



UNIVERSITY of  
STIRLING



# SIM – UNIVERSITY OF STIRLING GRADUATION CEREMONY

21 SEPTEMBER 2023



BE THE DIFFERENCE



  
Singapore Institute  
of Management

SIM Campus,  
Singapore



The University of Stirling's Coat of Arms dates back to November 1966 and, following an application to the Lord Lyon, the University gained its University status by Royal Charter on 27 December 1967.

The Coat of Arms may be described as an arched bridge topped by a tower and surrounded by open books. The bridge may represent a governor or magistrate, the tower safety and guardianship, while the open books have clear associations with learning and knowledge. The imagery portrays the University as an official guardian entrusted with the safekeeping of the process of imparting knowledge, while serving the wider community.

On a visual level, the three elements of the Coat of Arms may be interpreted as a reflection of the University's striking location in a historic Scotland, evoking Stirling Bridge, the National Wallace Monument and the University itself.

# CONGRATULATIONS FROM THE UNIVERSITY OF STIRLING



Graduation is always a special moment when everyone at the University pauses to celebrate the achievements of you, our graduates. Today's ceremony is particularly significant as it marks an important milestone in the partnership between the University of Stirling and SIM Global Education – as we host our biggest ever graduation ceremony in Singapore. I am delighted you, and your family and friends, are here to celebrate and enjoy the occasion.

The reward and recognition you receive today is the result of your hard work and commitment and all of us at Stirling and SIM Global Education share in your pride. We should also acknowledge the contribution made by those who have supported, taught, and guided you through your studies: university staff, your loved ones, and of course your fellow students – all of whom have played a part in your success.

As the newest members of the University of Stirling alumni family, you have the skills and knowledge to help shape the world. We will follow your progress with interest and, through our alumni network, we will help you stay in touch with the University and each other.

I hope you enjoyed your time studying with the University of Stirling. You've worked hard to achieve your goals and I am confident that the academic awards you receive today, will greatly enhance your opportunities for future success.

Congratulations, Class of 2023.

A handwritten signature in black ink, which appears to read 'G. McCormac'. The signature is fluid and cursive, with a large loop at the end.

**Professor Sir Gerry McCormac**  
Principal and Vice-Chancellor  
University of Stirling

# CEREMONY PROGRAMME

## **Procession**

The Deputy Principal's Procession enters the hall.

## **Welcome and Opening Address**

The Deputy Principal, Professor Leigh Sparks, declares the ceremony open and delivers his opening address.

## **Graduation Address**

Professor Wei Kwok Kee, Provost, SIM, addresses the assembly.

## **Conferment of Degrees**

Graduands are presented to the Deputy Principal.

## **Candidates Presented in Absentia**

The Deputy Principal confers awards upon candidates who are unable to attend.

## **Reply on Behalf of the Graduates**

Mr Joshua Tan Yan addresses the assembly on behalf of those who have received awards.

## **SIM - University of Stirling Best Overall Student Awards**

Professor Wei Kwok Kee, Provost, SIM will present the awards.

The Best Overall Student 2023 for Bachelor of Arts (Honours) Digital Media will be presented to Mr Darren Tan Yuan Sheng.

The Best Overall Student 2023 for Bachelor of Arts (Honours) Events Management will be presented to Ms Lee Shi Jie.

The Best Overall Student 2023 for Bachelor of Arts (Honours) Marketing will be presented to Ms Joan Ang.

The Best Overall Student 2023 for Bachelor of Arts (Honours) Retail Marketing will be presented to Ms Wong Siang Yee.

The Best Overall Student 2023 for Bachelor of Arts (Honours) Sports Studies and Marketing will be presented to Ms Marwah Sampada.

# CEREMONY PROGRAMME

## **University of Stirling Awards**

Professor Wei Kwok Kee, Provost, SIM will present the awards.

The Best Undergraduate Management Dissertation Award (Singapore) will be presented to Mr Lim Jien Wui Kenny.

The Best Undergraduate Marketing / Retail Marketing Dissertation Award (Singapore) will be presented to Ms Seet Cher Xi, Cassia.

## **Conclusion of the ceremony**

The Deputy Principal delivers concluding remarks and declares the ceremony closed.

The Deputy Principal's Procession leaves the hall, followed by the Graduates' Procession.

# GRADUATES

Dr Keri Davies will present the following candidates to the Deputy Principal.

## FACULTY OF ARTS AND HUMANITIES

### BACHELOR OF ARTS (HONOURS) DIGITAL MEDIA

Anzum Musharrat  
Celestine Chan Shu Jun  
Chan Wei Wen, Clarissa  
Darren Tan Yuan Sheng  
Deborah Yip Wan Ting  
Elise Tang Qi Run  
Eunice Tan (Chen Jingxian)  
Hir Milan Mehta  
Joanna Foo Song Xuan  
Lee Shu Xian, Crystal  
Lee Wan Rong  
Lee Wen Fang, Mikaelle  
Lee Zixian  
Muhammad Nabil Bin Mohamad Sofian  
Ng Zhi Wei Varden  
Nicole Chen (Chen Sisi)  
Nicole Low Hui Ming  
Olano Irvin Melendres  
On Wei Na  
Sabrina Loh Tze Kheng  
Swan Htet Soe  
Tan Li Zhi  
Tay Yu Jing Jolene  
Wickeremasuriya Gareth Nicholas  
Wong Shi Qing  
Yoon Kai Yin, Natalie

## STIRLING MANAGEMENT SCHOOL

### BACHELOR OF ARTS (HONOURS) EVENTS MANAGEMENT

Able Lim Shiwei  
Ang Ming Kai Keith  
Belle Lim Hsin Yuen  
Celeste Cheng Yun Ni (Zheng Yunni)  
Chang Hui Xian  
Colyn Phua Kai Ning  
Eileen Ang Pei Xin  
Gan Yu Lin Glorace  
Jolene Lim Xiuzhen  
Kang Tian Qi  
Kwek Min Bernice (Guo Min)  
Lam Pei Xuan Clarrisa  
Lau Pei Yi Jolene  
Lee Jiamin, Jasmine  
Lee Shi Jie  
Leow Jia Ying  
Lim Jien Wui Kenny  
Lok Jia Hui Felicia  
Michelle Er Jia Xin  
Ng Shi Han  
Ng Shi Yuan  
Raazhini d/o Selvapandi  
Russel Woon Xinheng  
Saw Sandi Zaw  
See Pei Shan  
Siah Xin Rong  
Tan Yanni  
Teng Xin Yi Rachel  
Ting Hui Ai Felicia  
Toh Gin Nie, Veneise (Zhuo Zining)  
Toh Zhi Yu, Charmaine (Zhuo Zhiyu)  
Vicki Kang Zhi Yan  
Wang, Xiangning  
Zhang Boyu

# GRADUATES

## **BACHELOR OF ARTS (HONOURS) MARKETING**

Alexandria Jenna Goh  
Amanda Ong Ying Quan  
Amelia Souw Hui Xin  
Ani Cherian  
Ashley Lam Shi Min  
Celine Liao Qianping  
Chan Khay Lin  
Chew Wei Xuan  
Chloe Goh  
Chloe Seah Yingjie (Xie Yingjie)  
Choo Yuan, Nicholas  
Chow Yun Kae, Cheryl  
Dang Keshane  
Goh Jun Yi  
Goh Zhi Ning Jermaine  
Hannah Binte Yusri  
Ho Yueru, Charlotte  
Hong Li Hwa  
Hu, Tingjia  
Jason Chim Jiang Hao  
Joan Ang  
Joleen Ho Ru Yan  
Joshua Tan Yan  
Jovynn Loh Su Rou  
Kedia Meenal  
Khahirah Binte Zakaria  
Koh Yang Su Min, Jovia  
Koo Hwee Yi  
Lim Pei Xuan  
Loh Wei Wen  
Loke En Tong  
Merdell Ong Shui Her  
Ng Chu Yi  
Ng Xin Ying Nicole  
Nicholas Ng Jun Yong

Nur Umairah Binte Abdillah  
Ong Xue Min Shermaine  
Or Jia Xin, Denise  
Ow Jing En  
Seet Cher Xi, Cassia  
Shermaine Koh Shi Min  
Sim Hui Xuan, Chereena  
Sylvia Yap Su Fen  
Tan Xin Yu  
Teong Mei Wen  
Tey Ke Xin  
Tey Xin Ying, Shermin (Zheng Xinying)  
Tiara I'zzaty Binte Mohamad Nazrin  
Wang Qin Yi  
Yan Xingjian  
Yew Chu Yu, Benedict  
Yong Yi Ting  
Zhang Xinyun

## **BACHELOR OF ARTS MARKETING**

Harmeet Kaur Gill Enderjit Singh @  
Harmeet Kaur Gill d/o Enderjit Singh

## **BACHELOR OF ARTS (HONOURS) RETAIL MARKETING**

Chung Zhen Xiang  
Fang, Yibei  
Fiona Boo Wee Na  
Lim Dennis  
Rukhsana Begum  
Safia Binte Mohamed Rizal  
Serena Ng Kai Xuan (Huang Kaixuan)  
Wong Siang Yee



# GRADUATES

## **BACHELOR OF ARTS (HONOURS) SPORTS STUDIES AND MARKETING**

Armand Junwen Bin Roslan  
Bryan Chan Yisheng  
Chia Siu Wei  
Chiong Yee Jie  
Chou, Yuan-Ting  
Elaine Tan Pei Ling  
Elycia Choo Wen Yee  
Hsu, Ching-Tang  
Inaho Chu Pan  
Justina Lim Min Hui  
Ko Sheng Wen, Jebesen (Xu Shengwen)  
Liew Yu Hang  
Lim Hwee Juan Livia  
Lim Zhen Xuan Jerome  
Liu, Xingyu  
Low Junchen  
Marwah Sampada  
Mohamad Shaziq Haziq Bin Mohd  
Shukri  
Mok Kar Yee Mirelle  
Muhammad Khair Rusydi Bin  
Mohammad Kamarruddin  
Niki Ong Zhixuan  
Ong Yu Chong  
Pae Han Sol  
Poh Wei Jun  
Rashawna Harminder Singh  
Tan Yi Jin Leonard  
Wee Zong Sian  
Wong Chee Kian  
Wong Jia Yi Winnie  
Yip Kang Jie, Darren

## **BACHELOR OF ARTS SPORTS STUDIES AND MARKETING**

Wee Xian Quan, Jamie

## **SIM-UNIVERSITY OF STIRLING BEST OVERALL STUDENT AWARDS**

### **Darren Tan Yuan Sheng**

Bachelor of Arts (Honours) Digital Media

### **Lee Shi Jie**

Bachelor of Arts (Honours) Events Management

### **Joan Ang**

Bachelor of Arts (Honours) Marketing

### **Wong Siang Yee**

Bachelor of Arts (Honours) Retail Marketing

### **Marwah Sampada**

Bachelor of Arts (Honours) Sports Studies and Marketing

## **UNIVERSITY OF STIRLING AWARDS**

### **BEST UNDERGRADUATE MANAGEMENT DISSERTATION (SINGAPORE)**

#### **Lim Jien Wui Kenny**

Bachelor of Arts (Honours) Events Management

### **BEST UNDERGRADUATE MARKETING/RETAIL MARKETING DISSERTATION (SINGAPORE)**

#### **Seet Cher Xi, Cassia**

Bachelor of Arts (Honours) Marketing

## SIM-STIRLING COMMUNITY



“The degree has provided me with the necessary **knowledge, skills, and valuable industry insights to thrive in the ever-evolving world of digital marketing.** I feel confident and well prepared to navigate the challenges and seize the opportunities that arise in this dynamic industry. (2023) ”

### Crystal Lee

Graduate, BA (Hons) Digital Media (Top-up)  
Content Strategist  
One Good Card



“I am incredibly grateful for the **comprehensive curriculum, dedicated faculty, and collaborative learning environment** which have equipped and empowered me to excel and make a meaningful impact in my field. (2023) ”

### Joshua Tan

Graduate, BA (Hons) Marketing  
Output Specialist, Wealth Management  
UBS



“The programme **widened my perspective of the sports marketing industry.** The relevant and engaging content delivered by the Stirling faculty allowed me to incorporate real world theories and applications in my field of work. (2023) ”

### Sampada Marwah

Graduate, BA (Hons) Sports Studies and Marketing  
Department Manager  
Decathlon



“This programme **synergises real world theories and practical applications of the digital marketing principles** which allows me to meet the demand of the industry effectively. (2023) ”

### Shermaine Koh

Graduate, BA (Hons) Marketing  
Brands & Marketing Executive  
Koufu

## BE THE DIFFERENCE IN THE WORLD

At the University of Stirling, being the difference is in our DNA – providing education with a purpose and carrying out research that helps to shape society. Our partnership with Singapore Institute of Management Global Education continues to go from strength to strength and is a key part of Stirling's global outlook. At Stirling, our graduates stand out: they are motivated, self-confident, digitally aware, enterprising individuals who are making an impact on the world stage. Our flexible courses, study abroad options and internship opportunities help our students to excel in their chosen careers.

Stirling is a research-intensive university where more than 80% of research is rated either world leading or internationally excellent (REF 2021). Our researchers are truly making a difference by responding to the increasingly complex challenges facing society. By adopting a mission-oriented, collaborative, and interdisciplinary approach, our experts are working to improve the lives of people with dementia, feeding communities through sustainable aquaculture research, and finding creative ways to inspire better health, ageing and wellbeing.

The University of Stirling has twice been awarded the Queen's Anniversary Prize – the UK's highest academic honour – in recognition of its Institute of Aquaculture and its Institute for Social Marketing and Health. These awards highlight our commitment to producing innovative research that has a positive impact on society.

## SCOTLAND'S UNIVERSITY FOR SPORTING EXCELLENCE

We are an international, globally connected destination of choice for students, research partners and businesses from around the world. At Stirling, our academic and research partnerships allow us to generate and share different perspectives to address key global issues. Our international collaborations enable us to share expertise with our partner institutions – and enhance our efforts to prepare Stirling students for success as global citizens in a fast-moving world.

The City of Stirling and our beautiful 330-acre campus, offer our diverse and vibrant student and staff community a unique blend of Scottish tradition and a cosmopolitan feel. Stirling provides a fantastic base to explore one of the world's most vibrant, welcoming, and inspiring countries.

The University is ranked among the top 30 in the UK for overall student satisfaction (National Student Survey 2022) and top 30 in the UK for postgraduate student experience (Postgraduate Taught Experience Survey 2022), and has an overall five-star rating in the QS Stars University Ratings 2021.

Located in central Scotland, the University - which has its own loch and castle - is ranked first in the UK and top three in the world for its campus environment (International Student Barometer (ISB) 2022). At the heart of campus is a digitally connected space for socialising and study, featuring shops, cafes, a cinema and theatre, and student support services.

The University's sports facilities are ranked first in the UK and top five in the world (ISB 2022) and, as Scotland's University for Sporting Excellence, our students, alumni and staff make a tremendous contribution to the country's sporting success. Stirling continues to produce world-class athletes ready to deliver on the world stage, with Olympic and Commonwealth Games medallists among those to have come through the ranks in recent years.

As University of Stirling alumni, you are now part of our international family: please see our 'Now you are a graduate' page overleaf for further information.

# NOW YOU ARE A GRADUATE







Congratulations, Class of 2023 – you are Stirling! You are now a member of the Stirling alumni community.

We are here to help you keep in touch with us, and with one another. You will always be part of the Stirling family, so the good news is that you can start making the most of our vast global network.

## Close connections

Our alumni receive the Stirling Minds magazine each year. This will keep you up to date with all of the personal and professional achievements of our alumni, staff and students, and allow you to find out what has changed at the University, since your graduation. To receive an online copy of our magazine, you must opt-in via our 'Keep in Touch' form at [stir.ac.uk/21d](https://stir.ac.uk/21d)

We will also be in touch with regular e-newsletters, as well as invitations to special events and reunions. You can maintain your ties with the University through social media, by connecting with us on:

-  University of Stirling Alumni – Official Group
-  Stirling University Alumni
-  @StirAlumni
-  @stiralumni
-  @UniversityofStirling
-  @UniversityofStirling

## Career support

Whatever you have planned after graduation, you have lifelong access to the University's Careers and Employability Service. If you need help planning your career, completing job applications, or preparing for interviews and assessments, we are here to help. You can access support in person or through the online e-guidance system, search the online vacancy system TARGETconnect for graduate opportunities. For more information, visit [stir.ac.uk/afteryouleave](https://stir.ac.uk/afteryouleave)

## International networks

We currently support a global network of more than 105,000 alumni in 180 countries. International networks are a great way to stay in touch with Stirling graduates and access valuable social and professional networks. Please visit [stir.ac.uk/1nm](https://stir.ac.uk/1nm) to find an alumni ambassador near you.

# NOW YOU ARE A GRADUATE

## Be an ambassador

You can join our dedicated team of alumni ambassadors, who help coordinate networking and reunion events in countries across the globe. You can give something back, and continue to make a difference, by helping at recruitment fairs or providing a case study or testimonial. If you are interested in becoming an alumni ambassador, get in touch at [alumni@stir.ac.uk](mailto:alumni@stir.ac.uk)

For further information on alumni activities, please contact:

Directorate for Internationalisation and Partnerships

University of Stirling

Stirling FK9 4LA

Scotland, UK

Email: [alumni@stir.ac.uk](mailto:alumni@stir.ac.uk)

Telephone: +44 (0) 1786 466145

[www.stir.ac.uk/alumni](http://www.stir.ac.uk/alumni)





 Singapore  
Institute of  
Management

SIM Campus,  
Singapore



## ABOUT SIM

The Singapore Institute of Management (SIM) is one of the region's leading education and lifelong learning institutions, recognised for empowering individuals and enterprises to thrive across life stages through learning. Seeded by the Singapore Economic Development Board in 1964, SIM has, for close to 60 years, been leading in the development of work and industry skills for Singapore's growth.

Through harnessing new knowledge, skills and technology, SIM provides skillsbased learning experiences that enable students, professionals, and enterprises to Learn for Life and Thrive for Life.

SIM achieves this through SIM Global Education (SIM GE) and SIM Academy. SIM GE focuses on higher education pathways and SIM Academy focuses on Professional Development (PD) and Enterprise Solutions (ES) for career transitions and advancements, and integrated learning solutions for enterprises.

### SIM GLOBAL EDUCATION

#### **Holistic higher education for a global edge**

SIM Global Education (SIM GE) is a leading private education institution in the region. We offer more than 120 academic programmes ranging from diplomas and graduate diploma programmes, to Bachelor's and Master's degree programmes with some of the world's most reputable universities from Australia, Europe, United Kingdom and the United States. SIM GE's cohort is made up of 16,000 full- and part-time students and adult learners, of which approximately 30% are international students hailing from over 40 countries.

SIM GE's holistic learning approach and culturally diverse learning environment aim to equip students with knowledge, industry skills and competencies, as well as a global perspective to succeed in a fast-changing, technologically driven world.

[www.sim.edu.sg](http://www.sim.edu.sg)

# SIM GE ALUMNI

## Welcome To Your SIM Alumni Family

Graduation marks the beginning of your complimentary lifelong membership as SIM alumni.

You are now one of our global network of close to 182,000 alumni. Besides Singapore, connect with Overseas Alumni Chapters in China, India, Indonesia, Malaysia, Myanmar and Vietnam to expand your network.

As SIM alumni, you can access a suite of lifestyle benefits, learning events and career services. So check out regular event updates and latest alumni privileges via [www.simge.edu.sg/alumni](http://www.simge.edu.sg/alumni)

SIM wants to be here for you in your personal development, career advancement and life successes. We encourage you, our valued alumni to stay in touch with us and each other for life.

Congratulations! See you around!

- ✉ [gealumni@sim.edu.sg](mailto:gealumni@sim.edu.sg)
- in [linkedin.com/school/singapore-institute-of-management](https://www.linkedin.com/school/singapore-institute-of-management)
- f [facebook.com/globalsim](https://www.facebook.com/globalsim)
- ig [instagram.com/simglobaledge](https://www.instagram.com/simglobaledge)



A man in a pink shirt and blue shorts and a woman in a white t-shirt and red pants are walking on a paved area in front of a large, modern glass building. The building has a dark frame and reflects the surrounding greenery. A curved, metallic structure is visible in the background under a clear blue sky.

**SCOTLAND'S  
UNIVERSITY FOR  
SPORTING  
EXCELLENCE**

A modern building with multiple levels of glass facades and gold-colored accents. The building is set in a courtyard with a paved ground and a large green tree on the right. The sky is blue with scattered white clouds and a few birds flying.

University of Stirling,  
Scotland, UK

**Learn for Life**  
**Thrive for Life**

