collaboration with our renowned partner universities, rich exposure to a multi-cultural learning environment, specially designed developmental programmes, as well as the varied and vibrant student activities on and off-campus.
“Our students continued to enjoy and thrive on the unique holistic education we strive to provide – rigorous study programmes and curriculum in collaboration with our renowned partner universities, rich exposure to a multi-cultural learning environment, specially designed developmental programmes, as well as the varied and vibrant student activities on and off-campus.”
RECORD GROWTH

Student enrolment soared to more than 16,000 in 2007, 15 per cent of whom are foreign students. A total of 13 graduation ceremonies were held as we graduated more than 5,000 students under the various overseas degree programmes.

STAYING ON TRACK, DEEPENING OUR CREDIBILITY

SIM Global Education continued to stay focused on maintaining our strength in collaborating with our partner universities to deliver quality programmes that meet our students’ needs. In the year, we celebrated our 20th year of successful collaboration with RMIT, together with about 5,000 SIM-RMIT students.

SIM-University of London

We continued our strong track record of producing the highest number of top students in the SIM-University of London (UOL) bachelor degree programmes. This year, 51 SIM students scored first class honours, surpassing the previous record of 22.

There were also 10 UOL Achievement Prizes, 12 Letters of Commendation and 20 top scores for 16 papers worldwide. One of the first class honours graduates was awarded a London School of Economics and Political Science (LSE) postgraduate scholarship.

Of the 51, 15 are international students. Eight international students were also awarded Distinction in the Diploma in Economics.

SIM-International Hotel Management Institute

In the International Hotel Management Institute (IMI) programme, launched June 2007, the first cohort of 22 hospitality students has completed their semester at SIM and has moved on to the final semester at the IMI in Kastanienbaum, Switzerland. On completing their degree, the students from three programmes – Bachelor of Arts in International Hotel and Tourism Management, European Culinary Management, and International Hotel Management – may choose to pursue a half-year internship in Switzerland. In addition, they learn German or French to prepare for practical training.

NEW PROGRAMMES LAUNCHED IN 2007

The year also saw the launch of new programmes with some of our partner universities as we seek to widen our programme offerings.

SIM-University at Buffalo Programmes

Three new programmes awarded by the State University of New York were launched in May 2007. These were the Bachelor of Arts in Psychology, Double Degree in Business Administration and Psychology and Double Major in Communication and Psychology.

The undergraduate degree in psychology provides grounding in the science of the mind and human behaviour. It provides students with an excellent liberal arts background and is valuable for almost any type of work that focuses on people.

In addition, academically accomplished students can opt to complete a Double Degree in Business Administration and Psychology or a Double Major in Communication and Psychology. These programmes are offered full-time over nine semesters/three years for the degree programme or twelve semesters/four years for the double degree and double major programmes.

SIM-University of Warwick

The Diploma in Service Leadership programme with Warwick University was introduced in March 2007 as part of our commitment to provide upgrading opportunities for working professionals. Taught by faculty of the Warwick Business School, it provides a critical understanding of the design and delivery of service leadership within organisations and increases the effectiveness of managers and leaders as they apply best practices in customer service.

The Singapore Workforce Development Agency (WDA) awarded the WDA Service Leader Scholarship, each worth $10,640, to 22 eligible SIM students.

SIM-University of Wollongong programmes

A six-month SIM-UOW Foundation Programme was launched in July 2007. Students who complete and pass its foundation programme can proceed to the three-year degree programme.

The Bachelor of Computer Science (Multimedia and Game Development) was launched in October 2007 with about 40 students in the first intake.

ACADEMIC RIGOUR. EXCELLENT PERFORMANCE.

SIM Global Education differentiates itself from other private education organisations through its track record in successfully serving students’ academic pursuit for more than 20 years.

In 2007, the President of SIM University (UniSIM) was appointed to chair the Academic Board for SIM Global
Education. The Academic Board oversees matters relating to programme partnerships and presentation, examinations and assessments, as well as student admission.

In addition, the International Advisory Panel appointed by the SIM Group and comprising established academics from various reputable international universities, meets yearly to review and offer advice on our programmes, curriculum and operations.

The academic rigour and quality assurance process was put in place for the benefit of our students and their families. The strength in our academic standards is best illustrated in the record number of 51 first class honours achieved by our students on the University of London (UOL) degree programmes. Worldwide, SIM students once again ranked among the top performers in the UOL programmes.

VIBRANT CAMPUS LIFE. WINNING WAYS.

Our students showed themselves as winners both in the classroom and in extra-curricular activities. The varied activities organised by the Student Care and Academic Services Division contributed to the vibrancy that was evident on campus and gave every student the opportunity to develop their interests to the fullest.

Five new co-curricular activities (CCA) clubs were added, bringing the total to 38 CCA clubs offering a myriad of sports, arts and other activities. Over 70 workshops with subjects

SCALING NEW HEIGHTS

The SIM Dragons are a formidable force. Seven of them were selected to represent Singapore in the national dragon boat team.

“Student enrolment soared to more than 16,000 in 2007, 15 per cent of whom are foreign students. A total of 13 graduation ceremonies were held as we graduated more than 5,000 students under the various overseas degree programmes.”
ranging from wellness to grooming, career preparation to personal effectiveness, were organised.

Since our first foray in 2006 into sports competitions, SIM sportsmen and women have been making their mark in national and regional competitions.

At the regional level, the SIM Dragon boat team competed against 36 other teams in the Pesta Dragonboat Competition in Penang and clinched a silver and two bronze medals. The team also won two gold medals at the Singapore River Regatta 2007, and a silver and bronze medal at the Institute-Varsity and Polytechnic (IVP) Games and the Prime Minister’s Cup respectively.

The SIM Dragons are a formidable force. They are so outstanding that seven of them were selected to represent Singapore in the national dragon boat team. Very sadly, we lost a student, Jeremy Goh, in the tragedy that happened to the national rowers participating in the Dragon Boat race in Cambodia. Jeremy’s sporting spirit will remain an inspiration to SIM sportsmen and students.

At the Singapore University Games, SIM improved on past wins, taking home four golds, four silvers and five bronzes.

Sporting achievements aside, SIM students also did us proud through their other achievements. For the second year running, an SIM student (Chen HuiXiang, SIM-RMIT) won the Spirit of Enterprise Award 2007. Among the other notable ones included the SIM-UOW team which was short-listed to represent Singapore at the 7th Asia Pacific ICT Alliance Awards (APICTA). The SIM-UOW team beat teams from other tertiary institutions to emerge among the top three in the Tertiary Category.

Two SIM students were the first runners-up in the TATA Crucible International Business Quiz after beating 200 teams to qualify for the finals. Another team emerged champions of the STOMPAIDS 2007 competition organised by the Health Promotion Board for tertiary institutions to promote AIDS awareness.

Not forgetting the arts, SIM Film & Performing Arts Society (FPA) staged its second theatre production, Spilled Milk. It was produced entirely by SIM students, from script-writing to directing and back stage production and was played to full houses on 5 and 6 January.

A new initiative, Junction 461, was launched to help students develop and practise their entrepreneurial knowledge and skills. Students run their businesses on pushcarts along this entrepreneurial corridor.

Among other student activities organised in the year, were a week-long medley of events held during Student Week from 10 to 14 September, and the International Students’ Nite, a special event organised for our international student community, which brought 200 students from different countries together to network and socialise.
PERPECTIVES OF SIM
SIM continues to be the preeminent provider of professional training courses and seminars with the widest scope in Singapore through the SIM Professional Development unit.

Through four decades of experience, SIM has developed a comprehensive portfolio of quality training courses spanning leadership and soft skills across multiple corporate domains.

While SIM Professional Development continues to be the one-stop destination for professional training, we are not resting on our laurels. The year has also been spent reviewing, redefining and focusing SIM Professional Development’s future role and strategies, in response to the paradigm shifts in human capital development in Singapore and the globalised economy.
REFINING FOR GROWTH

A BUSY YEAR
In 2007, SIM Professional Development ran over 500 public seminars and 280 customised in-company programmes, training around 14,000 executives and professionals.

A new focus on large-scale events was initiated with the launch of the ‘Disney Keys to Excellence’ conference with the Disney Institute in January. This was the first time such a programme has been offered in the region, attracting more than 250 delegates from across multiple industries. Due to such a success, a second session has been planned for 2008.

Another mega event was the ‘MindMap® Festival’ held in November at SIM. The festivities were anchored by the Global MindMap® Conference, with MindMap® inventor Tony Buzan as the keynote speaker. Some 500 delegates took part in the conference, taking in the collective wisdom and sharing of more than 20 local and international speakers. A giant MindMap®, drawn by 1,850 students from various primary schools, was unveiled by Dr Aline Wong, setting new records in the Singapore Book of Records and the Buzan Book of Mental Records.

In addition to the training programmes, a variety of activities designed to enhance SIM Professional Development’s brand reputation as a thought leader and provider of quality training programmes were organised. These were acknowledged by industry practitioners who voted for SIM in the Human Resources magazine’s annual HR Vendors of the Year Awards 2007. SIM was conferred top honours for excellence in providing training in these categories:

- Winner, Training & Education Vendor of the Year
- Best Training & Education Vendor of the Year, Financial Services (Joint-winner)
- Best Training & Education Vendor of the Year, IT & Telecommunications
- Best Training & Education Vendor of the Year, Manufacturing – Other
- Best Training & Education Vendor of the Year, Wholesale & Retail

NEW FOCUS, NEW DIRECTIONS
The executive training and education industry is highly competitive, with low barriers to entry and many players leveraging either on past reputation or foreign partners to cement their appeal. Concurrently, in the fast changing globalised economy, both the demand by employers for professionals equipped with the right hard and soft skills to drive their businesses, and by professionals for quality training to enhance their employability, have opened new opportunities for training providers.

The economic growth in Singapore and the region has created a vacuum in the talent pipeline, both local and foreign, in all sectors of industry and government.
Recent studies by global research organisation, The Conference Board, have also revealed that finding qualified managerial talent, management succession and finding qualified skilled workforce are key challenges faced by most organisations. A low barrier of entry has further created a saturated market of executive education providers, ranging from internationally renowned institutions to freelance trainers.

SIM Professional Development has devised a strategy that would ensure its continued leadership in the executive development market by positioning itself to be the preferred learning and development partner. To achieve this aspirational goal, significant restructuring and expansion of the organisation is required to develop and acquire the capabilities to understand, analyse, propose and deliver development programmes for corporate customers that are aligned to their business needs. Qualified professionals with relevant experiences and competencies in management and HR sciences such as learning & development, succession planning and talent development are being recruited to inject the necessary skill sets.

The “war for talent” is expected to persist for years ahead. The challenge to sustain the drive for talent development, retention and recruitment in all aspects of the economy will spur the demand for quality people development solutions. SIM Professional Development has begun the journey to meet such challenges and be part of the growth in Singapore and the region.

INDUSTRY EXPERIENCE AND KNOWLEDGE
SIM Professional Development has customised HR development programmes for corporate clients across multiple industries and public sector organisations. We have also designed and delivered programmes for regional clients. Some of our clients are listed in the table.

<table>
<thead>
<tr>
<th>Major Client List</th>
<th>Regional Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acergy</td>
<td>Avery Dennison (China)</td>
</tr>
<tr>
<td>Cameron</td>
<td>Dhiraagu (Maldives)</td>
</tr>
<tr>
<td>Canon</td>
<td>KAFCO (Bangladesh)</td>
</tr>
<tr>
<td>Caterpillar</td>
<td>NDB Bank (Sri Lanka)</td>
</tr>
<tr>
<td>Certis CISCO</td>
<td>Suntel (Sri Lanka)</td>
</tr>
<tr>
<td>Cisco Systems</td>
<td>Veolia Water (Hong Kong)</td>
</tr>
<tr>
<td>Citibank</td>
<td></td>
</tr>
<tr>
<td>Heidelberg</td>
<td></td>
</tr>
<tr>
<td>Keppel Shipyard</td>
<td></td>
</tr>
<tr>
<td>MediaCorp</td>
<td></td>
</tr>
<tr>
<td>Ministry of Home Affairs</td>
<td></td>
</tr>
<tr>
<td>NTUC Fairprice</td>
<td></td>
</tr>
<tr>
<td>Scandinavian International Management Institute</td>
<td></td>
</tr>
<tr>
<td>Siemens</td>
<td></td>
</tr>
</tbody>
</table>
In the world of SIM, membership definitely carries with it a world of privileges. The SIM membership comprising 26,872 individual members and 1,058 corporate members, form a huge network with potential for business contacts, collaborations and sharing of knowledge and experience.

SIM members benefit from the wide range of activities organised annually – ranging from thought leadership forums to talks, seminars, workshops and lifestyle events and each presents unique opportunities for our members to maximise their business connections.
THOUGHT LEADERSHIP
Thought leadership platforms are a cornerstone of the membership events calendar, bringing in some of the world’s leading thinkers on global trends, insights and innovative ideas. The 26th SIM Annual Management Lecture featuring Dr John Naisbitt, renowned futurist, global thinker, and international best-selling author of Megatrends, recorded a huge turnout of more than 800 at Raffles City Convention Centre. His powerful insights were shared in a lecture titled ‘Mindsets to See the Future – The Next Big Thing?’.

SIM collaborated with the Singapore Institute of International Affairs (SIIA) to co-organise the first ever ASEAN & Asia Forum 07. The forum offers an excellent networking platform, bringing together highly respected figures from various think-tanks, academic institutions and government organisations in the ASEAN region.

SIM hosted three breakfast briefings for CEOs to engage our members in top management positions. Speakers were well-known industry names such as Robert Herbold, former Chief Operating Officer of Microsoft Corporation and Dr Paul Temporal, a leading expert on branding.

THE NETWORK THAT WORKS!
Networking opportunities abound at SIM with a slew of events for members to learn, share and contribute to each other’s career and personal development through formal and fun lifestyle events.

NEW COLLABORATIONS
SIM’s belief in cultivating win-win relationships and partnerships to bring more value to our members resulted in fresh collaborations across diverse industries. Some of the collaborations sealed in 2007 included SIIA, BDM Intelligence (a database company), Jobstreet, CYC Shanghai Shirt Company, Women’s Register, ZoCard, The Edge and Innovation Magazine. In a collaboration with SIM Global Education, we presented inspirational speaker Dr William Tan, Olympic wheelchair athlete, neuroscientist, and recipient of the 2007 National Day Public Service Star award, to SIM students.

MEMBERS’ ACTIVITIES
Through SIM Members’ Nights, members networked and learnt through lifestyle events such as gourmet coffee appreciation, sushi-making, and the significance behind some customs and traditions.

We organised a full-day SIM Open House 2007 to recruit members and students. A host of interesting programmes were lined up for visitors, including talks on cross-cultural communication, managing toxic emotions at work and learning the art of joyful living. They were also treated to several fringe events which included free video screenings, Library Open House, a book fair, flea market and workshops for children.

The SIM Interest Group Convention held on 27 October 2007 attracted participation from 12 SIM Interest Groups. Member of Parliament for Ang Mo Kio GRC, Er. Lee Bee Wah, who was our plenary speaker, shared her views on ‘Rehiring of Mature Workers’. The Convention also featured other prominent entrepreneurs and industry leaders who covered topics on human resource, entrepreneurship, information technology and marketing.

The 12 SIM Interest Groups continued to be active throughout the year. They sought to partner external groups for more effective learning. One such group, the Marketing Executives Group, conducted a Direct Selling Public Forum in conjunction with the Direct Selling Association of Singapore. The China Interest Group and the Marketing Interest Group jointly organised a dual language workshop on corporate identity and branding while the Innovation and Quality Management Group organised visits to winners of the Singapore Quality Award such as the Subordinate Courts and the Singapore Prison Service.

The SIM National Management Competition, an online game that tests participants on entrepreneurial and business

“SIM members benefit from the wide range of activities organised annually – ranging from thought leadership forums to talks, seminars, workshops and lifestyle events and each presents unique opportunities for our members to maximise their business connections.”
acumen, produced champion teams from the Manager and Student categories who went on to represent Singapore in the Asian Management Game in Kolkata, India. The Singapore team emerged third, the only Asian country outside India to win.

DEVELOPING TALENT

New skills development programmes were added in 2007. Through the Biz Start-up @ SIM series, business self-starter were invited to share their insights on key strategies and challenges in starting businesses. The Online Home-based Business series attracted many budding entrepreneurs who came to learn about home-based online businesses from the likes of eBay and eNets. Members and would-be entrepreneurs were brought in close contact with high profile, successful business people such as like Violet Lim of Lunch Actually, Fong Loo Fern of CYC, and Merry Riana of MRO. A wide variety of other programmes was organised including The Focused Thinking Programme that helped members to improve their mental ability to focus; a workshop that trained them to use story-telling to conduct more effective business presentations and conversations; tips to enhance their career opportunities, and other networking and lifestyle activities.

ACCESS TO A WEALTH OF RESOURCES

SIM Library’s management services were upgraded with the Spydus system. It enabled members to use the English or Chinese interface to search the Online Library Catalogue and to view catalogue records in English.

MEMBERSHIP STATISTICS

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Individual Members</th>
<th>Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2007</td>
<td>2007</td>
</tr>
<tr>
<td>Honorary Fellow</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Ordinary</td>
<td>2,179</td>
<td></td>
</tr>
<tr>
<td>Associate</td>
<td>5,039</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>19,600</td>
<td></td>
</tr>
<tr>
<td>Silver (Retired)</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26,872</strong></td>
<td></td>
</tr>
</tbody>
</table>

MEMBERSHIP EVENTS & PARTICIPANTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Activities</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Management</td>
<td>3</td>
<td>126</td>
</tr>
<tr>
<td>General Management</td>
<td>12</td>
<td>797</td>
</tr>
<tr>
<td>Career and Personal Development</td>
<td>39</td>
<td>1,048</td>
</tr>
<tr>
<td>SIM Annual Management Lecture</td>
<td>1</td>
<td>853</td>
</tr>
<tr>
<td>SIM Open House</td>
<td>1</td>
<td>997</td>
</tr>
<tr>
<td>SIM Interest</td>
<td>1</td>
<td>251</td>
</tr>
<tr>
<td>Group Convention</td>
<td>1</td>
<td>372</td>
</tr>
<tr>
<td>SIM National Management Competition</td>
<td>1 (93 teams)</td>
<td>372</td>
</tr>
<tr>
<td>Social</td>
<td>3</td>
<td>104</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
<td><strong>4,548</strong></td>
</tr>
</tbody>
</table>

Figures as at 31 December 2007

Dignitaries having an informal discussion at the first ever ASEAN & Asia Forum, co-organised by SIM and the Singapore Institute of International Affairs (SIIA).

More than 850 delegates turned up to listen to Dr. John Naisbitt, renowned global thinker and guest speaker at the SIM Annual Management Lecture.
simplified Chinese or Tamil characters. To speed up service to customers, an automated return machine was installed that could update transactions in realtime. Meanwhile, work is ongoing to create a trendier and more user-friendly library environment.

The Research and Publications department conducted two feasibility studies under the proposed Silver Talent Scheme. The first study polled corporate members on their interest in using senior SIM members as mentors or consultants while the second study surveyed potential mentors to gauge their interest.

A research study, ‘Attitudes of Managers in Singapore Firms’, was done to examine management attitudes prevalent in the Singapore workplace. The department also conducted Graduate Employment Surveys to examine the employment prospects and curriculum relevance of the full-time cohorts of graduating students from the SIM Global Education programmes.

SIM’s two premier journals, Today’s Manager and Singapore Management Review continued to examine cutting-edge management developments in the business world and academia. The design of Today’s Manager was revamped. It continues to be a leading management professional magazine in Singapore.

Through our Members’ Hub at www.sim.edu.sg/member, members were able to access online databases, journals, questions and answers with our professional career coach and resume reviews by our professional resume writer as well as inspirational stories of local entrepreneurial start-ups through monthly postings.

**INTEREST GROUP PROFILE**

<table>
<thead>
<tr>
<th>Group</th>
<th>President</th>
<th>Number of Members</th>
<th>Number of Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Management Group (BMG)</td>
<td>Mr Lee Mun Shiu</td>
<td>72</td>
<td>8</td>
</tr>
<tr>
<td>China Interest Group (CIG)</td>
<td>Mr Gary Lim</td>
<td>142</td>
<td>8</td>
</tr>
<tr>
<td>Human Resource Interest Group (HURIG)</td>
<td>Mr Kelvin Ong</td>
<td>235</td>
<td>10</td>
</tr>
<tr>
<td>Information Technology Group (ITG)</td>
<td>Mr Jeremy Tay</td>
<td>87</td>
<td>5</td>
</tr>
<tr>
<td>Innovation and Quality Management Group (IQMG)</td>
<td>Mr Kevin Ng</td>
<td>50</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Executives Group (MEG)</td>
<td>Mr David Wee</td>
<td>166</td>
<td>8</td>
</tr>
<tr>
<td>Organisation Development Group (ODG)</td>
<td>Ms Mirimba Giam</td>
<td>139</td>
<td>7</td>
</tr>
<tr>
<td>SIM I Toastmasters Club (TM I)</td>
<td>Ms Karen Tan</td>
<td>69</td>
<td>34*</td>
</tr>
<tr>
<td>SIM II Toastmasters Club (TM II)</td>
<td>Mr Nick French</td>
<td>38</td>
<td>29*</td>
</tr>
<tr>
<td>SIM Mandarin Toastmasters Club (MTM)</td>
<td>Mr Lim Lay Hin</td>
<td>48</td>
<td>25*</td>
</tr>
<tr>
<td>Strategic Management Group (SMG)</td>
<td>Mr Derrick Kon</td>
<td>120</td>
<td>5</td>
</tr>
<tr>
<td>The Entrepreneurs Group (TEG)</td>
<td>Mr Jerry Tan</td>
<td>164</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1,330</strong></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

*Includes of chapter meetings

**SIM HONORARY FELLOWS**

- Dr Richard Eu
- Dr Michael Fam
- Mr Herman Hochstadt
- Mr P Y Hwang
- Dr Lee Seng Gee
- Mr Lim Kee Ming
- Mr Ngiam Tong Dow
- Mr J Y Pillay
- Mr Shaw Vee Meng
- Mr Wee Cho Yaw
- Dr Alan Yeo
- Mr John Yip
- Prof You Poh Seng
CORPORATE SERVICES AS RESPONSIBILITY
The dynamic growth and image of the SIM organisation was supported by carefully coordinated corporate services and communication strategies throughout the year. These were especially significant as SIM continued to reinforce the objectives of the rebranding exercise begun in 2006 to differentiate its group identity and core educational brands.
“To build recognition for the new SIM Group identity, a three-month mass media advertising campaign was launched from 31 January 2007. The central theme of the campaign was ‘One Name You Can Trust’. The brand awareness campaign lent much mileage to active marketing campaigns that ensued.”
To build recognition for the new SIM Group identity, a three-month mass media advertising campaign was launched on 31 January 2007. The theme of the campaign was ‘One Name You Can Trust’. Advertisements featuring the dynamism and the core value proposition of the SIM brands were run in the press, outdoor panels, buses, radio and online channels.

The brand awareness campaign laid the groundwork for the active marketing campaigns that followed. Each of SIM’s core educational brands – UniSIM, SIM Global Education and SIM Professional Development – was advertised to their target audiences through various marketing channels, generating much interest.

SIM’s ‘Build Your Own Future’ campaign to promote studies at SIM Global Education won the Bronze award under the Education category in the EFFIE Singapore Awards 2007.

SIM adopts a proactive and sustained media strategy to communicate its value proposition as a committed and credible provider of higher education. It also adopted a responsible approach in discussing issues and industry developments, thus enhancing trust and credibility.

SIM was featured in more than 200 news stories and interviews in 2007. Another six advertorials were also produced to give further insights into our educational programmes.

In tandem with regional marketing efforts, SIM also started reaching out to regional media, including hosting more than 10 regional media visits to SIM.

**IMPROVING THE LEARNING ENVIRONMENT THROUGH BETTER EQUIPMENT AND FACILITIES**

As part of our regular efforts to keep teaching-learning facilities up to date, all personal computers in the computer labs, lecture theatres, classrooms, seminar rooms and the libraries at all three SIM premises were replaced and upgraded. A new email system, with email accounts for UniSIM’s students, lecturers and tutors, was installed so they can communicate with UniSIM via the @unisim.edu.sg email domain.

Group training facilities were boosted with the addition of new and improved equipment, student access and online support. Three new labs and two notebook labs were set up in SIM’s Clementi Centre for UniSIM. Another four new notebook labs were added to the Group’s other training facilities.

A dedicated technical onsite support service was set up to ensure enhanced IT support and service.

Seating capacity at the computer labs was increased and the video projectors in the teaching rooms were upgraded. A new International Student Office was created at SIM HQ to better serve the enlarged foreign student population.

To facilitate people movement and relieve passenger traffic at the lifts at SIM HQ, six new escalators were installed and put into operation on 29 June 2007. Closed-circuit television (CCTV) cameras were installed at the common areas of our premises at Headquarters and Clementi Centre to enhance security for students and staff.

Student amenities were also increased. More study benches were installed while at Management House, two Harvard-styled seminar rooms were furnished with new tables and chairs. A pool table and a soccer table were added to the Student Lounge. A new office to administer the Diploma in Management Studies programme was also added.

**ENHANCED NETWORK AND INTERNET INFRASTRUCTURE**

SIM continued to improve the performance of its online network by expanding capability, wireless access and enhancing security of its network infrastructure in 2007.

SIM HQ and Management House are now fully covered by wireless access through expansion of capability, completing the wireless network throughout the campus.

A new anti-spam system to ensure genuine emails are not inadvertently blocked was installed. Content filtering was also implemented to ensure that the bandwidth provided for students is used solely for educational purposes. New anti-virus equipment was also implemented while the set up
of the Blackberry structure enables staff to access their email on the go.

Internet bandwidth was significantly boosted from 40 mbps to 80 mbps at SIM HQ and from four mbps to 10 mbps at Management House. This means our students and members are able to access the e-Services and e-Learning facilities at fast response times.

The new SIM and UniSIM websites were also launched, incorporating the new Group brand identity.

**BETTER INFORMATION SYSTEMS AND E-SERVICES**

Our Library system was upgraded to support multi-language search through the Online Library Catalogue. The upgraded system enables SIM members, students and staff to search the catalogue using the English or Chinese interface. They do so via key access criteria such as title, author and publisher, view catalogue records in English, simplified Chinese or Tamil characters, and print transaction receipts in any of the three languages when borrowing or returning books using the self-check units.

All related systems were enhanced to support SIM membership constitution changes which took effect from 1 January 2008. This change allows new student members to pay a one-off lump sum membership fee when they sign up for a new qualification-based programme and improves the billing and payment process.

An improved version of the Student Management System (Velocity) was implemented for better control of the workflow process, to facilitate audit, to provide complete details of financial transactions for students and to improve functionalities for subjects offered and exemptions.

Short-message service or SMS was introduced as part of our service improvement. SIM Global Education can now effectively send short messages via the Student Portal to alert students about urgent events and to make special announcements by their course coordinators.

**PLAYING OUR PART AS A GOOD CORPORATE CITIZEN**

As an organisation founded with a strong social mission, SIM has an active corporate social responsibility programme.

**Sponsoring the President’s Young Performers Concert**

SIM sponsored the President’s Young Performers Concert for the seventh year running. Since 2001, SIM has partnered the Singapore Symphony Orchestra (SSO) to showcase some of Singapore’s brightest young musicians through this event. In the 2007 concert, 13-year-old Jin Yujia enthralled our guests and audience at the Esplanade Concert Hall with her stunning performance, including His Excellency President S R Nathan, the Guest of Honour.

For its role in promoting the arts in Singapore since 2001, SIM was conferred the Associate of the Arts Award

**Volunteering in the NKF ‘Circle of Hearts’ Programme**

UniSIM became a corporate volunteer under the ‘Circle of Hearts’ programme launched by the new National Kidney Foundation (NKF). In line with UniSIM’s social mission, the university pledged to provide free training to NKF volunteers for five years to equip them with special skills to help kidney patients. Specially packaged for volunteers, UniSIM’s customised courses are offered at the basic, intermediate and advanced levels.

**Scholarship Awards**

As part of its financial aid programme, UniSIM contributed more than $500,000 in 2007 to encourage outstanding achievers to continue their journey of lifelong learning.

A separate SIM Scholarship scheme was implemented to recognise outstanding students studying at SIM Global Education. In 2007, a total scholarship value of more than $240,000 was awarded to deserving students taking masters, undergraduate and diploma programmes at SIM.
## STAFF DIRECTORY

### SINGAPORE INSTITUTE OF MANAGEMENT

**Executive Director**  
Mr Ronald Tan Hee Huan

**Assistant Executive Director**  
Membership and Group Corporate Services  
Mrs Chong Keng Boon

**SIM Membership Services**  
Ms Tang Mei Sin

### SIM GROUP CORPORATE SERVICES

**Group Director**  
Mr Seah Chiong Tian

**Corporate Communications**  
Ms Cheng Lee Ching

**Estates and Facilities**  
Mr Goh Boon Beng

**Finance & Administration**  
Mr Eugene Chan

**Human Resources**  
Ms Poh Ca Oon

**Infocomm Technology Services**  
Mr Ang Lek Han

### SIM PRIVATE LIMITED

**Chief Executive Officer**  
Mr Lee Kwok Cheong

**Assistant Chief Executive**  
Ms Poh Ca Oon

**Business & Marketing Relations**  
Ms Judy Wong

**Campus Development**  
Ms Sim Mui Hiang

**Organisational Development**  
Ms Yong Mai Vean

### Student Care and Academic Services

**Ms Pamela Tan**

### Academic Staff

Mr John Mark Harris  
Mr Seet Min Kok  
Mr Zhang Jian Lin

### SIM GLOBAL EDUCATION

**Higher Education (Division A)**  
Mrs Ho Soon Eng

**Higher Education (Division B)**  
Mr Chow Boon Keng

**Higher Education (Division C)**  
Mr Lim Kuan Meng

### SIM Professional Development

Mr Mourad Bechir Mankarios  
Mr Eugene Cheng  
Ms Peggy Lee  
Mr Jeffery Tan

### Consultancy

Mr Ong Teong Wan

### SIM UNIVERSITY

**Patron**  
His Excellency President S R Nathan

**Chancellor and Chairman**  
Professor Cham Tao Soon

**Academic Advisor**  
Dr Aline Wong

**President**  
Professor Cheong Hee Kiat

**Provost**  
Professor Tsui Kai Chong

**Vice President (Admin) and Registrar**  
Currently vacant

**Planning and Finance**  
Ms May Goh
STAFF DIRECTORY

School of Arts and Social Sciences
Dean
Associate Professor Neelam Aggarwal

Heads of Programmes
Dr Luo Futeng
Dr Genice Nag
Ms Asma Husain
Mr Leong Chan Hoong
Mr Shanmugam Kadakara
Dr Radhika Ramakanthan
Ms Susan Xu

School of Business
Dean
Professor Koh Hian Chye

Heads of Programmes
Associate Professor Branson Kwok
Associate Professor Chan Yoke Kai
Mr Alan Chia
Dr Lee Pui Mun
Mr Yeung Sze Ku
Mr Chan Siew Pang
Dr Patricia Chew
Mr Arthur Choo
Ms Lin Li
Ms Jacintha Tan
Mr Tan Khay Boon
Mr Thong Tiong Yang
Mr Yekta Mustafa

School of Human Development and Social Services
Interim Dean
Associate Professor Branson Kwok

Heads of Programmes
Dr Seng Boon Kheng
Mrs Grace Ding

School of Science and Technology
Dean
Associate Professor Chong Chee Leong

Heads of Programmes
Associate Professor Allalah Samir
Associate Professor Chay Yue Wah
Mr Lim Kin Chew
Mr Stephen Low
Dr Andrew Toon
Mr V.V. Moorthy
Dr Nan Lim
Dr Low Wai Ping

Departments
Centre for Applied Research
Professor Koh Hian Chye

Educational Technology and Production
Associate Professor Sharen Liu

Administrative Offices
Office of Admissions
Ms Serene Lim

Office of Academic Services
Mr Zenon Teh

Office of Student and Alumni Relations
Ms Agnes Kwang