

INDIANS ARE NOW SEEKING INEXPENSIVE AND QUALITY EDUCATION IN BUSINESS HUB SINGAPORE

# Students seek eastern shores

Gauri Rane, MUMBAI

Nineteen-year-old Akash Modi is a student of Singapore Institute of Management (SIM).

Ask him about how he decided to look eastward for international education, and he says, "I scored over 86% and applied to well-known commerce colleges in Mumbai, but I could not secure a seat there. Not willing to settle for a college that was considered second tier, I applied to universities in the US and UK, but I had to wait till October to know if they accepted my application. I had already missed a few months of the Indian academic year and I didn't want to risk the entire year. Fortunately for me, I got accepted at SIM even before I got a reply from western universities."

A similar story is told by Saumit Chaudhary studying in Management Development Institute of Singapore (MDIS). Saumit had to undergo a stressful wait until he finally decided to look at Singapore's MDIS to pursue his education.

Like Akash and Saumit, an increasing number of Indian youth are planning to shift focus to Singapore. For the last couple of years, the region has become a fast growing nucleus for international universities to set base. Institutions like University of Birmingham, University of Nevada and Las Vegas and various others are making their presence felt, while the stage is set to attract other universities as well.

Indian students have always aimed at getting international education. The reasons may have varied from better quality to global exposure to even inde-

pendence. "I wanted to pursue postgraduation in the US, but as I am only 17, my parents were comfortable sending me to Singapore. Also, this is my training ground. I get to enjoy the independence and also understand the responsibilities," says Shruti, a hotel administration student at University of Nevada and Las Vegas.

Another reason for an increase in Indian students leaving home shores is the opportunity to explore new disciplines and a value addition from personal development, internationally acceptable qualifications and an opportunity to use world class infrastructure. As Saumit puts it, "Singapore is at the heart of international corporate world. There are many companies setting up their Asia headquarters here, so there is a good chance of finding employment."

Marisa Low, assistant director, Contact Singapore says, "We're not just extending ourselves as a destination for education and employment, but we welcome those who want to make Singapore their home as well. Kaushik, who is studying at PSB Academy, says, "It gives me the best of both worlds; the opportunities of the western and the cultural ties of the eastern. Moreover, getting a permanent residence card is easier. I got mine in just 25 days."

Since 2003 when Singapore stepped in line with the biggies of education hotspots, the number of international students has increased from 61,000 in 2003 to 97,000 in 2008 and that too from 120 nationalities. "Today, we host students not only from India, but other Asian countries like China, Malaysia, Indonesia, South Korea and Vietnam," says Susanah

Toh of Singapore Tourism Board (STB).

Apart from this, Singapore is viewed as the safest and most politically stable country around the world. Worried parents have voiced concerns about sending students to Australia post the unfortunate incidents against Indians living there. With the UK introducing stricter visa rules, refusing over 49.1% student visa applications and the US asking local students to pull up their socks and face Asian scholars, Indians are looking for reasonable options.

## Pursuing UG or PG

Indian students who have completed standard X may apply to a junior college for the two-year pre-university course. This brings them at par with the Singapore-Cambridge General Certificate of Education - Advanced (GCE-A) examination.

Singapore's undergraduate study programmes are bachelor's degree programmes. These are offered in a variety of subjects ranging from science, economics to engineering architecture and business management. Admission to Singapore's public universities (government institutions) are competitive with primary importance to academic profile.

Students interested in pursuing undergraduate studies in public universities must have completed at least 12 years of formal education. The duration of a bachelor's degree course is three or sometimes four years. Some of these programmes require SAT scores, but this differs in each university. All applications to undergraduate programmes are done online.

For those pursuing postgraduate studies, there are three types of challenging programmes; PhD, master's and graduate diploma. All doctoral programmes are of three to five years' duration. Those taking admission to a PhD course need to have completed their master's degree and also need to appear for GRE/GMAT and TOEFL/IELTS exams. Apart from these, applicants must have good scores in the bachelor's degree and two years' work experience.

The master's degree programmes are designed to prepare students for the profession. These courses may range from one year to two years, depending on the university the student is studying at. The various degrees offered through the masters course are MA, MS, MBA and MFA.

## Working in Singapore

During school term, students who are enrolled in public universities and polytechnics as well as foreign institutes of higher learning are allowed to work part-time for 16 hours per week. They can work full-time during vacations.

For those enrolled in private education organisations, the Singaporean government doesn't permit part-time employment or internships. However, the government has allowed Singapore Institute of Management (the global education arm) — the only private university — to permit students to work part-time for 16 hours on campus. However, all students after finishing their courses have equal and wide career opportunities in and outside Singapore.



## Learning centres for software 'CATIA' launched

DesignTech will impart training to engg students and industry professionals

DNA Correspondent

High-tech consulting and value engineering service provider, DesignTech Systems Ltd from Pune — as a certified education partner of Dassault Systemes (DS) — has launched DesignTech Product Learning Management (PLM) learning centres in the city recently.

These centres will impart DS certified training on the world's leading software for product design solution, CATIA, a flagship PLM solution of DS.

An all India channel for DS, DesignTech is a leading Computer-Aided Design (CAD), Computer-Aided Manufacturing (CAM), Computer-Aided Engineering (CAE) and PLM solutions provider in the country.

"Training will be imparted on the latest version of licensed software CATIA V5, held under the guidance of industry experts and DS certified trainers," said managing director of DesignTech Systems Ltd, Vikas Khanvelkar.

Also present at the event were Nitin Ranade (head, R&D, Mahindra and Mahindra) and SD Pradhan (CEO, Argentum Engineering Design).



(From left) Vikas Khanvelkar, SD Pradhan and Nitin Ranade.

The course will be conducted for engineering students and industry professionals by DesignTech, initially through their two business administrators Delphi Computech and Indian Academy of Digital Arts and Science (IADAS) in the city.

"We are aiming to train around 600 students from each centre every year and the course fees are very reasonable," said Khanvelkar. He said that the courseware has been designed keeping in mind the requirements and expectations of the industry.

"The Dassault Systemes certification is globally recognised within the PLM ecosystem giving a standard measure of PLM product knowledge within the market norms," informed Khanvelkar.

The programs offered are

'Foundation Course' to develop proficiency in CATIA and 'Professional Course' to grasp advanced 3D modelling concepts using CATIA, which are of eight weeks' duration.

There are master diploma courses of 28 weeks' duration in CAD and CAM Automotive Specialisation using CATIA-based solutions in automotive design applications and Automation of Processes using CATIA knowledge-ware to write programs and automate repetitive design processes.

For enrolment, students should either have completed or must be pursuing Bachelors or Diploma in Mechanical or Production Engineering. To directly enrol for the specialised course, the students will have to appear for a test and meet the required percentage criterion.

## 'We aren't comfortable with entrepreneurship'

Shantanu Bhagwat from the UK held a workshop in the city recently

Rajesh Rao

Encouraging entrepreneurial development, MAEER's MIT School of Business (MITSOB) organised a one-day workshop on entrepreneurship development for budding entrepreneurs, in association with DNA and the Mahratta Chamber of Commerce, Industries & Agriculture (MCCIA).

The workshop was held at MCCIA Trade Tower on Senapati Bapat Road recently.



Shantanu Bhagwat at the workshop.

There were interactive sessions, case analyses, discussions and interactive exercises covering topics of entrepreneurship and innova-

tion. Meant for senior executives, students and aspiring entrepreneurs, venture capitalist, diplomat and entrepreneur from UK, Shantanu

### ABOUT BHAGWAT

A graduate in computer engineering from Indore, he worked in the Indian Foreign Service (IFS) before joining Monitor Company in London. While completing his MBA from London Business School, he was a regular speaker and panellist at conferences on emerging opportunities in Asia.

As a business development partner for Asia, at Amadeus — a venture capital company — which he joined in 1991, Bhagwat was involved with developing strategic venture capital partnership for Amadeus in this region.

Bhagwat, conducted the workshop.

"In India, we are still not comfortable with entrepreneurship. People should accept that failure is part of any business venture and more so

with entrepreneurial venture," said Bhagwat while speaking to DNA.

With Bhagwat's parents living in Pune for the last four years, he has been visiting the city frequently.

## Innovation mgmt course to spur new ideas

Roger La Salle was in Pune to address students of Indira business school

Rajesh Rao

A systematic approach to the process of innovation and opportunity, to deliver real commercial outcomes for any business, is the crux of the innovation management methodology called 'La Salle Matrix Thinking', created by Roger La Salle from Australia.

While on a visit to Pune recently, La Salle addressed students of Indira School of

Business Studies (ISBS), initiating them in the newly introduced certified course in innovation management 'La Salle Matrix Thinking', bringing with him a lifetime of experience and successful business creation.

"We, at ISBS, have introduced this course for a new generation of successful business leaders to understand and identify trends and breakthrough opportunities," said group director of Indira Group of Institutes Chetan Wakalkar.

After the successful launch of 'Igenio', a program of creative thinking by its mentor Titus Young from Singapore

in 2008, this is ISBS' second course in innovation management.

Used all over the world by various business establishments, including educational institutions, governments and scientific research establishments, La Salle Matrix Thinking® is a methodology, which can be applied for a successful business building. It is a structured process and once understood can easily be used to get the most out of creativity, innovation and opportunity.

The course covers aspects of business development, innovation and opportunity, sales and marketing, research



La Salle interacting with students.

and development and executive team building.

An engineer by profession and a successful business entrepreneur himself, Roger La Salle has authored several

books on Matrix Thinking™. An inspirational speaker, he provides services, takes sessions and master classes customised for any business needs.

## Seminar on branding at Tasmac

New generation business school, Training and Advance Studies in Management and Communications (Tasmac) from Pune, in association with DNA, organised a panel discussion on 'Brand Work Wonders' for its management students and guests at Leroyce Hotel recently.

Speaking on the occasion were Gargi Sharma (founder director, Changing Sky), Harsh Koshti (regional sales manager, Tetra Pak, Pune) and Kerman Kasad (director, Corporate Communications, Symantec Software India Pvt Ltd).

As part of its Knowledge Exchange Forum, Tasmac invited experienced speakers to give their opinions on branding, brand management, brand marketing, including its development, communication and value.

"Branding is really about the identity of business, which starts inside out — which it has to be. The philosophy behind brand is you



(From left) Tasmac faculty Nandita Khaire with Gargi Sharma, Harsh Koshti and Kerman Kasad.

have to consider each and every aspect of usage," said Sharma, who considered branding an esoteric subject. She further added that Indians have the tendency to go the extra mile to do something more for the customers.

The discussion ended with a question and answer session.

profession of Public Relations (PR).

The chairman of PRCI international cell and director of Symbiosis Institute of Media and Communication (SIMC), Ujjwal Chowdhury, along with dignitaries of PRCI, was present.

Director of Inspirations PR Consultancy Roop Karnani, was appointed as chairman; Love Baronia of Lucid PR Consultancy was named vice chairman; Shabnam Asthana (director, Empowered Solutions) was appointed as secretary and Aniruddha Bhagwat (Good Relations PR consultancy) was selected as treasurer.

## Scholarship for cyber crime & security courses

Students, who wish to pursue courses in the field of cyber crime and web security in online and distance mode from Data64 Techno Solutions in Pune, can now avail scholarships under the Data64 Scholarship Fund set up by the company committee.

Outstanding students will receive full or part scholarship, securing a place in the January-July 2010 batch for the courses in web hacking and security professional, information technology law and cyber forensic professional in the online or distance mode.

Students pursuing the courses in the classroom mode cannot avail of this scholarship. The last date for receiving applications is November 15. Details are available at www.data64.com.

## 'Kushagra 2009' gets good response

An inter-college educational event 'Kushagra 2009' was organised on October 12 by the Maharsi Karve Stree Shikshan Samstha's Hiraben Navavati Institute of Management and Research for Women, at their campus.

More than 350 students from 32 colleges participated in the event, which had management games, business quiz, entrepreneur profiling and events like smart investing, best manager and hard selling. Judged by eminent personalities from industries and academics, the event



The winning team of MITSOM.

got a good response from the students. The overall winner trophy was bagged by the Maharashtra Institute of Technology School of Management (MITSOM).

## Multiversity's language courses kick off

Pune, the seat of learning, has added yet another feather to its cap. Computer scientist Vijay Bhatkar and language expert Pramod Talgeri, two stalwarts from their respective fields, have joined hands to establish the India International Multiversity (IIMv) last year.

It is a multi-disciplinary institution envisaged and founded by Bhatkar. Talgeri is the vice chancellor of the IIMv and is the former vice chancellor of Central Institute of English and Foreign Languages in Hyderabad. He is a visiting professor at the University of Salzburg in Austria and University of Munich in Germany and a member of the Indo-German Consultative Group appointed by the prime minister.

Speaking about the goals of the IIMv, Talgeri said, "We are developing a new concept in education, where science, technology, culture and philosophy come together. This is imbibed in our ancient Indian tradition."

The IIMv's school of languages has already started conducting courses in German, French, Chinese, Japanese and Spanish. There are basic, intermediate and advanced levels for each

language. The students comprise of all age groups. There is a flexibility of timings for classes, so that professionals and others can plan their schedule accordingly.

## SIMC's 'Footprints '09' on October 24

A media seminar, organised by young media trainees of Symbiosis Institute of Media Communication (SIMC), 'Footprints 2009' will be held on October 24 at Symbiosis Vishwabhanvan on Senapati Bapat Road.

The seminar will be a platform for media stalwarts and trainees to explore the prevailing trends in the media industry. There will be two themes; 'The Green Battle' for the growing concern of climate change and 'Advertising — The Road Ahead' to understand the future of the advertising industry.

The speakers for the panel discussion on 'The Green Battle' are Satish Magar (president, Confederation of Real Estate Developers Associations of India, Credai), Ajay Ojha (technical advisor, Technogreen Environmental Solutions) and Chandrani Chatterjee (head, Greenpeace, Pune).

The speakers for the second session on advertising are Chandramauli Prasad (servicing head, Euro RSCG India), Karl Gomes (creative director, Rediffusion YR) and Nandita Khaire (head, Cygnus Advertising).

## Mock placement workshop for students

The student welfare community, Concepts, of Bharati Vidyapeeth College of Engineering organised a career-oriented event 'Face to Place' at their campus recently, to give hands-on knowledge and experience of placement procedures for various engineering jobs to students.

The event was conducted in three steps; aptitude test, group discussion and personal interview.

The winners were awarded with appreciation certificates and cash prizes.

—Compiled by Rajesh Rao & Shirish Shinde

## CoEP's MindSpark 2009 comes alive



The robotics contest at CoEP — RAJESH RAO, DNA

The College of Engineering Pune (CoEP) hosted its annual technical festival, MindSpark '09 on October 9, 10 and 11 at their college campus. In its third year, this time's event had more than 50 challenging events and workshops, including lectures and exhibitions. It was among the largest technical festival held in Maharashtra.

education department of the government of Maharashtra, JS Sharia, inaugurated the event.

The contests included cybernetics and robot challenges, presentations of innovative business plans and research papers, quiz contests, model making contest, AutoCAD competition, JAVA and C programming contest, mathematical modelling and more.

The festival had over 100 colleges participating from all over India. The Maharashtra Institute of Technology (MIT), Pune, won the ultimate title of MindSpark '09. The event was organised and managed by the student team of CoEP, with support from the faculty.

## Public Relation Council of India starts Pune chapter

The much-awaited Pune chapter of the Public Relation Council of India (PRCI) was launched recently at the Mahratta Chamber of Commerce, Industries and Agriculture (MCCIA). It was followed by the appointment of office bearers for the PRCI Pune chapter executive body.

The Pune chapter will serve as a learning and sharing opportunity for those who are in the