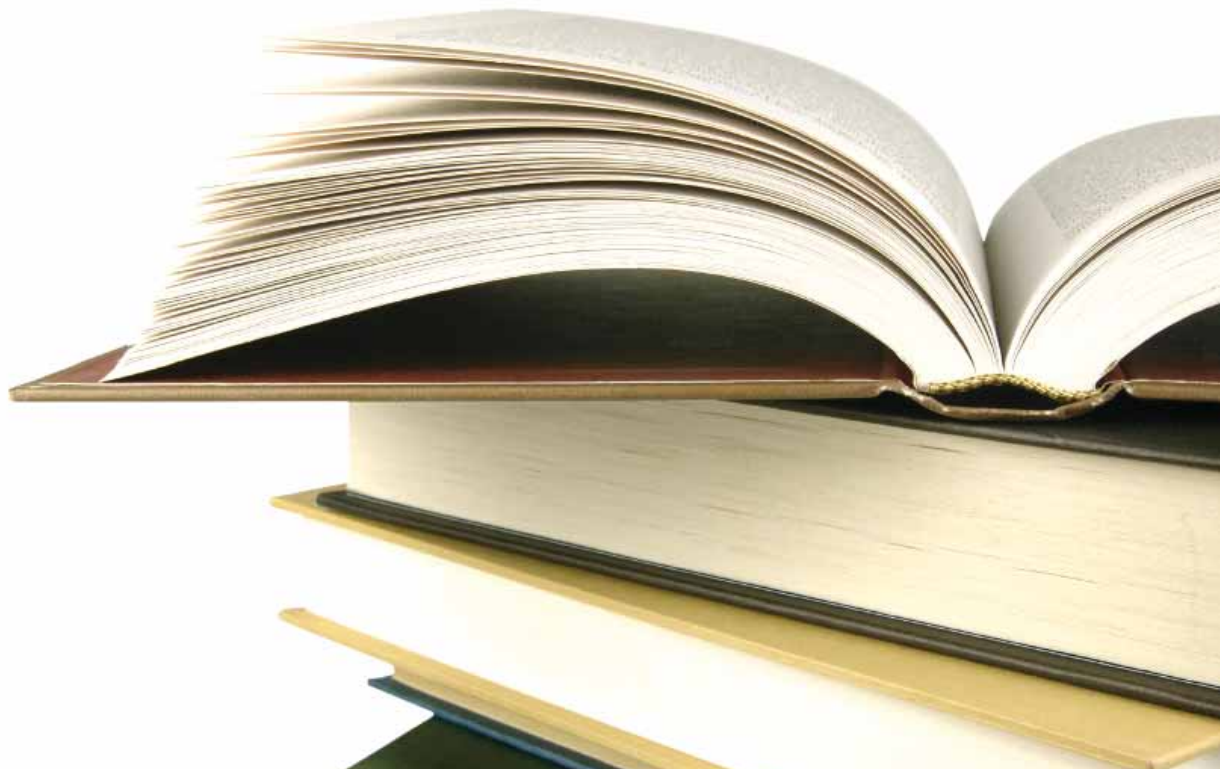


# The JobsCentral Learning Rankings and Survey

Report 2012

December 2012

A study of the private higher education rankings  
and learning preferences in Singapore



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## Introduction

Since its launch in 2009, the JobsCentral Learning Rankings and Survey series is the largest and most comprehensive research on Singapore's private education landscape. The report is based on an independent research project commissioned by the JobsCentral Group, and comprises two main categories: rankings of Singapore's private education institutes, and learning preferences findings of the general population aged 15 and above.

5,476 respondents' data was collected via a voluntary online questionnaire from September to October this year. Incomplete and duplicated responses were discarded and do not contribute to this count.

This report includes findings which may be of interest to employers seeking to understand what motivates employees to pursue further education, and the expected salary increments after obtaining higher qualifications. Prospective adult students may also find the rankings useful in making informed decisions for a school and course of study.

For Private Education Institutes, the rankings in this report serve as an independent benchmark against their competitors. In addition, the results may assist institutes in their marketing efforts, and provide insight into their students and prospective students' selection behavior.

Results of this survey are statistically significant for the population aged 15 and above. At a confidence level of 95% and a sample size of 5,476, the results have a sampling error of +/- 1.32 per cent. This means that we are sure 95% that the results of the survey is representative of the population with a margin error of +/-1.32 per cent.

## Tabulating The Rankings For Private Education Institutions

The rankings for the most preferred Private Education Institutions (PEIs) are determined by survey respondents. The respondents were asked to select their preferred PEIs from a list of 64 PEIs\* sourced primarily from the Council of Private Education. Respondents were allowed to select as many PEIs as they wished. If a particular PEI was not available in the prelist of PEIs, respondents were given the option to make use of a free-text box.

The votes that each PEI received were consolidated at the end of the survey, tabulated and ranked. PEIs which had received similar number of votes were given the same ranking. The values received via the free-text boxes were also sorted and unlisted PEIs which received a significant number of votes were included in the rankings.

*\*The original list included Singapore Institute of Commerce (SIC) College Of Business And Technology, making it a list of 65. However, on 12 September 2012, that school was delisted. We have removed them from the survey results.*

*Disclosure: The JobsCentral Group has business relations with many companies and organizations in Singapore. Some of the PEIs ranked are JobsCentral's clients and/or business partners but others do not have business relations with JobsCentral. Being a JobsCentral client or business partner does not advantage nor disadvantage a PEI in this Survey.*

## Report Terms And Formulas

In addition to simple counts and percentages, this report also uses Scores which range between 1 to 5, with 1 being the least important and 5 being very important.

*Example: Calculating the Score for “Recognition of certificate” in the table below*

Rank	Deciding Factors	Total Respondents	Score (Out of 5)
<b>1</b>	<b>Recognition of certificate</b>	<b>5,476</b>	<b>4.70</b>
2	Reputation		4.53
3	Course fees		4.37
4	Course syllabus		4.30
5	Course lecturers/ facilitators		4.23
6	Lecture schedules		4.12
7	Location of classes		3.99
8	Alumni network		3.19

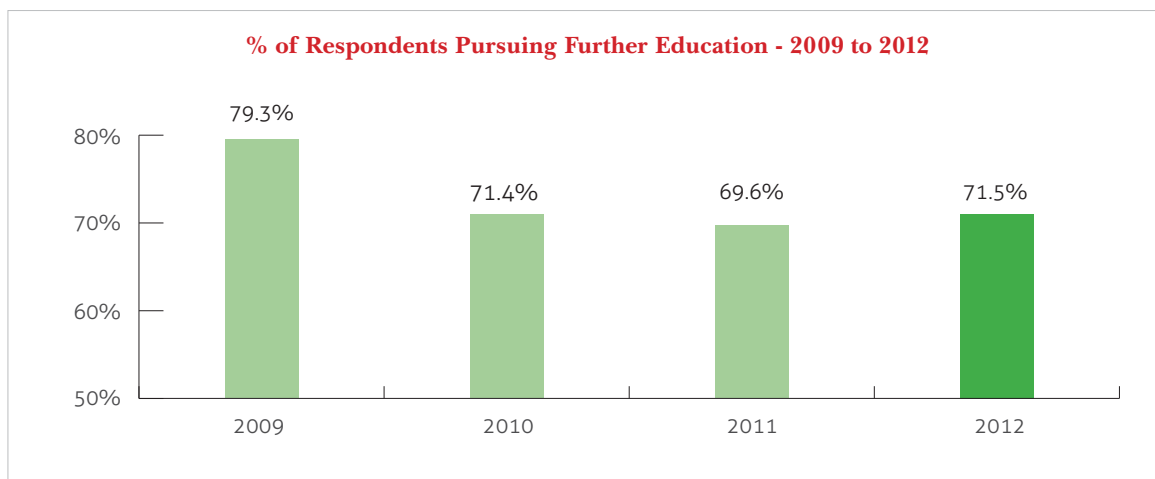
- Number of respondents who selected ‘5 Very Important’ = 4,288
- Number of respondents who selected ‘4’ = 826
- Number of respondents who selected ‘3’ = 293
- Number of respondents who selected ‘2’ = 38
- Number of respondents who selected ‘1 Not Important’ = 31
- Total number of responses = 5,476

$$\begin{aligned} \text{Score for “Recognition of certificate”} &= \frac{(4,288 \times 5) + (826 \times 4) + (293 \times 3) + (38 \times 2) + (31 \times 1)}{5,476} \\ &= 4.70 \end{aligned}$$

## Highlights

### Growth in numbers interested to pursue further education

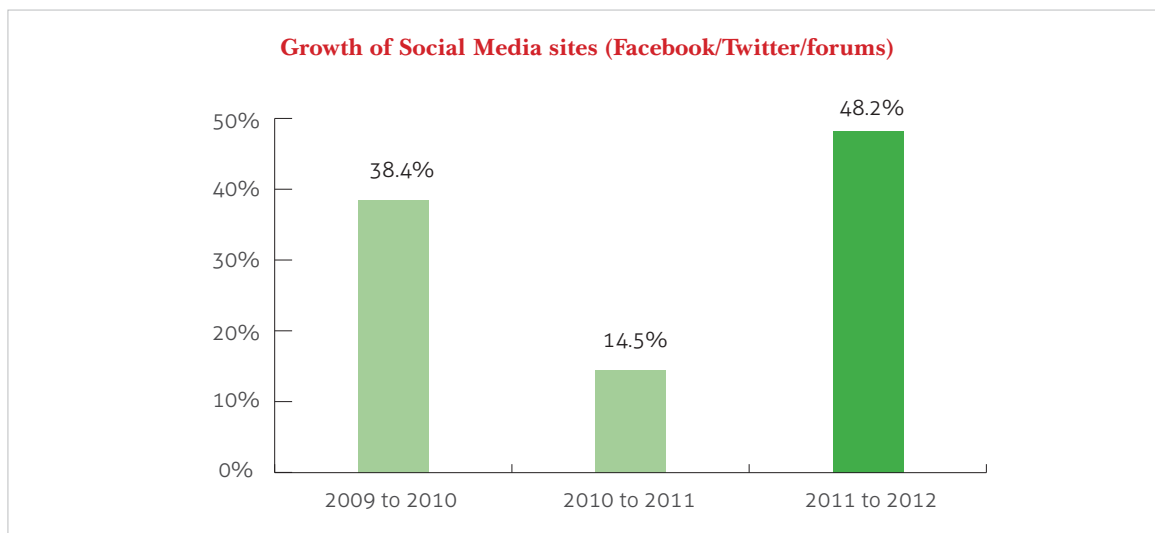
As compared to results from 2011, the 2012 survey observes an increase in the proportion of respondents interested in pursuing further education. Out of the 5,476 respondents surveyed, 71.5 per cent say that they intend to pursue further education; a 2.7 per cent rise from the 69.6 per cent who indicated a similar intention in 2011. The highest rate of interest was in 2009, a year which saw economic recessions around the world.



### Digital information channels are getting more popular

Digital channels are clearly popular when it comes to information sources for PEIs and their courses. 'Websites of institutions' (58.1 per cent) remain ranked #1 and 'Learning portals,' such as the JobsCentral Learning portal which was ranked #4, observe an increase in popularity by 28.5 per cent in this year's survey.

Though ranked #7, 'Social network sites' has been found to be an increasingly popular information channel for PEIs since the 2010 survey. The utilization of 'Social network sites,' such as Facebook, Twitter, and Forums for information on PEIs, saw an increase by 38.4 per cent in 2010 and jumped another 14.5 per cent in 2011. This year, 'Social network sites' made the greatest increase in popularity (48.2 per cent increase from 2011) with 24.7 per cent of respondents voting it as their preferred information channel about PEIs. This is a trend that is expected to continue.



### **Traditional information channels a mix bag of popularity**

'Career and Education Fairs' managed to hold on to the number two spot with a small growth of 3.4% over 2011. 'Print media' stayed at rank #five but "Broadcast media" (20.2 per cent), such as television and radio advertisements, is seeing a drop in popularity. Preceded by a 16.2 per cent and 1.5 per cent decline in 2010 and 2011 respectively, 'Broadcast media' slides another 4.7 per cent and is the most unpopular information channel about PEIs this year.

### **'Recognition of certificate' and 'Reputation' remain top priorities**

'Recognition of Certificate' continues to be the top priority for respondents when deciding on a school followed by 'Reputation'. The former, which has been the leading attribute since 2009, attained the highest average score (4.7 out of 5) again this year, with 93.4 per cent of respondents ascribing it as the most important criteria of a school. 'Reputation' (4.53 out of 5) and 'Course fees' (4.37 out of 5) retain their positions in the 2012 survey and are ranked second and third respectively in terms of importance.

### **'Career advancement' remains main reason for further education, with 25 to 29 per cent salary increment expected**

Since 2009, the main motivating reason for further education is 'Career advancement'. This year, this reason received votes from more than ninety per cent of respondents (90.1 per cent) and leads the next most important reason "Personal Interest" (64.5 per cent) by a thousand votes.

Majority of respondents (23.4 per cent) also expect a 25 to 29 per cent increase to their current salary after obtaining a higher qualification. This is similar to 2011 results.

### **Moderately high expectations in salary increment upon acquiring Bachelor's Degree**

More than 50 per cent of respondents (53.1 per cent) interested in acquiring a Bachelor's Degree say they expect a 25 to 49 per cent salary increment upon graduation. Another 22.9 per cent say they expect an increment of 50 per cent and above. On average, those pursuing a Bachelor's Degree expect a salary increment of 35 per cent.

### **Unwilling to pay for a diploma, but expect to see more than 25 per cent salary rise**

Nearly half the respondents (48.6 per cent) indicated they do not intend to pay more than \$5,000 for a Diploma, Advanced Diploma or Graduate Diploma. However, 50.1 per cent of respondents expect to receive 25 to 49 per cent raise in salary upon completing a diploma course.

### **Increased popularity of Accounting courses; decline in interest for Sciences/Applied Sciences courses**

While Business Studies / Management (1,329 votes) continue to be the most popular courses of study for further education, the 2012 survey observes an increased interest in Accounting. Accounting courses moved up from 7<sup>th</sup> to 3<sup>rd</sup> most preferred course for further education after gathering the votes from 17.4 per cent (680 votes) of respondents.

On the contrary, Sciences/ Applied sciences saw the greatest dip in popularity, dropping 11 spots to 23<sup>rd</sup> place after receiving only 162 votes.

**The top five most preferred courses of study in this year's survey are:**

Rank	Courses of study	Number of Votes
1	Business Studies/ Management	1,329
2	Finance/ Investment	716
3	Accounting	680
4	Hospitality/ Tourism/ F&B	565
5	Sales/ Marketing	555

**Kaplan overtakes SIM GE as top PEI**

The 2012 rankings saw Kaplan Singapore replacing SIM Global Education (SIM GE) as the most preferred Private Education Institution (PEI). Kaplan, who has been the second most preferred PEI since the 2010 rankings, clinches the top spot this year after garnering 1,818 votes from one-third (33.2 per cent) of the respondents. Former most preferred PEI, SIM GE, slips to 2<sup>nd</sup> place after receiving a total of 1,275 votes, more than 500 votes behind Kaplan.

Besides leading the overall Preferred PEI rankings, Kaplan also tops the charts in all qualification categories, and was found to be exceptionally popular for its Bachelor's Degree courses. Nearly half of the respondents (49 per cent, 632 votes) interested in pursuing a Bachelor's Degree, have selected the school as a preferred PEI.

**Here are the overall top 10 PEIs for this year's survey:**

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
<b>2</b>	<b>1</b>	<b>Kaplan Singapore</b>	<b>1,818</b>	<b>33.2%</b>
1	2	SIM Global Education (SIM GE)	1,275	23.3%
3	3	PSB Academy	771	14.1%
16	4	EASB East Asia Institute of Management	738	13.5%
4	5	Management Development Institute Of Singapore	608	11.1%
5	6	British Council (Singapore)	510	9.3%
32	7	School D'Hospitality	433	7.9%
6	8	James Cook Australia Institute Of Higher Learning	367	6.7%
7	9	Nanyang Institute of Management	344	6.3%
8	10	Tourism Management Institute of Singapore	328	6.0%

## **EASB East Asia Institute of Management makes good progress in the 2012 PEI Rankings**

After moving up six positions into the Top 20 last year, EASB East Asia Institute of Management (EASB) has once again made outstanding progress in 2012. The school climbed twelve positions and is the 4th most preferred PEI this year after receiving the votes from 13.5 per cent (738 votes) of the respondents surveyed.

By qualification level, EASB is found to be the 3rd most preferred PEI among respondents interested in taking up a Bachelor's Degree (246 votes) and a Post-graduate degree (245 votes). In addition, 14.1 per cent of respondents interested in pursuing a Diploma / Advanced Diploma have given their votes to EASB hence pushing it up from 21<sup>st</sup> to 5<sup>th</sup> most preferred PEI for this level of qualification. In the Professional Certification / Workshop category, EASB climb from 26<sup>th</sup> to 7<sup>th</sup> place after receiving the votes from 8.1 per cent (54 votes) of respondents.

## **Prominent Climbers in the 2012 Rankings**

Besides Kaplan and EASB, PEIs which have achieved significant progress and stood out in the 2012 ranking include:

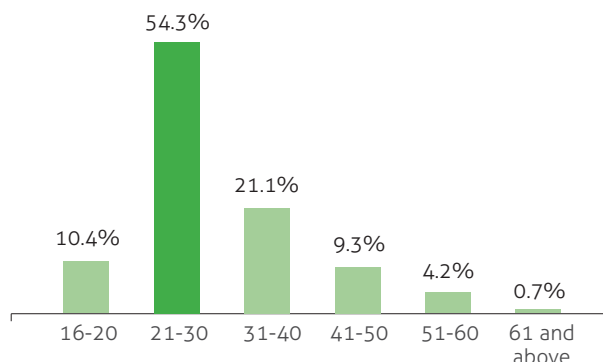
- **Asian International College** – Formerly known as Learning Capital, the Asian International College achieved the most notable climb in this year's survey. Ranked at 59<sup>th</sup> place in the 2011 ranking, the school climbed up 31 spots and is currently the 28<sup>th</sup> most preferred PEI. Asian International College is also ranked as the 11<sup>th</sup> most preferred PEI among respondents who are taking up a Post-Graduate Degree;
- **School D' Hospitality** – Voted at 32<sup>nd</sup> place in 2011, the school made good progress by making it into the Top 10 ranks of most preferred PEIs this year. School D' Hospitality is ranked in at 7<sup>th</sup> place in the overall PEI rankings chart and is ranked the 14<sup>th</sup> most preferred PEI by respondents pursuing a Bachelor's Degree. It is also the 11<sup>th</sup> most preferred PEI for Diploma / Advanced Diploma courses;
- **Shatec Institutes** – Ranked outside Top 20 in the 2011 rankings, Shatec climbs 7 spots and is currently voted as the 19<sup>th</sup> most preferred PEI. It secured 13<sup>th</sup> place among PEIs offering Diploma / Advanced Diploma and is the 20<sup>th</sup> most preferred PEI in the Professional Certification / Workshop category;
- **YMCA Education Centre** – Climbs 5 positions from 23<sup>rd</sup> to 18<sup>th</sup> place in the 2012 PEI charts. YMCA Education Centre is ranked the 20<sup>th</sup> most preferred PEI for Bachelor's Degree and is the 16<sup>th</sup> among those interested in a Post-Graduate Degree. It is also the 11<sup>th</sup> most preferred PEI for Diploma / Advanced Diploma courses;

# Profile of Respondents

## Respondent Profile

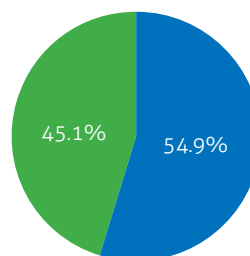
### Age

Age	Count	% of Respondents
16-20	568	10.4%
<b>21-30</b>	<b>2,975</b>	<b>54.3%</b>
31-40	1,154	21.1%
41-50	511	9.3%
51-60	228	4.2%
61 and above	40	0.7%
<b>Total</b>	<b>5,476</b>	<b>100.0%</b>



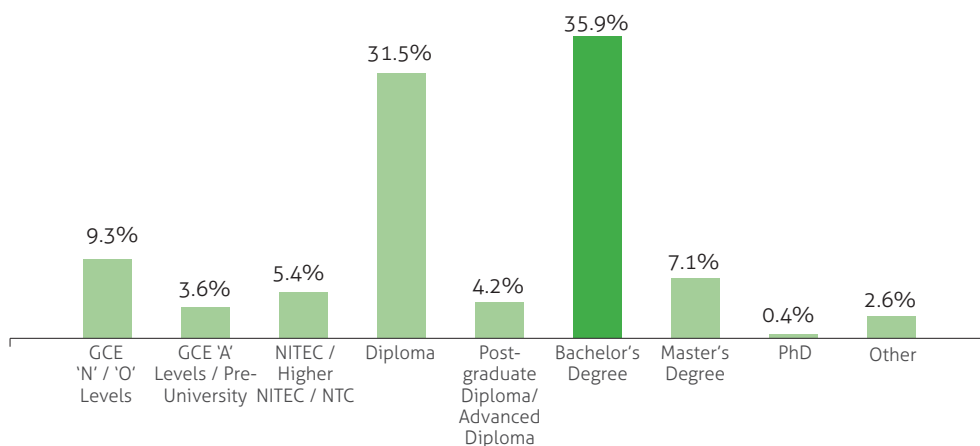
### Gender

Gender	Count	% of Respondents
<b>Female</b>	<b>3,006</b>	<b>54.9%</b>
Male	2,470	45.1%
<b>Total</b>	<b>5,476</b>	<b>100.0%</b>



### Highest Academic Level

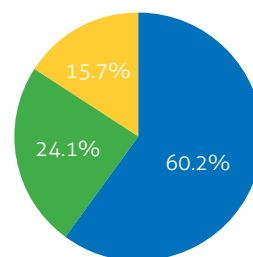
Highest Academic Level	Count	% of Respondents
GCE 'N' / 'O' Levels	509	9.3%
GCE 'A' Levels / Pre-University	199	3.6%
NITEC / Higher NITEC / NTC	294	5.4%
Diploma	1,726	31.5%
Post-graduate Diploma/ Advanced Diploma	232	4.2%
<b>Bachelor's Degree</b>	<b>1,964</b>	<b>35.9%</b>
Master's Degree	387	7.1%
PhD	22	0.4%
Other	143	2.6%
<b>Total</b>	<b>5,476</b>	<b>100.0%</b>





### Employment Status

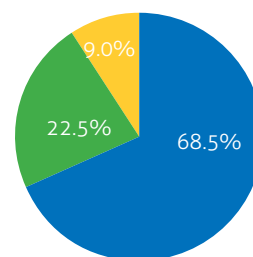
Employment Status	Count	% of Respondents
<b>Employed</b>	<b>3,299</b>	<b>60.2%</b>
Unemployed	1,319	24.1%
Student without prior work experience	858	15.7%
<b>Total</b>	<b>5,476</b>	<b>100.0%</b>



### Type of Employment

Unemployed respondents were told to answer this question based on their last job.

Type of Employment	Count	% of Respondents
<b>Permanent</b>	<b>3,162</b>	<b>68.5%</b>
Contract / Temporary	1,040	22.5%
Part-time	416	9.0%
<b>Total*</b>	<b>4,618</b>	<b>100.0%</b>

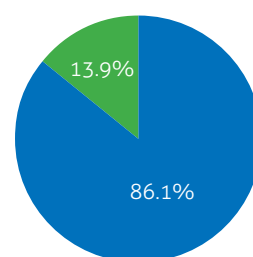


\* Total excludes students without prior work experience

### Sector of Work

Unemployed respondents were told to answer this question based on their last job.

Sector of Work	Count	% of Respondents
<b>Private</b>	<b>3,975</b>	<b>86.1%</b>
Government	643	13.9%
<b>Total*</b>	<b>4,618</b>	<b>100.0%</b>



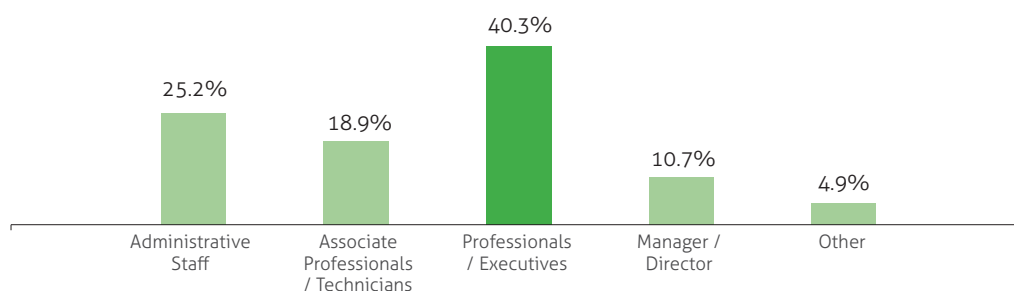
\* Total excludes students without prior work experience

### Level of Occupation

Unemployed respondents were told to answer this question based on their last job.

Level of Occupation	Count	% of Respondents
Administrative Staff	1,166	25.2%
Associate Professionals / Technicians	872	18.9%
<b>Professionals / Executives</b>	<b>1,863</b>	<b>40.3%</b>
Manager / Director	492	10.7%
Other	225	4.9%
<b>Total*</b>	<b>4,618</b>	<b>100.0%</b>

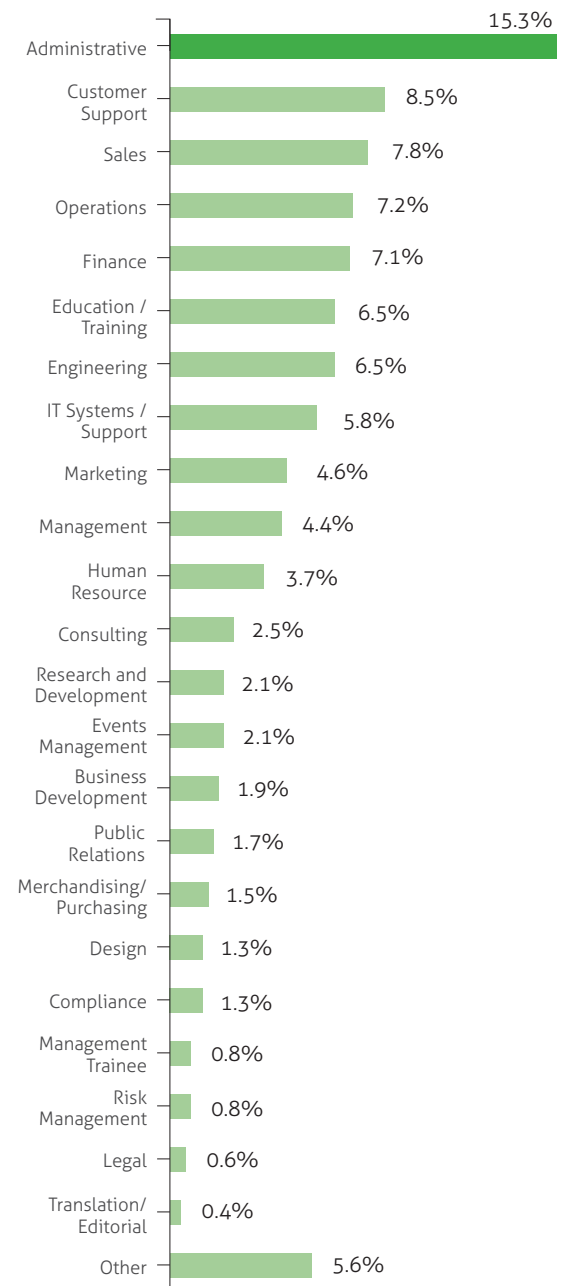
\* Total excludes students without prior work experience



**Job Function**

Unemployed respondents were told to answer this question based on their last job.

Job Function	Count	% of Respondents	% of Votes
<b>Administrative</b>	<b>1,074</b>	<b>23.3%</b>	<b>15.3%</b>
Customer Support	597	12.9%	8.5%
Sales	544	11.8%	7.8%
Operations	504	10.9%	7.2%
Finance	499	10.8%	7.1%
Education / Training	455	9.9%	6.5%
Engineering	455	9.9%	6.5%
IT Systems / Support	406	8.8%	5.8%
Marketing	324	7.0%	4.6%
Management	310	6.7%	4.4%
Human Resource	259	5.6%	3.7%
Consulting	177	3.8%	2.5%
Research and Development	148	3.2%	2.1%
Events Management	145	3.1%	2.1%
Business Development	131	2.8%	1.9%
Public Relations	122	2.6%	1.7%
Merchandising/ Purchasing	102	2.2%	1.5%
Design	92	2.0%	1.3%
Compliance	89	1.9%	1.3%
Management Trainee	57	1.2%	0.8%
Risk Management	53	1.1%	0.8%
Legal	41	0.9%	0.6%
Translation/ Editorial	27	0.6%	0.4%
Other	389	8.4%	5.6%
<b>Total*</b>	<b>7,000</b>	<b>-</b>	<b>100.0%</b>



\* Total excludes students without prior work experience

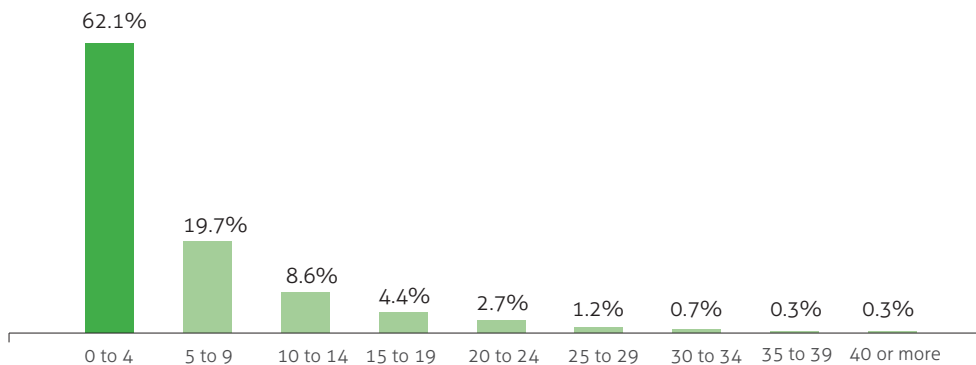
\* Total does not add up to the total no. of respondents as individuals may hold multiple job functions

### Years of Experience in Current Industry

Unemployed respondents were told to answer this question based on their last job.

Years of Experience	Count	% of Respondents
<b>0 to 4</b>	<b>2,869</b>	<b>62.1%</b>
5 to 9	908	19.7%
10 to 14	396	8.6%
15 to 19	201	4.4%
20 to 24	125	2.7%
25 to 29	57	1.2%
30 to 34	34	0.7%
35 to 39	14	0.3%
40 or more	14	0.3%
<b>Total*</b>	<b>4,618</b>	<b>100.0%</b>

\*Total excludes students without prior work experience



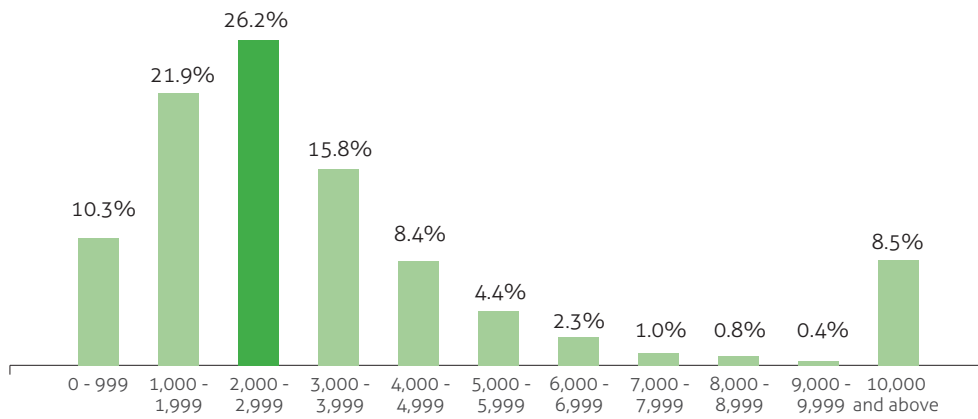
### Gross Monthly Salary

Unemployed respondents were told to answer this question based on their last job.

Gross Monthly Salary	Count	% of Respondents
0 - 999	476	10.3%
1,000 - 1,999	1,011	21.9%
<b>2,000 - 2,999</b>	<b>1,208</b>	<b>26.2%</b>
3,000 - 3,999	728	15.8%
4,000 - 4,999	388	8.4%
5,000 - 5,999	204	4.4%
6,000 - 6,999	107	2.3%
7,000 - 7,999	46	1.0%
8,000 - 8,999	36	0.8%
9,000 - 9,999	20	0.4%
10,000 and above	394	8.5%
<b>Total*</b>	<b>4,618</b>	<b>100.0%</b>

\*Total excludes students without prior work experience

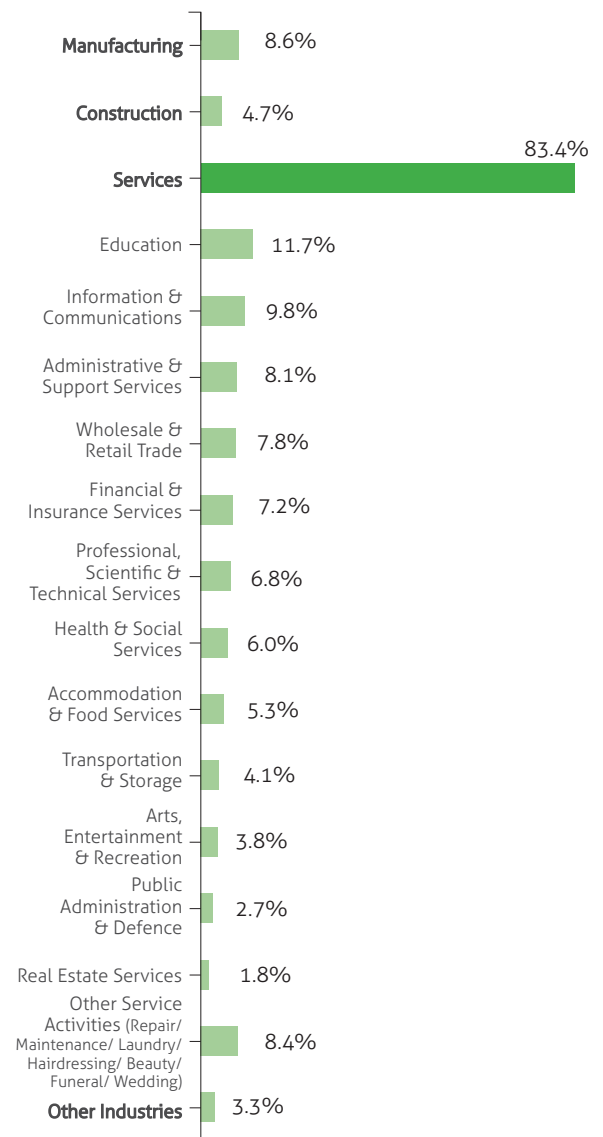
**Gross Monthly Salary**



**Industry of Work**

Unemployed respondents were told to answer this question based on their last job.

Industry of Work	Count	% of Respondents	% of Votes
<b>Manufacturing</b>	448	9.7%	8.6%
<b>Construction</b>	245	5.3%	4.7%
<b>Services</b>	<b>4,354</b>	<b>94.3%</b>	<b>83.4%</b>
- Education	608	13.2%	11.7%
- Information & Communications	513	11.1%	9.8%
- Administrative & Support Services	423	9.2%	8.1%
- Wholesale & Retail Trade	406	8.8%	7.8%
- Financial & Insurance Services	377	8.2%	7.2%
- Professional, Scientific & Technical Services	353	7.6%	6.8%
- Health & Social Services	311	6.7%	6.0%
- Accommodation & Food Services	277	6.0%	5.3%
- Transportation & Storage	216	4.7%	4.1%
- Arts, Entertainment & Recreation	198	4.3%	3.8%
- Public Administration & Defence	139	3.0%	2.7%
- Real Estate Services	95	2.1%	1.8%
- Other Service Activities (Repair/ Maintenance/ Laundry/ Hairdressing/ Beauty/ Funeral/ Wedding)	438	9.5%	8.4%
<b>Other Industries</b>	171	3.7%	3.3%
<b>Total*</b>	<b>5,218</b>	-	<b>100.0%</b>



\*Total includes 'Manufacturing', 'Construction', 'Services' and 'Other Industries'. Sub-industries from 'Services' are sub-sets and are not taken into account.

\*Total does not add up to the total no. of respondents as multiple selections were allowed

\*Total excludes students without prior work experience

## Private Education Institutions Rankings, 2012

The 2012 PEI rankings are determined by the 5,476 respondents who had participated in the 2012 JobsCentral Survey. Respondents were asked to select their most preferred PEIs from a list of 64 PEIs. Respondents were allowed to select as many PEIs as they wished and to also fill in a free text box for PEIs they prefer but are not found in the list.

### Preferred Private Education Institutions - OVERALL

Respondents were allowed to select as many institutions as they wished. The rankings below are based on votes from all 5,476 respondents.

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
2	1	<b>Kaplan Singapore</b>	<b>1,818</b>	<b>33.2%</b>
1	2	SIM Global Education (SIM GE)	1,275	23.3%
3	3	PSB Academy	771	14.1%
16	4	EASB East Asia Institute of Management	738	13.5%
4	5	Management Development Institute Of Singapore	608	11.1%
5	6	British Council (Singapore)	510	9.3%
32	7	School D'Hospitality	433	7.9%
6	8	James Cook Australia Institute Of Higher Learning	367	6.7%
7	9	Nanyang Institute of Management	344	6.3%
8	10	Tourism Management Institute of Singapore	328	6.0%
9	11	LASALLE College Of The Arts	322	5.9%
12	12	Singapore Human Resources Institute (SHRI) Academy	306	5.6%
11	13	Nanyang Academy Of Fine Arts	292	5.3%
14	14	SMA Institute of Higher Learning	268	4.9%
17	15	University of Nevada, Las Vegas (UNLV) Singapore	262	4.8%
10	16	Curtin Education Centre	257	4.7%
21	17	Baking Industry Training Centre	215	3.9%
23	18	YMCA Education Centre	214	3.9%
26	19	Shatec Institutes	200	3.7%
15	20	BMC International College	193	3.5%
13	21	Marketing Institute Of Singapore Training Centre	188	3.4%
20	22	Chartered Institute of Management Accountants	176	3.2%
19	23	Informatics Academy	173	3.2%
21	24	TMC Academy	169	3.1%
28	25	The Logistics Academy	165	3.0%
18	26	Association of Chartered Certified Accountants	161	2.9%
29	27	Raffles College of Higher Education	155	2.8%
59	28	Asian International College *	151	2.8%
27	28	Stamford Raffles College	151	2.8%
38	30	SAA Global Education Centre	143	2.6%

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
33	31	Air Transport Training College	140	2.6%
40	32	SEED Institute	138	2.5%
25	33	Stansfield College	118	2.2%
35	34	Institute of Chartered Accountants in England and Wales	117	2.1%
42	35	At-Sunrice GlobalChef Academy	114	2.1%
45	36	Advance Supply Chain Training Centre	112	2.0%
44	37	Asia Global Graduate School	105	1.9%
31	38	Digipen Institute Of Technology Singapore	103	1.9%
36	39	3dsense Media School	96	1.8%
30	39	Auston Institute Of Management	96	1.8%
34	41	Asia Pacific School of Sports and Business	85	1.6%
39	41	Center for American Education	85	1.6%
41	43	Aventis School of Management	84	1.5%
51	44	ERC Institute	82	1.5%
42	45	Institute of Advertising Singapore	78	1.4%
49	46	Executive Counselling And Training Academy	72	1.3%
52	47	AEC College	70	1.3%
46	48	S P Jain School Of Global Management	69	1.3%
50	49	FTMS Global Academy	56	1.0%
57	50	Lithan Hall Academy	55	1.0%
37	51	ITC School Of Laws	54	1.0%
53	52	FY Institute Of Technology (Singapore)	52	0.9%
52	53	U21Global Graduate School	40	0.7%
56	54	Shelton College International	38	0.7%
58	55	International Compliance Training Academy	36	0.7%
53	56	MMI Academy **	35	0.6%
48	57	Chatsworth Medi@Rt Academy ***	32	0.6%
67	58	CSM Academy International	31	0.6%
64	58	DAS Academy	31	0.6%
65	58	Sterling Campus	31	0.6%
66	61	CG Protege Animation School	25	0.5%
62	62	Tyndale Institute	24	0.4%
58	63	Melior International College	23	0.4%
67	64	Sapura Global	16	0.3%

\* Previously known as *Learning Capital*

\*\* Previously known as *Modern Montessori International Business School*

\*\*\* Previously known as *CMA School of Communication and Design*

**Prominent Climbers in the PEI Rankings, 2012**

Top Climbers					
Rank Movement, 2012 vs. 2011	2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
▲ 31	59	28	Asian International College *	151	2.8%
▲ 25	32	7	School D'Hospitality	433	7.9%
▲ 12	16	4	EASB East Asia Institute of Management	738	13.5%
▲ 7	26	19	Shatec Institutes	200	3.7%
▲ 5	23	18	YMCA Education Centre	214	3.9%

\* Previously known as Learning Capital

**Top 20 Private Education Institutions for a Bachelor's Degree**

Respondents were allowed to select as many institutions as they wished. The rankings below are based on votes from 1,291 respondents who indicated interest in pursuing a Bachelor's Degree.

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
2	<b>1</b>	<b>Kaplan Singapore</b>	<b>632</b>	<b>49.0%</b>
<b>1</b>	2	SIM Global Education (SIM GE)	442	34.2%
11	3	EASB East Asia Institute of Management	246	19.1%
3	4	PSB Academy	196	15.2%
4	5	Management Development Institute Of Singapore	134	10.4%
5	6	James Cook Australia Institute Of Higher Learning	131	10.1%
7	7	SMA Institute of Higher Learning	90	7.0%
6	8	Curtin Education Centre	80	6.2%
9	9	LASALLE College Of The Arts	78	6.0%
12	10	Nanyang Academy Of Fine Arts	74	5.7%
12	11	University of Nevada, Las Vegas (UNLV) Singapore	69	5.3%
15	12	Nanyang Institute of Management	61	4.7%
17	13	Singapore Human Resources Institute (SHRI) Academy	55	4.3%
32	14	School D'Hospitality	48	3.7%
14	15	TMC Academy	47	3.6%
17	16	Marketing Institute Of Singapore Training Centre	35	2.7%
24	16	Raffles College of Higher Education	35	2.7%
29	18	Informatics Academy	32	2.5%
16	18	Stansfield College	32	2.5%
20	20	Digipen Institute Of Technology Singapore	29	2.2%
32	20	YMCA Education Centre	29	2.2%

### Top 20 Private Education Institutions for a Post-Graduate Degree

Respondents were allowed to select as many institutions as they wished. The rankings below are based on votes from 1,316 respondents who indicated interest in pursuing a Master's Degree, MBA or PhD.

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
2	1	<b>Kaplan Singapore</b>	<b>462</b>	<b>35.1%</b>
1	2	SIM Global Education (SIM GE)	331	25.2%
8	3	EASB East Asia Institute of Management	245	18.6%
3	4	Management Development Institute Of Singapore	162	12.3%
4	5	PSB Academy	134	10.2%
7	6	Nanyang Institute of Management	121	9.2%
5	7	James Cook Australia Institute Of Higher Learning	106	8.1%
9	8	University of Nevada, Las Vegas (UNLV) Singapore	96	7.3%
10	9	Curtin Education Centre	73	5.5%
13	9	LASALLE College Of The Arts	73	5.5%
56	11	Asian International College *	62	4.7%
19	12	Singapore Human Resources Institute (SHRI) Academy	60	4.6%
14	13	Stamford Raffles College	59	4.5%
12	14	SMA Institute of Higher Learning	58	4.4%
15	15	Raffles College of Higher Education	49	3.7%
21	16	YMCA Education Centre	47	3.6%
11	17	Marketing Institute Of Singapore Training Centre	45	3.4%
24	18	Informatics Academy	41	3.1%
41	19	SAA Global Education Centre	40	3.0%
24	20	Asia Global Graduate School	38	2.9%

\* Previously known as Learning Capital

### Top 20 Private Education Institutions for a Diploma / Advanced Diploma

Respondents were allowed to select as many institutions as they wished. The rankings below are based on votes from 611 respondents who indicated interest in pursuing a Diploma / Advanced Diploma.

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
2	1	<b>Kaplan Singapore</b>	<b>219</b>	<b>35.8%</b>
1	2	PSB Academy	149	24.4%
3	3	SIM Global Education (SIM GE)	129	21.1%
3	4	Management Development Institute Of Singapore	90	14.7%
21	5	EASB East Asia Institute of Management	86	14.1%
6	6	Tourism Management Institute of Singapore	64	10.5%
7	7	Singapore Human Resources Institute (SHRI) Academy	63	10.3%
5	8	BMC International College	61	10.0%
12	9	Nanyang Institute of Management	45	7.4%
8	10	LASALLE College Of The Arts	43	7.0%
12	11	School D'Hospitality	42	6.9%
20	11	YMCA Education Centre	42	6.9%



2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
12	13	Nanyang Academy Of Fine Arts	41	6.7%
15	13	Shatec Institutes	41	6.7%
11	13	TMC Academy	41	6.7%
15	16	James Cook Australia Institute Of Higher Learning	36	5.9%
15	16	SMA Institute of Higher Learning	36	5.9%
25	18	Baking Industry Training Centre	35	5.7%
19	19	The Logistics Academy	31	5.1%
27	20	Curtin Education Centre	30	4.9%
30	20	SEED Institute	30	4.9%

### Top 20 Private Education Institutions for a Professional Certification / Personal Development Courses/ Corporate Workshops

Respondents were allowed to select as many institutions as they wished. The rankings below are based on votes from 667 respondents who indicated interest in Professional Certifications / Personal Development Courses/ Corporate Workshops.

2011 Rank	2012 Rank	Private Education Institution	Count	% of Respondents
<b>1</b>	<b>1</b>	<b>Kaplan Singapore</b>	<b>224</b>	<b>33.6%</b>
2	2	SIM Global Education (SIM GE)	109	16.3%
3	3	PSB Academy	100	15.0%
5	4	Management Development Institute Of Singapore	80	12.0%
4	5	British Council (Singapore)	71	10.6%
8	6	Association of Chartered Certified Accountants	55	8.2%
26	7	EASB East Asia Institute of Management	54	8.1%
9	8	Singapore Human Resources Institute (SHRI) Academy	51	7.6%
14	9	Baking Industry Training Centre	49	7.3%
12	10	Chartered Institute of Management Accountants	48	7.2%
7	11	Nanyang Institute of Management	47	7.0%
10	11	Tourism Management Institute of Singapore	47	7.0%
15	13	SAA Global Education Centre	46	6.9%
16	14	YMCA Education Centre	44	6.6%
21	15	SMA Institute of Higher Learning	40	6.0%
19	16	LASALLE College Of The Arts	37	5.5%
29	17	Institute of Chartered Accountants in England and Wales	34	5.1%
17	18	James Cook Australia Institute Of Higher Learning	33	4.9%
22	18	University of Nevada, Las Vegas (UNLV) Singapore	33	4.9%
27	20	Shatec Institutes	31	4.6%

# Survey Findings

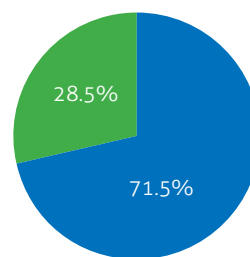
## The Pursuit Of Higher Education

### Intention to Pursue Further Education

As compared to results from 2011, the 2012 survey observes an increase in the proportion of respondents interested in pursuing further education. Out of the 5,476 respondents surveyed, 71.5 per cent say that they intend to pursue further education, a 2.7 per cent rise from 69.6 per cent in 2011.

The proportion of those intending to pursue further education this year is also the highest since 2010.

Pursuing Further Education?	Count	% of Respondents
<b>Yes</b>	<b>3,915</b>	<b>71.5%</b>
No	1,561	28.5%
Total*	5,476	100.0%



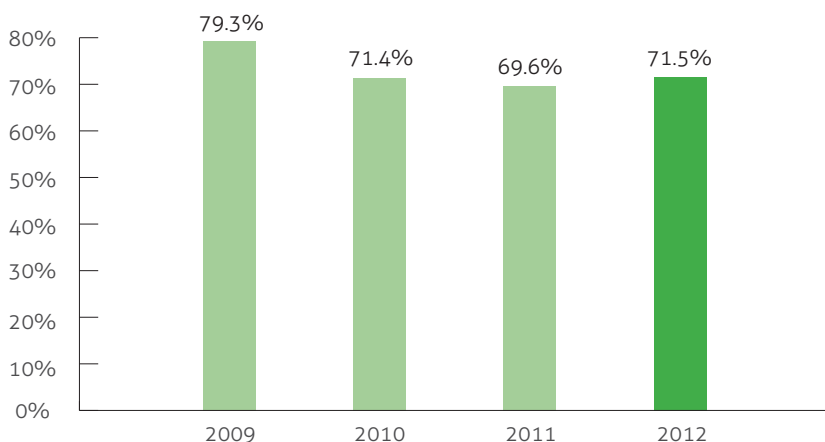
### % of Respondents Pursuing Further Education - % change vs. 2011

Pursuing Further Education?	% of Respondents, 2012	% of Respondents, 2011	% Change
Yes	71.5%	69.6%	▲ 2.7

### % of Respondents Pursuing Further Education - 2009 to 2012

Year	2009	2010	2011	2012
% of Respondents Pursuing Further Education	79.3%	71.4%	69.6%	71.5%

Note: The following questions were only answered by the 3,915 respondents who intend to pursue further education.



## Reasons for Pursuing Further Education

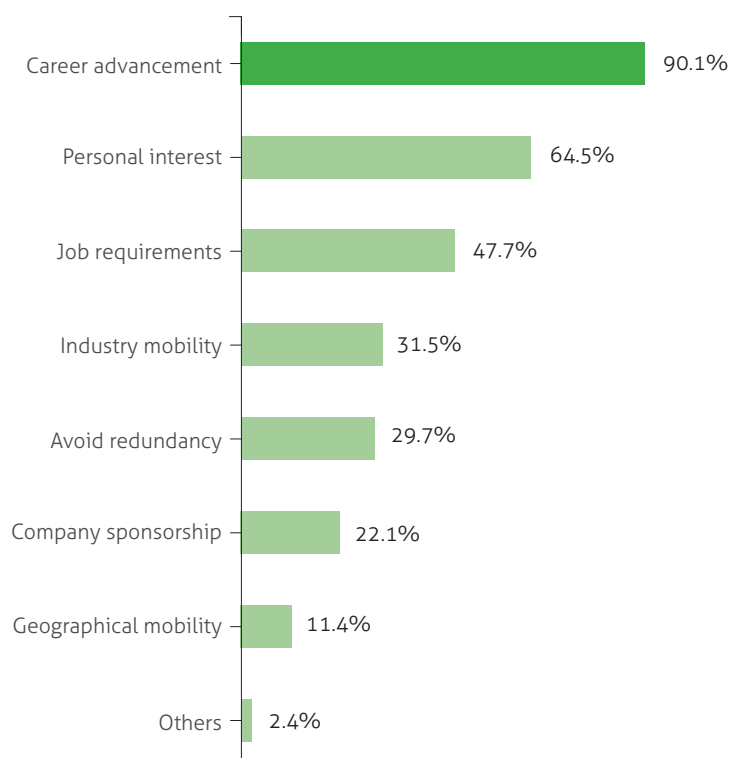
The respondents were asked to select three out of eight reasons (including a free-text box option) for pursuing further education.

90.1 per cent of respondents who intend to pursue further education say “Career Advancement” is the major motivating reason for them to do so. This is followed by “Personal interest” (64.5 per cent) and “Job requirements” (47.7 per cent).

### Reasons for pursuing further education

*Respondents were able to select a maximum of 3 reasons*

Rank 2011	Rank 2012	Reasons to Further Education	Count	% of Respondents	% of Votes
<b>1</b>	<b>1</b>	<b>Career advancement</b>	<b>3,526</b>	<b>90.1%</b>	<b>30.1%</b>
2	2	Personal interest	2,526	64.5%	21.5%
3	3	Job requirements	1,868	47.7%	15.9%
4	4	Industry mobility	1,235	31.5%	10.5%
5	5	Avoid redundancy	1,164	29.7%	9.9%
6	6	Company sponsorship	867	22.1%	7.4%
7	7	Geographical mobility	445	11.4%	3.8%
-	-	Others	94	2.4%	0.8%
Total			11,725	-	100.0%



## Expected Salary Increment

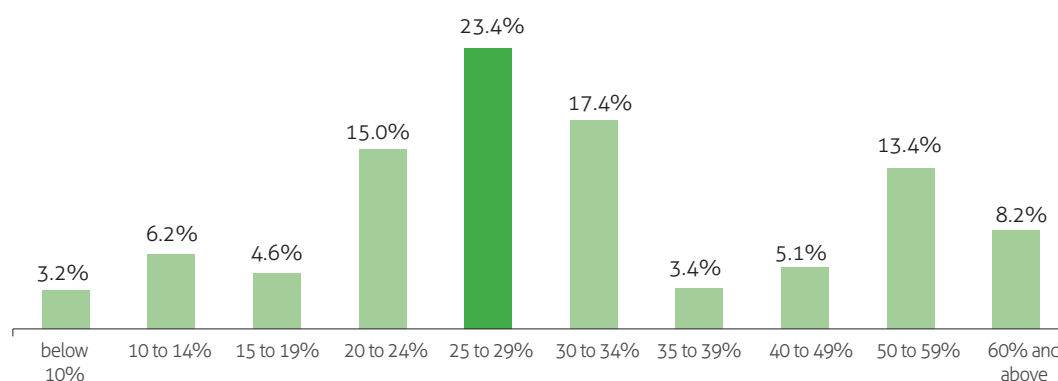
Respondents were asked to indicate their expected increase in salary (in percentage) upon obtaining their next level of academic qualification.

The majority of respondents (23.4 per cent) say that they expect a 25% to 29% increment to their current salary after obtaining a higher qualification.

### Expected salary increment upon obtaining next level of academic qualification

Respondents were asked to indicate their expected increase in salary (in percentage) upon obtaining their next level of academic qualification.

Expected salary increment	Count	% Of Respondents (in 2012)	% Of Respondents (in 2011)
Below 10%	127	3.2%	2.9%
10 to 14%	244	6.2%	7.2%
15 to 19%	179	4.6%	4.0%
20 to 24%	587	15.0%	15.7%
<b>25 to 29%</b>	<b>916</b>	<b>23.4%</b>	<b>23.2%</b>
30 to 34%	683	17.4%	16.7%
35 to 39%	132	3.4%	2.5%
40 to 49%	201	5.1%	5.1%
50 to 59%	526	13.4%	14.3%
60% and above	320	8.2%	8.5%
<b>Total</b>	<b>3,915</b>	<b>100.0%</b>	<b>100.0%</b>



### Average expected salary increment - By next level of academic qualification

Academic Qualification	2011	2012	% Change (vs. 2011)
	Average expected increment (%)	Average expected increment (%)	
Bachelor's degree	35.3	35.0	▼ 1.0
Post graduate degrees (Masters, MBA, PhD)	36.1	34.1	▼ 5.4
Diploma / Advanced diploma / Graduate Diploma	29.8	29.0	▼ 2.7
Professional certification	29.0	31.2	▲ 7.4
Personal Development Course / Corporate workshop	27.2	27.0	▼ 0.5
<b>Overall</b>	<b>33.2</b>	<b>32.8</b>	<b>▼ 1.1</b>

**Expected salary increment - By next level of academic qualification**

Academic Qualification	Expected Salary Increment		
	Below 25%	25 to 49%	50% and above
Bachelor's degree	24.0%	<b>53.1%</b>	22.9%
Post graduate degrees (Masters, MBA, PhD)	27.7%	<b>47.6%</b>	24.6%
Diploma / Advanced diploma / Graduate Diploma	34.0%	<b>50.1%</b>	15.9%
Professional certification	32.9%	<b>46.1%</b>	21.0%
Personal Development Course / Corporate workshop	<b>44.0%</b>	<b>44.0%</b>	11.9%

**Preferred Level of Academic Qualification / Training**

Respondents were asked to select the next level of academic qualification / training they would be interested in.

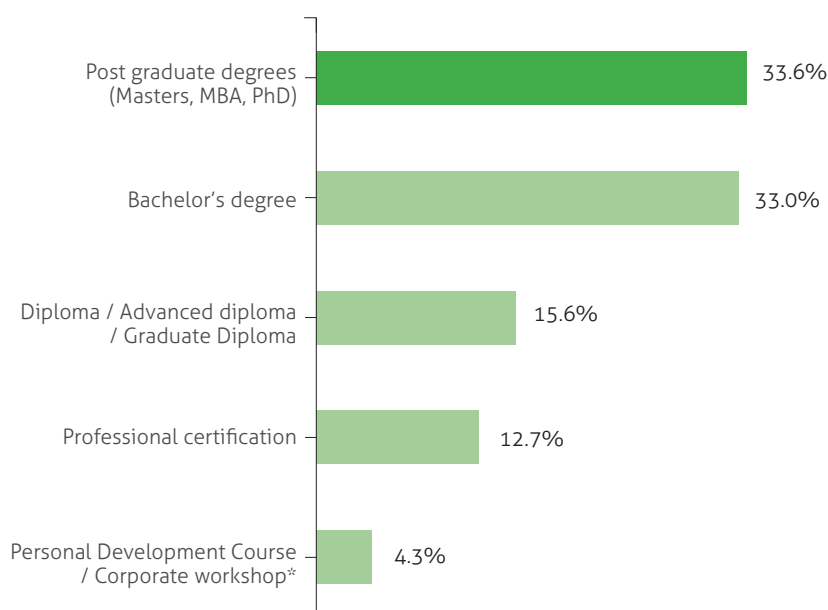
33.6 per cent of respondents are keen to further their education in Post-Graduate studies (Master's Degree, MBA or PhD), while a closely similar proportion (33 per cent) say that they are intending to pursue a Bachelor's degree.

**Level of academic qualification / training**

Respondents were asked to select the next level of academic qualification / training they would be interested in.

Rank 2011	Rank 2012	Level of academic qualification / training	Count	% of Respondents
<b>1</b>	<b>1</b>	<b>Post graduate degrees (Masters, MBA, PhD)</b>	<b>1,316</b>	<b>33.6%</b>
2	2	Bachelor's degree	1,291	33.0%
3	3	Diploma / Advanced diploma / Graduate Diploma	611	15.6%
4	4	Professional certification	499	12.7%
5	5	Personal Development Course / Corporate workshop *	168	4.3%

\* Previously turned "short-term courses / workshops"



## Preferred Courses of Study

Respondents were asked to select the course of study they would be interested in for further education and were able to select multiple courses.

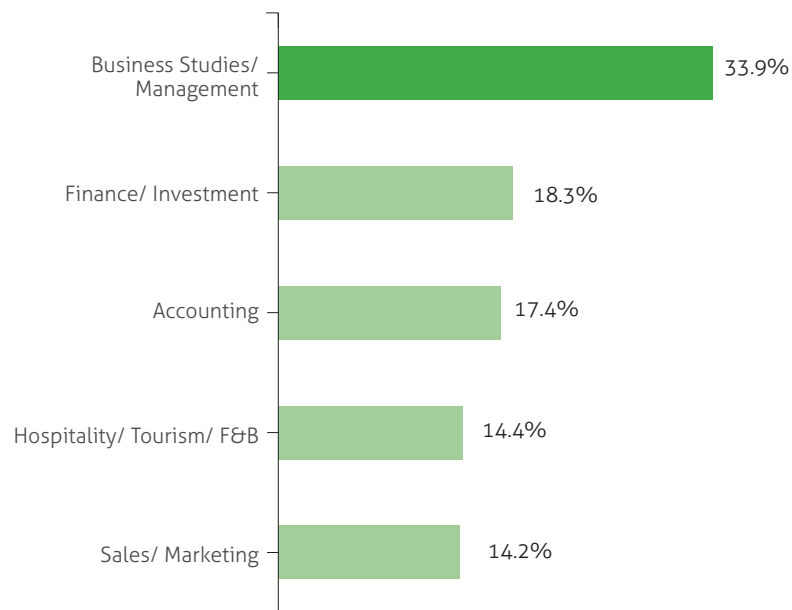
Business Studies/ Management (1,329 votes), Finance/ Investment (716 votes) and Accounting (680 votes) are the top three most popular courses.

### Preferred Courses of study

Respondents were asked to select the course of study they would be interested in for further education and were able to select multiple courses.

Rank 2011	Rank 2012	Courses of study	Count	% of Respondents, 2012	% of Votes	% of Respondents, 2011
<b>1</b>	<b>1</b>	<b>Business Studies/ Management</b>	<b>1,329</b>	<b>33.9%</b>	<b>12.4%</b>	<b>42.1%</b>
-	2	Finance/ Investment	716	18.3%	6.7%	-
7	3	Accounting	680	17.4%	6.4%	15.9%
5	4	Hospitality/ Tourism/ F&B	565	14.4%	5.3%	17.0%
-	5	Sales/ Marketing	555	14.2%	5.2%	-
6	6	Computer Science/ IT	552	14.1%	5.2%	16.4%
-	7	Human Resources	550	14.0%	5.1%	-
2	8	Project management	472	12.1%	4.4%	22.9%
3	9	Communication/ Media	399	10.2%	3.7%	19.2%
4	10	Engineering	390	10.0%	3.6%	17.1%
9	11	Education	379	9.7%	3.5%	15.7%
8	12	Entrepreneurship	366	9.3%	3.4%	15.8%
-	13	Arts and Social Sciences	320	8.2%	3.0%	-
-	14	Languages/ Literature	286	7.3%	2.7%	-
-	15	Early Childhood/ Childcare	280	7.2%	2.6%	-
14	16	Culinary skills	268	6.8%	2.5%	8.0%
-	17	Logistics/ Shipping	267	6.8%	2.5%	-
13	18	Health Sciences	262	6.7%	2.4%	8.9%
-	19	Design	241	6.2%	2.3%	-
-	20	Biomedical/ Life Sciences	198	5.1%	1.9%	-
-	21	Legal/ Law	184	4.7%	1.7%	-
-	22	Government Policy/ International Relations	167	4.3%	1.6%	-
12	23	Sciences/ Applied sciences	162	4.1%	1.5%	9.2%
-	24	Building/ Real Estate	154	3.9%	1.4%	-
-	25	Sports/ Recreational Management	153	3.9%	1.4%	-
-	26	Casino Management	144	3.7%	1.3%	-
-	27	Wellness/ Aesthetics	139	3.6%	1.3%	-
-	28	Marine Related	111	2.8%	1.0%	-
-	29	Architectural/ Building	107	2.7%	1.0%	-
-	30	Medicine	90	2.3%	0.8%	-
-	31	Nursing	85	2.2%	0.8%	-
-	32	Dentistry	24	0.6%	0.2%	-
-	-	Other	104	2.7%	1.0%	12.8%
<b>Total</b>			<b>10,699</b>	<b>-</b>	<b>100.0%</b>	<b>-</b>

### Top 5 Most Preferred Courses of study



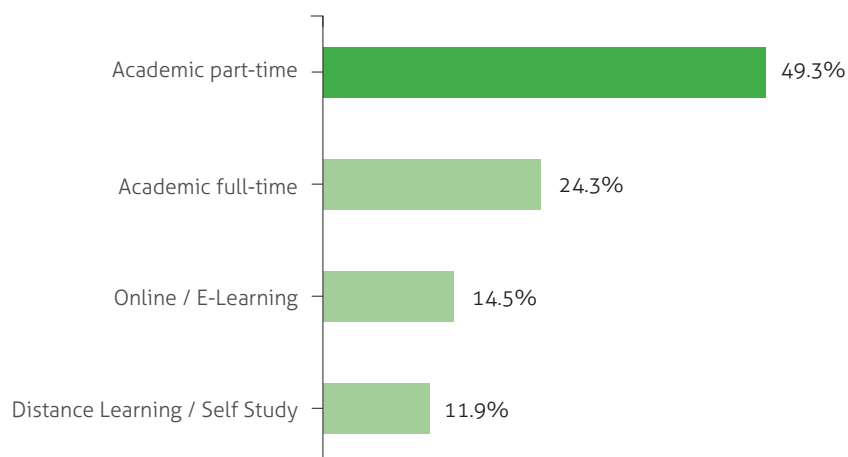
### Preferred Method of Further Education

More than two-thirds of the respondents (68.9 per cent) choose Academic Part-Time as the most preferred method of further education.

#### Preferred method of further education

*Respondents were able to select multiple methods.*

Rank 2011	Rank 2012	Level of academic qualification / training	Count	% of Respondents	% of Votes
<b>1</b>	<b>1</b>	<b>Academic part-time</b>	<b>2,698</b>	<b>68.9%</b>	<b>49.3%</b>
2	2	Academic full-time	1,330	34.0%	24.3%
3	3	Online / E-Learning	791	20.2%	14.5%
4	4	Distance Learning / Self Study	652	16.7%	11.9%
Total			5,471	-	100.0%



## Budget For Further Studies

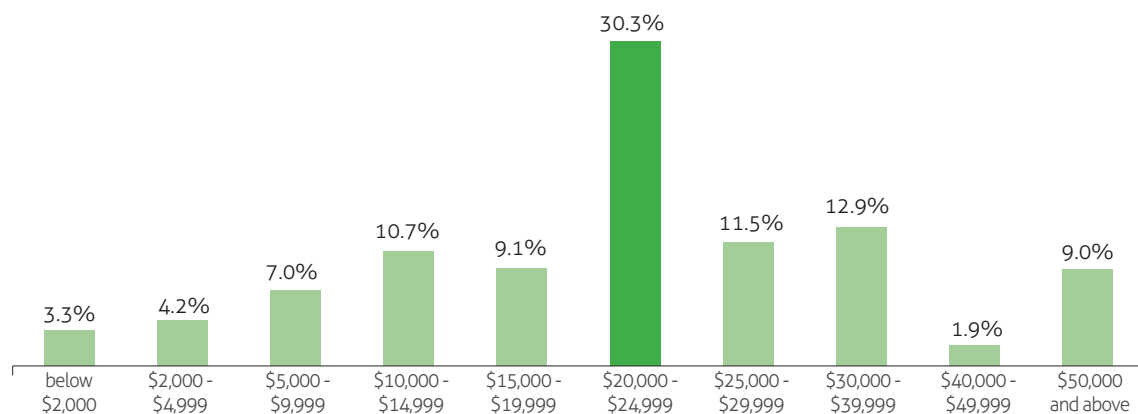
### Amount Willing to Spend for Bachelor's Degree

The majority respondents (30.3 per cent) found it reasonable to spend between \$20,000 and \$24,999 to pursue a Bachelor's Degree.

### Amount willing to spend on next level of academic qualification - BACHELOR'S DEGREE

Respondents were given a free text box to indicate the amount of money they would be willing to spend on their next level of academic qualification. Their answers were then categorized into the following ranges.

Amount willing to spend	Count	% Of Respondents (in 2012)	% Of Respondents (in 2011)
Below \$2,000	43	3.3%	5.1%
\$2,000 - \$4,999	54	4.2%	6.1%
\$5,000 - \$9,999	91	7.0%	6.6%
\$10,000 - \$14,999	138	10.7%	15.3%
\$15,000 - \$19,999	117	9.1%	8.9%
<b>\$20,000 - \$24,999</b>	<b>391</b>	<b>30.3%</b>	<b>23.4%</b>
\$25,000 - \$29,999	149	11.5%	7.6%
\$30,000 - \$39,999	167	12.9%	15.3%
\$40,000 - \$49,999	25	1.9%	3.9%
\$50,000 and above	116	9.0%	7.9%
<b>Total</b>	<b>1,291</b>	<b>100.0%</b>	<b>100.0%</b>





### Amount Willing to Spend for Post-Graduate Degree

Most respondents (20.9 per cent) were willing to fork out between \$20,000 and \$24,999 for a Post-Graduate Degree. Furthermore, the proportion of respondents with the same budget range is slightly higher this year as compared to 2011 (18.6 per cent in 2011).

### Amount willing to spend on next level of academic qualification - POST-GRAD DEGREE

Respondents were given a free text box to indicate the amount of money they would be willing to spend on their next level of academic qualification. Their answers were then categorized into the following ranges.

Amount willing to spend	Count	% Of Respondents (in 2012)	% Of Respondents (in 2011)
Below \$2,000	96	7.3%	9.7%
\$2,000 - \$4,999	76	5.8%	8.0%
\$5,000 - \$9,999	122	9.3%	9.3%
\$10,000 - \$14,999	179	13.6%	14.1%
\$15,000 - \$19,999	92	7.0%	5.8%
<b>\$20,000 - \$24,999</b>	<b>275</b>	<b>20.9%</b>	<b>18.6%</b>
\$25,000 - \$29,999	78	5.9%	5.7%
\$30,000 - \$39,999	186	14.1%	14.1%
\$40,000 - \$49,999	55	4.2%	3.5%
\$50,000 and above	157	11.9%	11.3%
<b>Total</b>	<b>1,316</b>	<b>100.0%</b>	<b>100.0%</b>



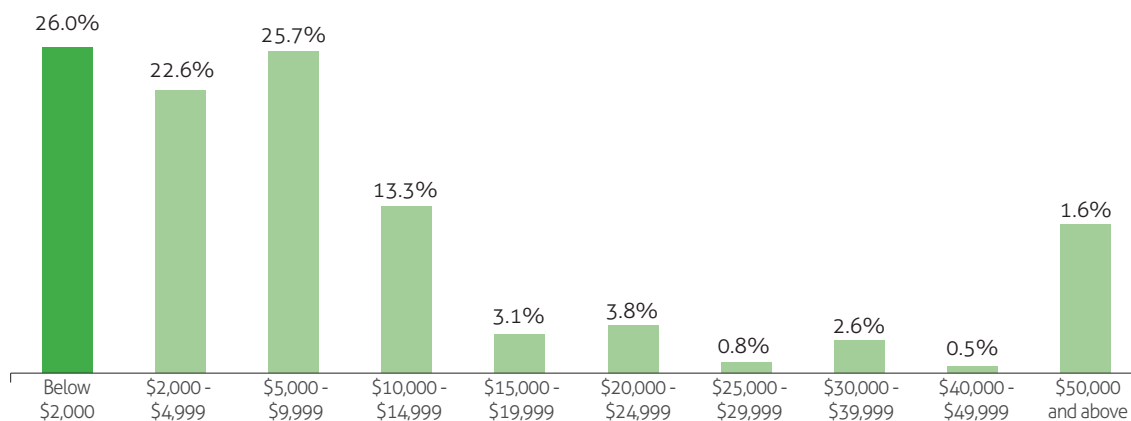
### Amount Willing to Spend for Diploma, Advanced Diploma or Graduate Diploma

Among those intending to pursue a Diploma, Advanced Diploma or Graduate Diploma, a larger proportion (26 per cent) say they would allocate a budget below \$2,000 for such courses. A closely similar proportion (25.7 per cent) would spend between \$5,000 and \$9,999 for a Diploma, followed by \$2,000 to \$4,999 (22.6 per cent).

#### Amount willing to spend on next level of academic qualification - DIPLOMA / ADVANCED / GRADUATE DIPLOMA

Respondents were given a free text box to indicate the amount of money they would be willing to spend on their next level of academic qualification. Their answers were then categorized into the following ranges.

Amount willing to spend	Count	% Of Respondents (in 2012)	% Of Respondents (in 2011)
<b>Below \$2,000</b>	<b>159</b>	<b>26.0%</b>	25.6%
\$2,000 - \$4,999	138	22.6%	<b>31.0%</b>
\$5,000 - \$9,999	157	25.7%	20.6%
\$10,000 - \$14,999	81	13.3%	10.7%
\$15,000 - \$19,999	19	3.1%	2.3%
\$20,000 - \$24,999	23	3.8%	3.9%
\$25,000 - \$29,999	5	0.8%	2.3%
\$30,000 - \$39,999	16	2.6%	2.8%
\$40,000 - \$49,999	3	0.5%	0.3%
\$50,000 and above	10	1.6%	0.6%
<b>Total</b>	<b>611</b>	<b>100.0%</b>	<b>100.0%</b>



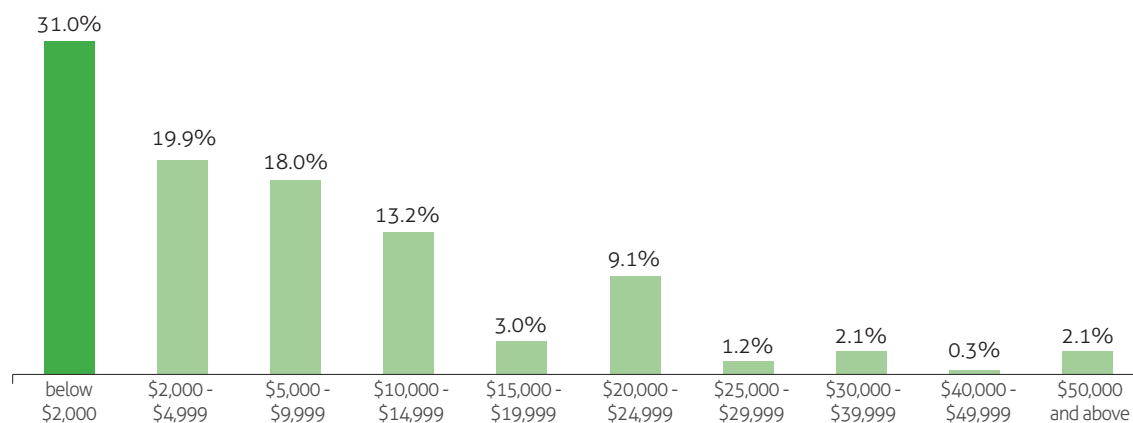
### Amount Willing to Spend for Professional Certification/ Personal Development Courses/ Corporate Workshops

The majority of respondents (31 per cent) who are interested in professional certification, personal development courses or corporate workshop say that they would only set aside less than \$2,000 for such courses. More specifically, most (36.7 per cent) out of the group who would spend below \$2,000, said that they would pay between \$1,000 and \$1,499 for such courses.

#### Amount willing to spend on next level of academic qualification - PROFESSIONAL CERTIFICATION / PERSONAL DEVELOPMENT COURSE / CORPORATE WORKSHOP

Respondents were given a free text box to indicate the amount of money they would be willing to spend on their next level of academic qualification. Their answers were then categorized into the following ranges.

Amount willing to spend	Count	% Of Respondents (in 2012)	% Of Respondents (in 2011)
<b>Below \$2,000</b>	<b>207</b>	<b>31.0%</b>	<b>42.3%</b>
\$2,000 - \$4,999	133	19.9%	21.1%
\$5,000 - \$9,999	120	18.0%	16.2%
\$10,000 - \$14,999	88	13.2%	10.6%
\$15,000 - \$19,999	20	3.0%	1.1%
\$20,000 - \$24,999	61	9.1%	4.9%
\$25,000 - \$29,999	8	1.2%	0.4%
\$30,000 - \$39,999	14	2.1%	2.1%
\$40,000 - \$49,999	2	0.3%	0.2%
\$50,000 and above	14	2.1%	1.1%
<b>Total</b>	<b>667</b>	<b>100.0%</b>	<b>100.0%</b>



**Further Breakdown of “Below \$2,000”, Professional Certification / Personal Development Courses/  
Corporate Workshops**

Amount willing to spend - Below \$2,000	Count	% of Respondents, Below \$2,000	% of Respondents, Professional Certs/ Courses/ Workshops
\$499 and below	55	26.6%	8.2%
\$500 - \$999	57	27.5%	8.5%
<b>\$1,000 - \$1,499</b>	<b>76</b>	<b>36.7%</b>	<b>11.4%</b>
\$1,500 - \$1,999	19	9.2%	2.8%
Total	207	100.0%	31.0%



## Factors Affecting School Selection

### Important Factors when Selecting Institutions

Respondents were asked to rate a list of factors based on importance toward their selection of schools for further studies. Respondents were asked to rate each factor, between a scale of 1 to 5, with 1 being the least important and 5 being very important.

“Recognition of Certificate” attained the highest average score (4.7 out of 5) with 93.4 per cent of respondents attributing it as the most important criteria when deciding on a school. “Reputation” of the school comes in next with an average score of 4.53 out of 5, followed by “Course fees” (4.37 out of 5).

### Important factors when deciding on institutions

Respondents were asked to rate the importance of the following factors on a scale of 1 to 5 (with 1 being not important and 5 being very important) when deciding on institutions for further studies.

Rank 2011	Rank 2012	Deciding Factors	Total Respondents	Score (Out of 5)	1 to 2 (Not Important)	3 (Neutral)	4 to 5 (Very Important)
1	1	Recognition of certificate	5,476	4.70	1.3%	5.4%	93.4%
2	2	Reputation		4.53	1.5%	7.9%	90.6%
3	3	Course fees		4.37	3.3%	12.8%	83.9%
4	4	Course syllabus		4.30	2.3%	12.3%	85.4%
5	5	Course lecturers/ facilitators		4.23	3.8%	14.5%	81.7%
6	6	Lecture schedules		4.12	4.6%	17.5%	78.0%
7	7	Location of classes		3.99	7.0%	21.2%	71.8%
8	8	Alumni network		3.19	27.0%	30.9%	42.2%

### Preferred Source of Information about Education Institutions

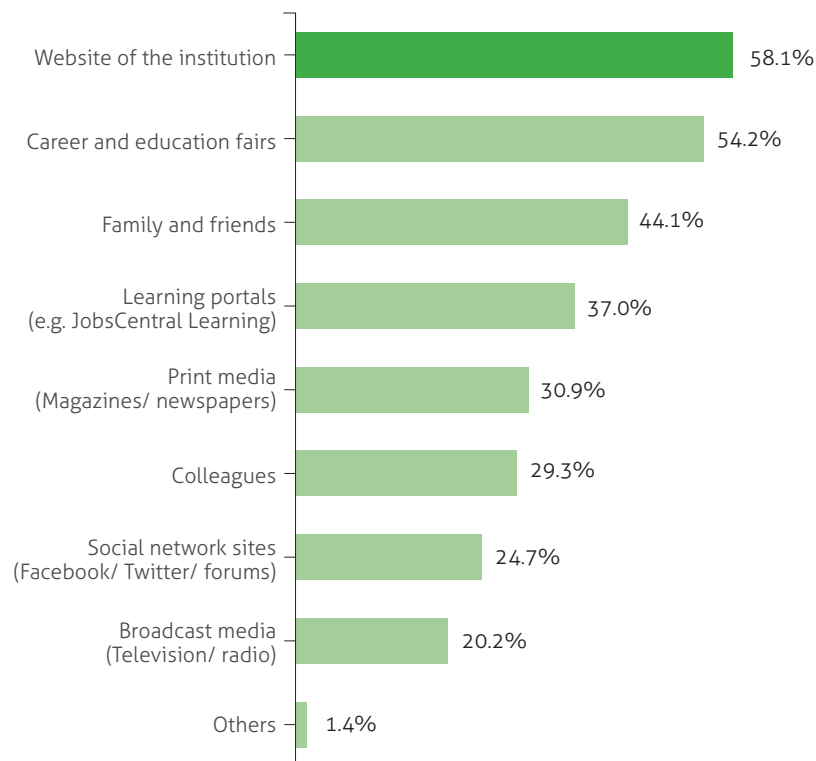
Respondents were asked to select up to 3 channels that they prefer to get information about education institutions from.

Nearly three-fifth (58.1 per cent) of respondents say they would visit the “Website of the institution” when gathering information for further studies. “Career and Education Fairs” (54.2 per cent) come in as the next most common channel of information. “Broadcast media” such as television and radio advertisements, is the least preferred source of information about education institutions, receiving the votes from only one-fifth of the respondents (20.2 per cent).

**Preferred source of information about education institutions**

Respondents were asked to select up to 3 channels that they prefer to get information about education institutions from.

Rank 2011	Rank 2012	Preferred Information Channels	Count	% of Respondents 2012	% of Votes	% of Respondents, 2011	% Change, 2012 vs. 2011
<b>1</b>	<b>1</b>	<b>Website of the institution</b>	<b>3,180</b>	<b>58.1%</b>	<b>19.4%</b>	<b>54.1%</b>	<b>▲ 7.3</b>
2	2	Career and education fairs	2,969	54.2%	18.1%	52.4%	▲ 3.4
3	3	Family and friends	2,415	44.1%	14.7%	33.5%	▲ 31.6
4	4	Learning portals (e.g. JobsCentral Learning)	2,025	37.0%	12.3%	28.9%	▲ 28.0
5	5	Print media (Magazines/ newspapers)	1,690	30.9%	10.3%	27.3%	▲ 13.0
6	6	Colleagues	1,605	29.3%	9.8%	23.2%	▲ 26.3
8	7	Social network sites (Facebook/ Twitter/ forums)	1,351	24.7%	8.2%	16.6%	▲ 8.2
7	8	Broadcast media (Television/ radio)	1,107	20.2%	6.7%	21.2%	▼ 4.7
-	-	Others	77	1.4%	0.5%	1.2%	▲ 17.1
<b>Total</b>			<b>16,419</b>	<b>-</b>	<b>100.0%</b>		



## Appendix: About JobsCentral Group

The JobsCentral Group, a CareerBuilder company, owns one of the largest job portals in Singapore that targets experienced professionals. Our variety and mix of channels and services to employers and advertisers cover entire manpower, scholarship and student recruitment cycles, allowing us to reach over 3 million people yearly. The platforms we offer include the full spectrum of print, online, mobile and event mediums.

The JobsCentral Group conducts annual surveys that gather valuable information about students, professionals and employers. Results of these large-scale surveys are widely covered by the media and monitored by HR professionals, CEOs and leaders in the civil service. We also provide end to end customised survey/intelligence services for our clients.

### **The surveys we conduct include:**

(To purchase any of our reports, please contact JobsCentral at **6778 5288** or email [valerie@jobscentral.com.sg](mailto:valerie@jobscentral.com.sg))

#### **The BrightSparks Scholarship Rankings & Career Survey**

- Scholarship, higher education and career preferences of potential scholarship recipients
- Targets GCE 'A' Levels/IB graduates, final year polytechnic students and year 1 and 2 undergraduates

#### **The JobsCentral Employers of Choice Survey (University Edition)**

- Singapore's largest survey about employer and career preferences of entry-level graduates
- Targets current undergraduates and recent graduates within the last three years from NTU, NUS and SMU

#### **The JobsCentral Employers Survey**

- Hiring trends and HR issues of employers are studied
- Target respondents for the survey include employers, hiring managers and HR personnels

#### **The JobsCentral Work Happiness Indicator**

- Measures how happy employees are in Singapore
- Keen interest from the media, politicians, public service officials and the general public

#### **JobsCentral Learning Survey**

- Ranks the top private education providers and higher education preferences of the working crowd

## Products and services by the JobsCentral Group:

# JobsCentral

[www.jobscentral.com.sg](http://www.jobscentral.com.sg)

One of the country's largest job portals with over 1 million registered jobseekers. Every month, JobsCentral enjoys 8 million page views, 15,000 new jobseeker signups and processes over 300,000 job applications. In addition, JobsCentral Mobile brings jobs and higher education courses to all iPads, iPhones and Android phones.



# JobsCentral

## Career & Education Fair 2013

[www.jobscentral.com.sg/careerfair](http://www.jobscentral.com.sg/careerfair)

Since 2006, the JobsCentral Career & Education Fair has been the must-visit event for serious jobseekers and education-minded people in Singapore. The next edition will be held at Suntec Convention Centre from 24th to 25th August 2013 and is expected to attract over 55,000 quality visits with the majority of participants having at least diplomas and degrees.







# BrightSparks

[www.brightsparks.com.sg](http://www.brightsparks.com.sg)

Over 90% of top JC, Polytechnic and University students use BrightSparks every year. BrightSparks attracted over 3.5 million page views during the period 1 May 2011 to 30 April 2012, and processed more than 20,000 scholarship applications. 2 issues of BrightSparks Magazine are distributed every year, while the BrightSparks Forum is very popular with current and aspiring students and scholars.




## JobsCentral BrightMinds

[brightminds.jobscentral.com.sg](http://brightminds.jobscentral.com.sg)

JobsCentral BrightMinds is a dedicated online career portal exclusively for students and graduates looking for internships, jobs and higher education opportunities. Targeted at fresh graduates and alumni of local universities, polytechnics and ITEs, JobsCentral BrightMinds also offers a print magazine (JobsCentral BrightMinds Magazine) which is published twice a year, and includes features of premium employers looking to hire tertiary graduates.



# JobsCentral

## LEARNING

### [learning.jobscentral.com.sg](http://learning.jobscentral.com.sg)

JobsCentral Learning is Singapore's #1 learning portal with over 1,200 courses, an A-Z Course Directory and the popular Learning Deals. From diploma, degree and post-graduate academic programmes to corporate and self-improvement courses, we have something for everyone.



### Make JobsCentral work for you.

#### Come talk to us.

For more information about how JobsCentral can help with your recruitment needs for tertiary graduates and professional hires or boosting applicants for your scholarship and education programmes, please call Valerie Pho at **6778 5288** or email [valerie@jobscentral.com.sg](mailto:valerie@jobscentral.com.sg)

If you are a training or course provider, we can help you reach out to potential students and corporate learning HR professionals. Please call Amanda Lee at **6778 5288** or email [amandalee@jobscentral.com.sg](mailto:amandalee@jobscentral.com.sg)

More information about our products and services can also be found at <http://jobscentral.com.sg/>