



SIM – UNIVERSITY OF STIRLING GRADUATION CEREMONY

25 SEPTEMBER 2025



BE THE DIFFERENCE



SIM Campus,
Singapore



The University of Stirling's Coat of Arms dates back to November 1966 and, following an application to 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 that 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 115,000-strong 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 2025.

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 Academic Procession enters the hall.

Welcome and Opening Address

Professor Neville Wylie, Senior Deputy Principal, University of Stirling, declares the ceremony open and delivers his opening address.

Graduation Address

Professor Wei Kwok Kee, President and Chief Executive Officer, SIM, addresses the assembly.

Honorary Graduand

Professor Thomas Anker will present Honorary Graduand Datuk Andrew Lim Tatt Keong.

Conferment of Degrees

Graduands are presented to Professor Neville Wylie, Senior Deputy Principal.

Candidates Presented in Absentia

Professor Neville Wylie, Senior Deputy Principal, University of Stirling, confers awards upon candidates who are unable to attend.

Reply on Behalf of the Graduates

Mr Thng Kai Wei, Alden, addresses the assembly on behalf of those who have received awards.

SIM - University of Stirling Best Overall Student Awards

Professor Wei Kwok Kee, President and Chief Executive Officer, SIM will present the awards.

The Best Overall Student 2025 for Bachelor of Arts (Honours) Digital Media will be presented to Ms Heather Wong Xue'Er.

The Best Overall Student 2025 for Bachelor of Arts (Honours) Events Management will be presented to Ms Poon Ya Ling Jessline.

The Best Overall Student 2025 for Bachelor of Arts (Honours) Marketing will be presented to Mr Nicholas Wang Zi Heng.

The Best Overall Student 2025 for Bachelor of Arts (Honours) Sports Studies and Marketing will be presented to Ms Diyanah Aqidah Binte Muhammad Dian Khudhairi.

CEREMONY PROGRAMME

University of Stirling Awards

Professor Wei Kwok Kee, President and Chief Executive Officer, SIM, will present the awards.

The Best Undergraduate Management Dissertation Award (Singapore) will be presented to Ms Adriana Yao Binte Mohamad Iskandar.

The Best Undergraduate Marketing Dissertation Award (Singapore) will be presented to Mr Josiah Leong Yuan Rui.

Address by the Honorary Graduate

Datuk Dr Andrew Lim Tatt Keong, Honorary Graduate, addresses the assembly.

Conclusion of the ceremony

Professor Neville Wylie, Senior Deputy Principal, delivers concluding remarks and declares the ceremony closed.

The Academic Procession leaves the hall, followed by the Graduates' Procession.

HONORARY DEGREE

The Degree of Doctor of the University (DUniv) is bestowed on individuals who have rendered outstanding service to the University, or to persons of great distinction in the fields of learning, the arts or public affairs.

DOCTOR OF THE UNIVERSITY

Datuk Andrew Lim Tatt Keong

Presented by Professor Thomas Anker



Early life and career beginnings

Datuk Andrew Lim, a Malaysian entrepreneur, was born and raised in Penang. Datuk Lim is a barrister-at-law (Middle Temple) and he received his Bachelor of Laws degree (LLB Hons) from University College Cardiff, Wales, UK. He embarked on his legal career by practising in his late father's legal firm namely M/s Lim Cheng Poh & Partners. It was while practising law that he developed a keen interest in the retail industry, with his involvement as a board member in GAMA, a local department store and supermarket in Penang, popular for its array of imported goods from China. Datuk Lim then ventured into the retail business by buying into the GAMA Group of Companies in 2000, and subsequently, he also acquired the SOGO Seibu Group of Companies in 2002. His extensive legal background proved invaluable to him during his transition from legal practice into the retail industry.

Turning around SOGO Kuala Lumpur

In 2002, Datuk Lim spearheaded the management buyout of SOGO Kuala Lumpur. Under his leadership, SOGO was successfully revitalised into a profitable and thriving retail business, solidifying its presence as a key department store and supermarket player in Malaysia's retail landscape. Since then his Sogo Seibu Group has grown into a chain of five large format stores throughout Malaysia.

HONORARY DEGREE

Strategic acquisitions and retail expansion

Datuk Andrew Lim then expanded his retail interests by setting up Macrovalue Sdn Bhd together with his old friend Datuk Gary Yap Keng Fatt in 2022. In 2023, Macrovalue acquired multiple well-known supermarket brands in Malaysia, including:

- Cold Storage
- Mercato
- TMC (Teng Mini Mart)
- Giant
- Giant Mini
- Uncle Jack's

This acquisition of GCH Retail Malaysia strengthened his group's position in the retail sector, reinforcing their ability to grow their retail businesses with strong brand recognition.

Expertise in diverse retail formats

Datuk Lim's Groups of Companies have demonstrated remarkable adaptability in navigating various retail formats, from high-end outlets like SEIBU & SOGO to mainstream market stores such as Gama, SOGO and Giant. His strategic leadership ensures that each brand aligns with market demands while maintaining its unique identity and customer appeal.

Legacy and leadership

His career journey—from law to retail—leverages on an ability to adapt, innovate, and drive business success. His keen interest of market dynamics, customer preferences, and operational efficiencies continues to shape the future of the retail industry in Malaysia, and beyond.

GRADUATES

Dr Hong Hee Jung will present the following candidates to the Senior Deputy Principal.

FACULTY OF ARTS AND HUMANITIES

BACHELOR OF ARTS (HONOURS) DIGITAL MEDIA

Alix Yeo Xuan Hui
Annabelle Neo Yan Shan
Assyafaqah Binte Sharin
Chan Hui Wen Vanesse
Chee Wei Yan
Christen Anne Teo
Clarice Liaw Min Qi
Danny Ng Zi Xiang
Gabriel Tan Kang Le
Gan Xinqi Shannon
Goh Aik Ang (Wu Yi'An)
Heather Wong Xue'Er
Ignatius Noel Lam
Isis Ang
Janice Imanuel
Jennifer Chaufik
Joanne Choong Xiu Mei
Joyce Ng Chu Yi
Kang Cheng Kit
Kau Wen Qi
Kee Ruide, Royston
Khin Myatnoe Chit
Lee Wan Xuan
Li, Suhui
Lim Zuo Yi
Loh Cui Shan
Lye Yan Ling Sarah
Madelyn Lew Shia Xuan
Ng Jing Sheng Ernest

Seah Ning Shuen Jezebel
Teo Chee Xuan (Zhang Zixuan)
Thng Kai Wei, Alden
Tsai Hwee Xin (Cai Huixin)
Valery Ho Jia Qi
Wang Xiu Li
Yamin Khin
Yap Jun Wei
Yee Zheng Hao, Isaac
Yeo Hui Hui
Yeo Qian Hui Jennifer
Yeo Zhi Ling Rennie

BACHELOR OF ARTS DIGITAL MEDIA

Tan Siang Ming

GRADUATES

UNIVERSITY OF STIRLING BUSINESS SCHOOL

BACHELOR OF ARTS (HONOURS) EVENTS MANAGEMENT

Adilah Binte Muhammad Nizam
Adriana Yao Binte Mohamad Iskandar
Aw Wei Ting
Chan Poh Yee
Cheong Yu Yong (Zhang Yuyang)
Chiu Jhio Hng
Lau Yu Xuan
Lim Zhong Kai Javier
Low Zong Xuan
Lyvia Heng Yi Hsuan
Ng Jia Yi
Peryn Liew Ning
Poon Ya Ling Jessline
Rahuldasan Panneerselvam
Rajarajan Kaviyalini
Selene Chua Yik Xuan (Cai Yixuan)
Trina Teoh (Zhao Shi'En)
Wee Li Ying, Henna (Huang Liying)
Wuen Hwee Teng, Eunice
Yuen Shao Xiang

BACHELOR OF ARTS EVENTS MANAGEMENT

Ryan Su Tse Keng
Song Qiao Liang

BACHELOR OF ARTS (HONOURS) MARKETING

Aleasari Binte Izuan
Allistair Gwee Teng Shen
Ami Aidiliah Binte Saleh
Angelo Nehemiah Ong Tian Ern
Au Xiao Ling
Audrey Felicia Gunawan
Cameo Chua Peng Qi
Chan Zong Xian
Chevelle Cheng Le Xuan
Chew Jiabin Adele
Chia Peng Han Wayne
Chua Ziyang
Darren Kek Ching Guan
Dilys Liong Mun Kit (Liang Wenjie)
Edbert Chung
Eunice Lim Jie Inn (Lin Jieying)
Farah Kamilia Binte Ithnin
Fatimah Binte Mohamed Nizar
Angullia
Favian Tay Xun Wen
Gabrielle Joseph
Gloria Shanthini d/o Palanichamy
Hazelle Joewono You
Iris Tan Jia Hua
Janna Chua Jing Yii
Jeannith Tan Yu Xuan
Jeremy Loo Yi Hao
Jeryn Cheong Xuan Wen
Joline Chong Zhi Xuan
Josephine Moh Hui Yee
Joshua Shao Shirui
Josiah Leong Yuan Rui
Kenneth Chan Jin Hui
Kong Wei Lun, Alan
Kuek Jiayi
Kwan Yu Xiong Cedric
Kylie Chng

GRADUATES

Lam Yan
Lee Qian Yi
Lee Shu En Rachel
Lee Yee Jie Taedra
Lew Jie Neng
Lim Damian
Lim Wee Shi
Low Wen Jun Selina
Marisa Chew Zi Qi
Max Ho Jun Hao
May Thidar Aye
Muhamad Izz Daanyal Bin Ismail
Natalie Ngoo Jia Wen
Ng Tricia
Ng Ying Xuan
Ng Yu En Shanon
Nicholas Wang Zi Heng
Nicole Tan Jiawei
Ong Zong Xiang
Po, Chao-Cheng
Quek Wee Kiat
Samuel Ho Shu Wei
Seow Yen Nicole
Shermaine Lim Jing Xuan
Shernice Neo Ree Wen
Sherry Ng Xinyi
Shovess Neo Yan Zhi (Liang Yanzhi)
Taranya d/o Devaraj
Teo Jun Hui
Teo Kah Min, Jasmine
Timothy Aldo Setiawan
Vanessa Ong
Wang Si Yen
Wong Kah Qi (Huang Jiaqi)
Xavier Ho
Yap Li Min Jermaine
Yap Shane Lei
Yap Sui Ching
Yeo Hui Wen, Tricia
Zaine Lim (Lin Zhiying)

BACHELOR OF ARTS MARKETING

Khandelwal Praneet Umesh
Ng Ding Ren Aloysius
Shanmugasundaram Kalavathi
Sowparanika
Shermane Tan Xuan Li (Chen Xuanli)

GRADUATES

BACHELOR OF ARTS (HONOURS) SPORTS STUDIES AND MARKETING

Adriel Liew Yuxuan
Ang Hui Shi, Sophie (Hong Huishi)
Arkar Latt
Audrey Shin Jia Min
Cheah Johnson
Christopher Suen Wei Kang
Claire Lim Boon Li (Lin Wenli)
Clive Tan Ren Xuan
Darius Toh Jing Rui (Zhuo Jingrui)
Darren Goh Jing Kai
Diyannah Aqidah Binte Muhammad
Dian Khudhairi
Fatris Afuza Bin Zainon Rahman
Haseenah Binte Mohamad Tahar
Ho Zhe Yuan
Ishraf Ibn Khair
Ivan Lee Zhen Wei
Ji, Weibin
Joseph Hing Wen Jie
Lee Kee Choon, Kohler
Lee Su Rui
Lim Jun You
Lim Yong Jin
Max Yeo Jing Xu
Mohamed Irfan Bin Syed Kassim
Muhammad Fuad Bin Fazil
Muhammad Syafiq Bin Asaraf Ali
Ong Pei Xuan, Joyce
Rueben Noel Jevanathan
Sarah Gomez
Singaravelan Seenivarsan
Tan Jia En Joanne
Tan Zhi Jyin, Derek
Timothy Lim Zhi San
Wong Yi Hong
Yap Ming Jun
Zhang Wanling

BACHELOR OF ARTS

Ahmad Nurudden Bin Herman

AWARDS 2025

SIM-UNIVERSITY OF STIRLING BEST OVERALL STUDENT AWARDS

Heather Wong Xue'Er

Bachelor of Arts (Honours) Digital Media

Poon Ya Ling Jessline

Bachelor of Arts (Honours) Events Management

Nicholas Wang Zi Heng

Bachelor of Arts (Honours) Marketing

Diyanah Aqidah Binte Muhammad Dian Khudhairi

Bachelor of Arts (Honours) Sports Studies and Marketing

UNIVERSITY OF STIRLING AWARDS

BEST UNDERGRADUATE MANAGEMENT DISSERTATION (SINGAPORE)

Adriana Yao Binte Mohamad Iskandar

Bachelor of Arts (Honours) Events Management

BEST UNDERGRADUATE MARKETING DISSERTATION (SINGAPORE)

Josiah Leong Yuan Rui

Bachelor of Arts (Honours) Marketing

SIM-STIRLING ALUMNI COMMUNITY



“The course provided a **well-rounded and enriching experience, enhancing my skills in advertising**. It allowed me to apply fundamental concepts in practical settings and has been instrumental in preparing me for a career in advertising.

”

Addesia Lip

BA (Hons) Digital Media
Media Planner
Group M – Wavemaker



“The degree has been **instrumental in shaping my career path**. The comprehensive industry knowledge, coupled with the enriching exchange experience at the University of Stirling's home campus in Scotland, enabled me to secure a position in my desired organisation.

”

Lee Xuan Xuan

BA (Hons) Sports Studies and Marketing*
Venue Operations Executive (National Stadium)
Kallang Alive Sports Management



“The degree challenged me to think beyond the screen and be ready for the ever-changing media landscape, **sharpening my creative instincts and critical thinking capabilities**. I graduate confident, curious, and prepared for what lies ahead!

”

Alden Thng

BA (Hons) Digital Media
Social Media Executive
To Be Social



“My degree provided me with a solid foundation as I entered the workforce. The education I received from the Stirling faculty was indispensable in **developing my understanding of the marketing industry and the core theories behind it**. I remain genuinely grateful for my time at SIM-Stirling.

”

Thara Wu

BA (Hons) Marketing
Media Executive
PHD Media

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 our 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 our Institute of Aquaculture and Institute for Social Marketing and Health. In recognition of our excellence in business education, we are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International – an accolade held by just 6% of business schools globally.

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 offers 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 of Stirling was shortlisted for University of the Year at the prestigious Times Higher Education Awards 2024. It has an overall five-star rating in the QS Stars University Ratings 2024 and is ranked top 30 in the UK for postgraduate learning and teaching (Postgraduate Taught Experience Survey 2024).

Located in central Scotland, the University - which has its own loch and castle - is ranked first in the UK and top 10 in the world for its campus environment (International Student Barometer (ISB) 2024). 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 second in the world (ISB 2024) 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 international-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.

Earlier this year, a record 10 swimmers from the University represented their nations at the World Aquatics Championships here in Singapore, returning with two gold medals.

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 2025 – 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







At Stirling, graduation isn't goodbye – it's the next chapter of a lifelong connection to the people, place and spirit that shaped your journey.

As a Stirling graduate, you join a global family of alumni who have walked this path before you. Whether you're seeking advice, or looking to connect with fellow alumni, the Stirling community is here for you.

In turn, as you progress in your career, your experience, insights and expertise can play a powerful role in guiding and inspiring the next generation of graduates to be the difference. Alumni are our most important ambassadors, uniquely placed to support those who come next.

So please keep in touch. Let us know where life takes you and how you are getting on. Stay connected with us through email and social media and keep your contact details up to date to hear about dedicated alumni events and opportunities.

Please share your email address with us here: stir.ac.uk/mydetails.

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



NOW YOU ARE A GRADUATE

Your career support, for life

Wherever your next steps take you, whether here in Singapore, in Scotland, or anywhere in the world, you'll always have lifelong access to support from the University of Stirling for advice with career planning and job applications.

You can access comprehensive resources through TARGETconnect, including CV reviews and interview preparation, plus search graduate opportunities and access our worldwide careers information on GoinGlobal.

Find out more: stir.ac.uk/afteryouleave

International networks

We currently support a global network of more than 115,000 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 to find an alumni ambassador near you.

Become an alumni ambassador

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

For further information on alumni activities, please contact:

*Development and Alumni Relations Team
University of Stirling
Stirling
FK9 4LA
Scotland, UK
Email: alumni@stir.ac.uk
Telephone: +44 (0) 1786 466145
www.stir.ac.uk/alumni*



SIM Campus,
Singapore

ABOUT SIM

The Singapore Institute of Management (SIM) is one of the region's leading private 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 been a force for good, leading the development of work and industry skills essential for Singapore's growth for over 60 years.

SIM harnesses new knowledge, skills, and technology to provide skills-based learning experiences that enable students, professionals, and enterprises to Learn for Life and Thrive for Life. Through SIM Global Education (SIM GE) and SIM Academy, SIM supports diverse learning needs—offering higher education pathways and tailored learning journeys for working professionals and enterprises to adapt and grow in an ever-changing world.

With a steadfast commitment to transforming lives, SIM continues to inspire learners to contribute meaningfully to society, fostering progress and positive change across communities.

About SIM Global Education

SIM Global Education (SIM GE) is a leading private education institution in the region. We offer more than 140 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, Canada, 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 36% are international students hailing from over 50 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

SIM GE ALUMNI

Graduation is just the beginning of your exciting journey as a complimentary lifelong member of the SIM Alumni community.

You are now part of our global network of nearly 200,000 alumni. Beyond Singapore, you can connect with our Overseas Alumni Chapters in China, Korea, Indonesia, Malaysia, and Vietnam to broaden your professional and personal networks.

As an SIM alumnus, you'll enjoy a wide range of benefits,

- **Exclusive lifestyle offers**
- **Engaging learning events**
- **Comprehensive career services (ie: coaching and mentoring)**

At SIM, we're committed to supporting your personal growth, career success, and lifelong achievements. We encourage you to stay connected with us and your fellow alumni.

Stay updated on the latest alumni events and exclusive privileges by visiting www.sim.edu.sg/alumni. You can also download our CareerSense app from the App Store or Google Play for convenient access to career services and updates.

Congratulations once again—we look forward to seeing you at future events.

✉ gealumni@sim.edu.sg

📷 [instagram.com/simgealumni](https://www.instagram.com/simgealumni)

📺 t.me/+_n0U7tGc5xIOTBI



A photograph of three young women sitting on a dark wooden bench outdoors. The woman on the left is holding a smartphone up to take a selfie. They are all smiling and looking towards the camera. The background shows autumn foliage in shades of orange and red, and a white building with large windows is visible in the distance.

**SCOTLAND'S
UNIVERSITY FOR
SPORTING
EXCELLENCE**



University of Stirling,
Scotland, UK



Learn for Life
Thrive for Life

