

# The JobsCentral Learning Rankings and Survey Report 2013

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

December 2013



This report is published by:  
JobsCentral Pte Ltd <http://jobscentral.com.sg>  
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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 by the JobsCentral Group, and comprises two main categories: rankings of Singapore's private education institutes (PEIs), and the learning preferences of the general population aged 16 and above.

This year, 8,367 people responded to the online survey, which ran from 1st October to 3rd November. Incomplete and duplicated responses were discarded and do NOT contribute to this count.

Results of this survey are **statistically significant**. At a confidence level of 95% and a sample size of 8,367, the results have a sampling error of +/- 1.07 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 +/-1.07 per cent.

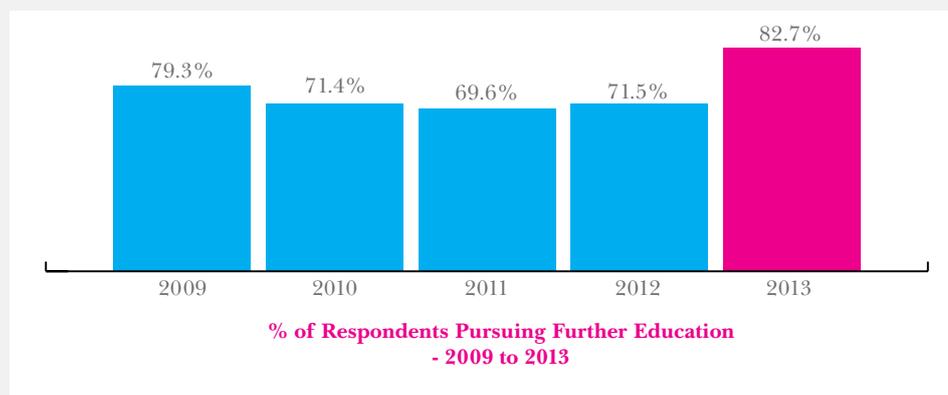
The rankings for the most preferred PEIs are determined by survey respondents. The respondents were asked to select their preferred PEIs from a list of 70 PEIs sourced primarily from the Council for Private Education. Respondents were allowed to select as many PEIs as they wished. If a particular PEI was not available in the prelist of PEIs, respondents were given the option to indicate their choice in a free-text box. Measures were taken during the analysis of the results to scrub out voter bias and only valid votes were counted towards the rankings.

**Disclosure:** *The JobsCentral Group has business relations with many companies and organisations 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 any way in this Survey.*

## HIGHLIGHTS

### Significant increase of individuals interested to pursue further education

The survey this year records the highest proportion of adult learners indicating an interest in pursuing further education since the beginning of this study in 2009. More than four-fifths (82.7 per cent) of the 8,367 respondents surveyed this year say that they intend to pursue further education - a 15.6 per cent increase from 71.5 per cent in 2012.



### “Career advancement” is the main reason for further education

The majority of adult learners (86.5 per cent) identified “Career advancement” as the main reason for pursuing higher education, followed by “Personal interest” (54 per cent) and “Job requirements” (42.7 per cent)

### Kaplan remains the most preferred PEI

The most preferred Private Education Institution (PEI) from the 2012 Survey, Kaplan Singapore, retains its top spot this year after gathering the highest number of votes (1,406 votes). On top of that, Kaplan Singapore is also the preferred PEI among most respondents interested in acquiring a Bachelor’s degree (407 votes), Diploma / Advanced Diploma (228 votes) or Professional Certificate (185 votes).

In addition to Kaplan Singapore, SIM Global Education (1,265 votes) and PSB Academy (608 votes) also retained their 2nd and 3rd place rankings respectively from 2012 in the 2013 Survey.

### Top 20 Most Preferred PEIs, 2013

Rank 2012	Rank 2013	Private Education Institution	Votes	Rank movement, 2013 vs. 2012
1	1	Kaplan Singapore	1,406	0
2	2	SIM Global Education (SIM GE)	1,265	0
3	3	PSB Academy	1,066	0
5	4	Management Development Institute Of Singapore	629	▲1
6	5	British Council (Singapore)	515	▲1
4	6	EASB East Asia Institute of Management	459	▼2
8	7	James Cook Australia Institute Of Higher Learning	411	▲1
9	8	Nanyang Institute of Management	394	▲1
11	9	LASALLE College Of The Arts	323	▲2
13	10	Nanyang Academy Of Fine Arts	312	▲3
12	11	Singapore Human Resources Institute (SHRI) Academy	301	▲1
16	12	Curtin Singapore	299	▲4
10	13	Tourism Management Institute of Singapore	284	▼3
-	14	Ngee Ann-Adelaide Education Centre*	248	n.a
23	15	Informatics Academy	217	▲8

28	16	Stamford Raffles College	214	▲12
20	17	BMC International College	213	▲3
27	18	Raffles College of Higher Education	210	▲9
24	19	TMC Academy	209	▲5
19	20	Shatec Institutes	198	▼1

\* Newly included to the 2013 Learning survey

### Prominent Climbers in the 2013 PEI Rankings

While the Top 3 PEIs remain unchanged, a number of significant rank changes were observed in the 2013 PEI rankings. PEIs which have achieved significant progress in the 2013 Survey include:

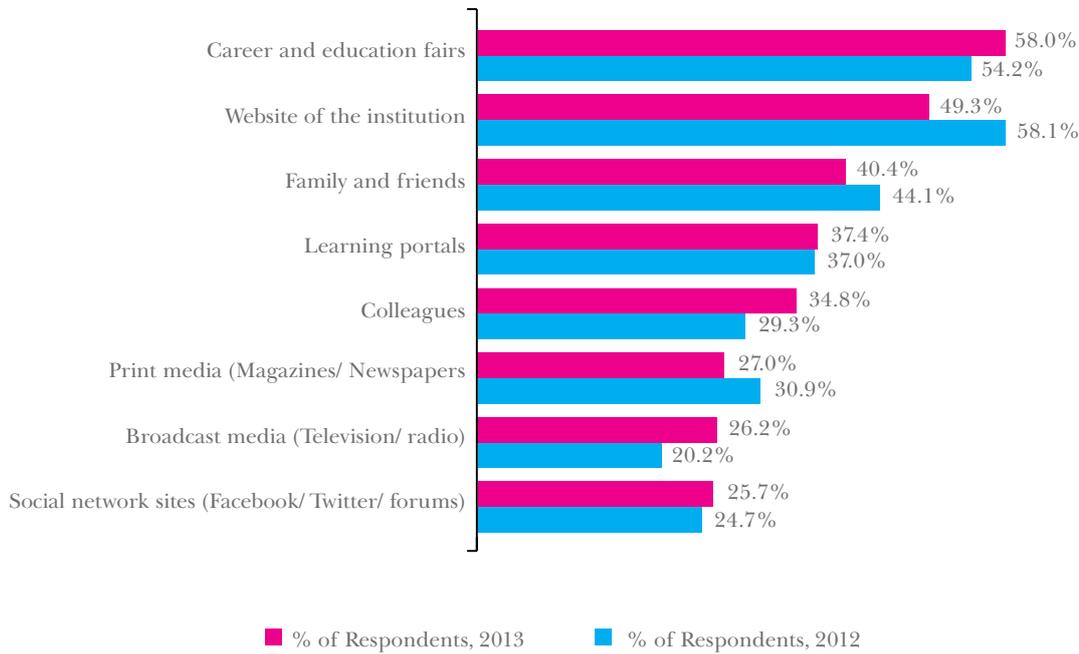
- **Ngee Ann-Adelaide Education Centre** - Making its debut in the PEI rankings, Ngee Ann-Adelaide Education Centre makes good progress by clinching the 14th spot with a total of 248 votes. Ngee Ann-Adelaide Education Centre is also the 9th most voted PEI among respondents interested in Post-Graduate Degree courses (105 votes) and is ranked 10th among those pursuing Business Studies / Management (87 votes);
- **Informatics Academy** - Ranked at 23rd place in 2012, Informatics Academy climbs up eight notches to 15th place after receiving a total of 217 votes. In addition, Informatics Academy is voted the 4th most preferred PEI among respondents who are considering courses in Computer Science/ IT (86 votes);
- **Stamford Raffles College** – Although not ranked in the Top 20 in 2012, Stamford Raffles College moves up from 28th place to 16th place this year after receiving 214 votes. It is also the 13th most preferred PEI among respondents pursuing a Bachelor's Degree (52 votes) and 14th most preferred PEI for Post-Graduate Degree courses (71 votes);
- **Raffles College of Higher Education** – Entering the Top 20 after ascending nine spots, Raffles College of Higher Education is currently the 18th most preferred PEI (210 votes). It is also voted as the 10th most favourite institution among respondents pursuing Post-Graduate Degree courses (86 votes) and is the 8th most preferred PEI for Arts and Social Sciences/ Psychology courses (39 votes);
- **Auston Institute Of Management** – Accomplishing one of the biggest climbs in the 2013 ranking is the Auston Institute Of Management, which leaps 18 notches from 39th to 21st place with 197 votes. The school is ranked the 11th most preferred PEI for Post-Graduate Degree courses (81 votes) and is 9th among those interested in Engineering courses (34 votes).

### 'Recognition of certificate' is the most important criteria when deciding on a PEI

Most respondents identified "Recognition of Certificate," "Reputation" and "Course fees" as the most important factors affecting their decision to enroll in a PEI. "Recognition of Certificate," which has been the leading attribute since 2009, attained the highest average rating (4.59 out of 5) with 92.2 per cent of respondents ascribing it with an importance score of between "4" and "5", followed by "Reputation" (4.46) and "Course fees" (4.30).

### "Career and education fairs" and "Website of the institution" are the most popular platforms used to find out about PEIs

When asked to indicate their preferred information channels about PEIs, the majority of respondents chose "Career and education fairs" (58 per cent) as their preferred platform for gaining information on PEIs. "Website of the institution" (49.3 per cent) comes in as the next most popular information source. In contrast, Social network sites such as Facebook/ Twitter/ forums (25.7 per cent), are the least popular information channels for PEIs.



Preferred Source of Information on PEI

### Drop in expected salary increment upon acquiring next level of academic qualification

The 2013 survey observes a decline in the proportion of respondents expecting a higher salary increment upon the completion of further education. 61.9 per cent of the respondents surveyed this year are expecting an increase of 25 per cent and above in their current paycheck upon graduation, a drop of nearly 10 percentage points compared to 2012 (71 per cent). The majority of respondents (21.5 per cent) are expecting a salary increment of 20 to 24 per cent upon acquiring their next level of academic qualification.



Expected Salary Increment

### Rise in popularity of Hospitality/ Tourism/ F&B courses

While Business Studies / Management courses (2,548 votes) continue to be the most popular course for further education, a surge in popularity has been observed for Hospitality/ Tourism/ F&B courses. Hospitality/ Tourism/ F&B courses climb from 4th to 2nd as the most preferred course for further education after gathering 1,938 votes from 28 per cent of the respondents.

On the flip side, Dentistry (39 votes), Marine-related (114 votes) and Architectural/ Building (114 votes) are among the least popular courses for further education.

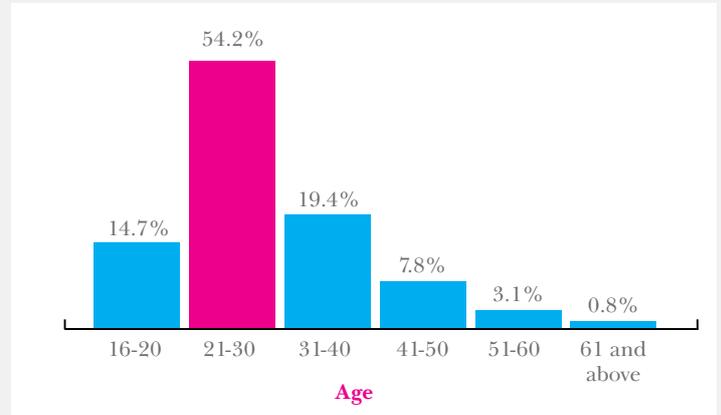
### Top 5 Most Preferred Courses of Study, 2013:

Rank 2012	Rank 2013	Courses of study	Count
1	1	Business Studies/ Management	2,548
4	2	Hospitality/ Tourism/ F&B	1,938
2	3	Finance/ Investment	1,049
3	4	Accounting	1,043
5	5	Sales/ Marketing	805

## PROFILE OF RESPONDENTS

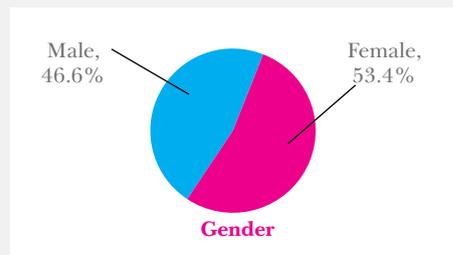
### Age

Age	Count	%
16-20	1,229	14.7%
21-30	4,532	54.2%
31-40	1,626	19.4%
41-50	653	7.8%
51-60	263	3.1%
61 and above	64	0.8%
<b>Total</b>	<b>8,367</b>	<b>100.0%</b>



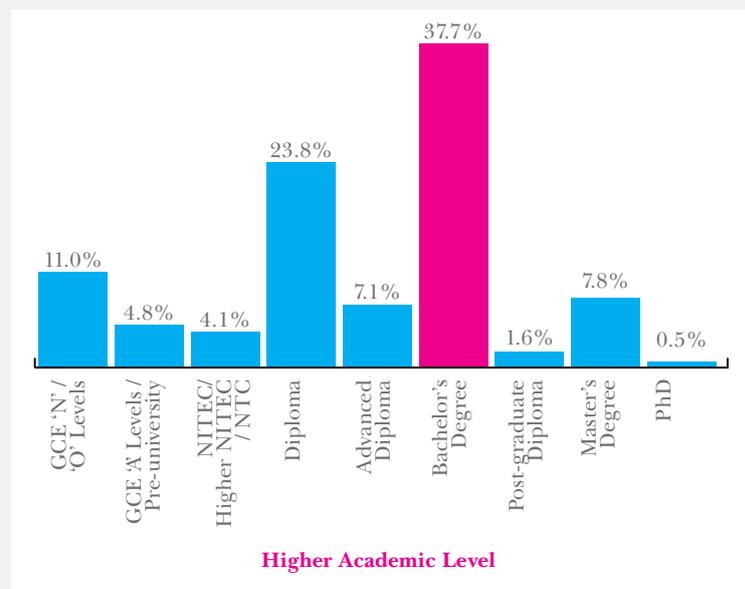
### Gender

Gender	Count	%
Female	4,465	53.4%
Male	3,902	46.6%
<b>Total</b>	<b>8,367</b>	<b>100.0%</b>



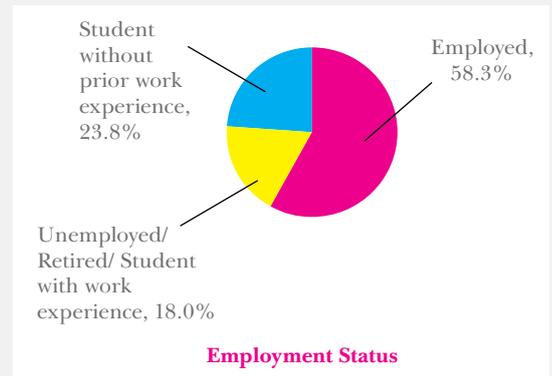
### Highest Academic Level

Highest Academic Level	Count	%
GCE 'N' / 'O' Levels	924	11.0%
GCE 'A' Levels / Pre-University	398	4.8%
NITEC / Higher NITEC / NTC	345	4.1%
Diploma	1,990	23.8%
Advanced Diploma	597	7.1%
<b>Bachelor's Degree</b>	<b>3,153</b>	<b>37.7%</b>
Post-graduate Diploma	132	1.6%
Master's Degree	652	7.8%
PhD	44	0.5%
Other	132	1.6%
<b>Total</b>	<b>8,367</b>	<b>100.0%</b>



### Employment Status

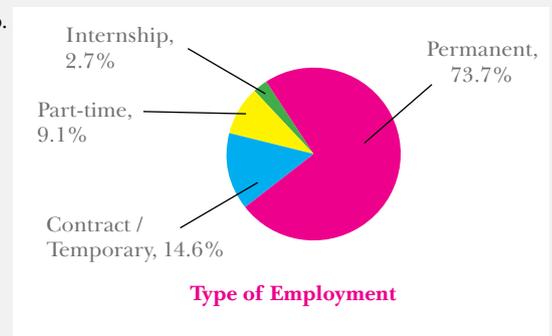
Employment Status	Count	%
Employed	4,876	58.3%
Unemployed/Retired/Student with work experience	1,502	18.0%
Student without prior work experience	1,989	23.8%
Total	8,367	100.0%



### Type of Employment

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

Type of Employment	Count	%
Permanent	4,699	73.7%
Contract / Temporary	928	14.6%
Part-time	578	9.1%
Internship	173	2.7%
Total*	6,378	100.0%

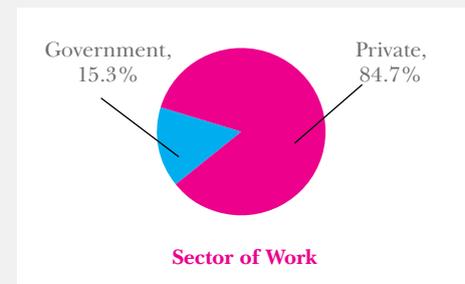


\* Total excludes student without prior work experience

### Sector of Work

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

Sector of Work	Count	%
Private	5,399	84.7%
Government	979	15.3%
Total*	6,378	100.0%

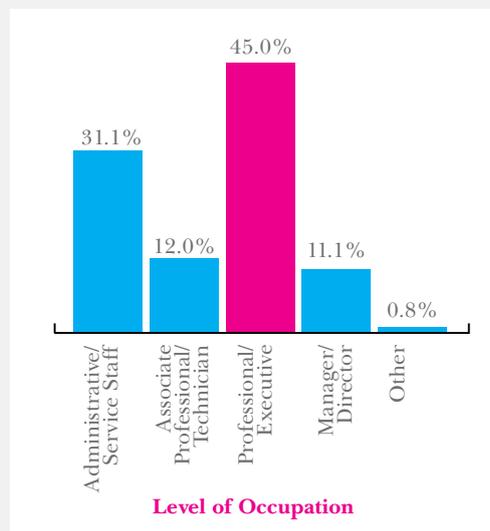


\* Total excludes student without prior work experience

### Level of Occupation

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

Level of Occupation	Count	%
Administrative/ Service Staff	1,981	31.1%
Associate Professional/ Technician	767	12.0%
Professional/ Executive	2,872	45.0%
Manager/ Director	710	11.1%
Other	48	0.8%
Total*	6,378	100.0%



\* Total excludes student without prior work experience

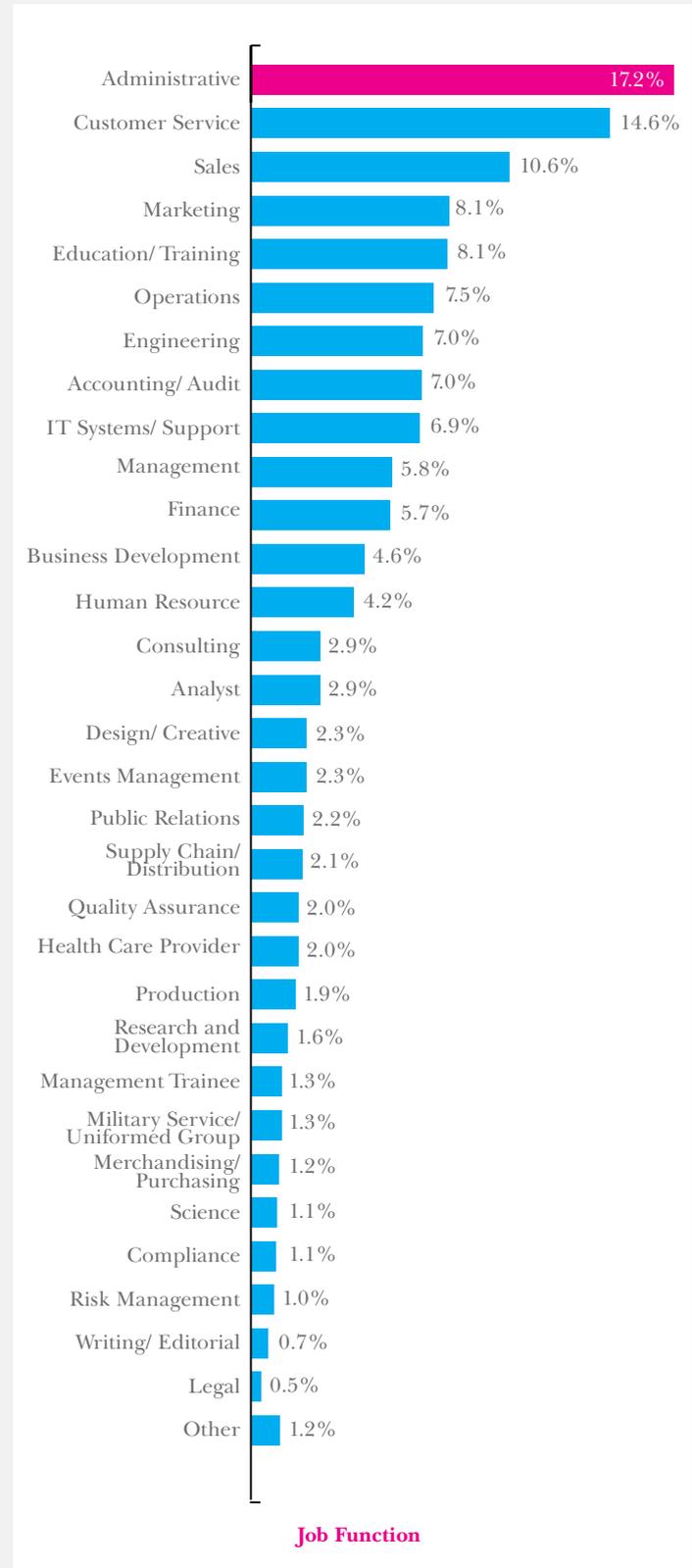
## Job Function

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

Job Function	Count	% of Votes	% of Respondents
Administrative	1,100	12.4%	17.2%
Customer Service	932	10.5%	14.6%
Sales	676	7.6%	10.6%
Marketing	517	5.8%	8.1%
Education/ Training	515	5.8%	8.1%
Operations	476	5.4%	7.5%
Engineering	447	5.1%	7.0%
Accounting/ Audit	446	5.0%	7.0%
IT Systems/ Support	441	5.0%	6.9%
Management	368	4.2%	5.8%
Finance	363	4.1%	5.7%
Business Development	295	3.3%	4.6%
Human Resource	268	3.0%	4.2%
Consulting	185	2.1%	2.9%
Analyst	184	2.1%	2.9%
Design/ Creative	145	1.6%	2.3%
Events Management	145	1.6%	2.3%
Public Relations	140	1.6%	2.2%
Supply Chain/ Distribution	135	1.5%	2.1%
Quality Assurance	128	1.4%	2.0%
Health Care Provider	125	1.4%	2.0%
Production	118	1.3%	1.9%
Research and Development	100	1.1%	1.6%
Management Trainee	83	0.9%	1.3%
Military Service/ Uniformed Group	82	0.9%	1.3%
Merchandising/ Purchasing	75	0.8%	1.2%
Science	72	0.8%	1.1%
Compliance	68	0.8%	1.1%
Risk Management	61	0.7%	1.0%
Writing/ Editorial	47	0.5%	0.7%
Legal	30	0.3%	0.5%
Other	77	0.9%	1.2%
<b>Total*</b>	<b>8,844</b>	<b>100.0%</b>	<b>-</b>

\* Total excludes student without prior work experience

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

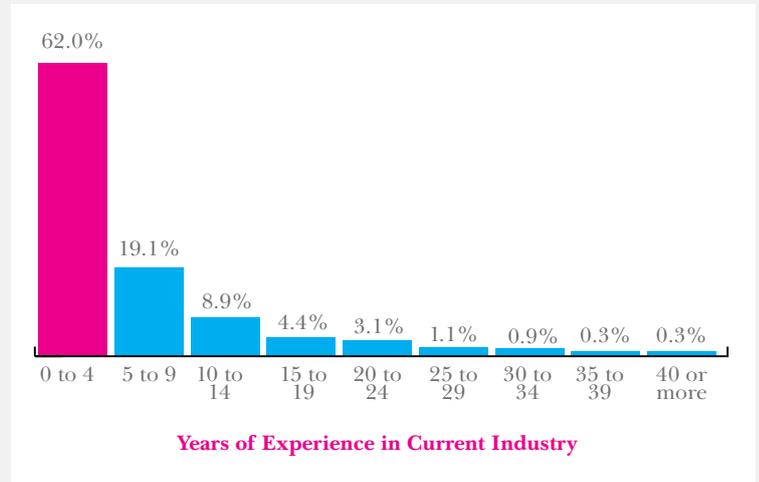


### Years of Experience in Current Industry

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

Years of Experience in Current Industry	Count	%
0 to 4	3,952	62.0%
5 to 9	1,219	19.1%
10 to 14	566	8.9%
15 to 19	278	4.4%
20 to 24	200	3.1%
25 to 29	69	1.1%
30 to 34	57	0.9%
35 to 39	17	0.3%
40 or more	20	0.3%
<b>Total*</b>	<b>6,378</b>	<b>100.0%</b>

\*Total excludes student without prior work experience



### Gross Monthly Salary

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

Gross Monthly Salary	Count	%
0 - 999	664	10.4%
1,000 - 1,999	1,190	18.7%
2,000 - 2,999	1,665	26.1%
3,000 - 3,999	1,336	20.9%
4,000 - 4,999	710	11.1%
5,000 - 5,999	311	4.9%
6,000 - 6,999	152	2.4%
7,000 - 7,999	100	1.6%
8,000 - 8,999	72	1.1%
9,000 - 9,999	29	0.5%
10,000 and above	149	2.3%
<b>Total*</b>	<b>6,378</b>	<b>100.0%</b>

\*Total excludes student without prior work experience



## Industry

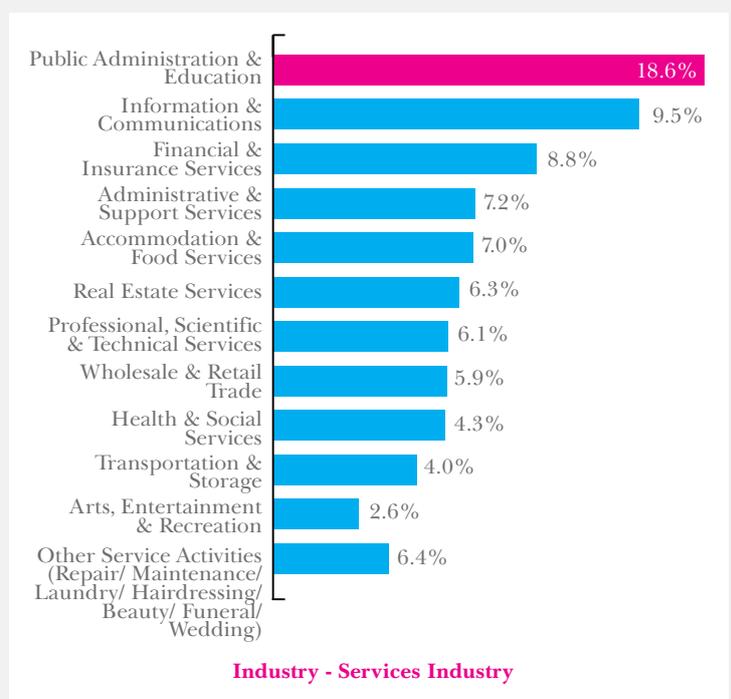
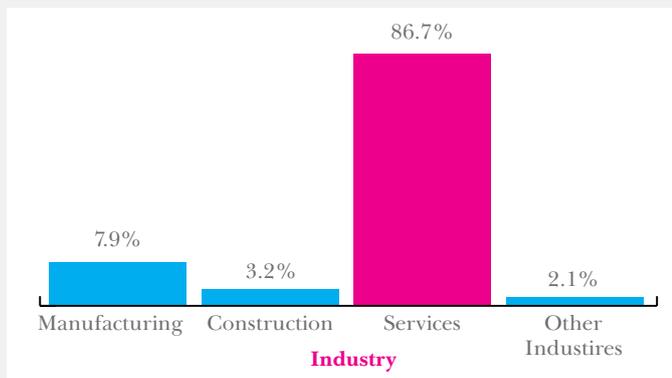
Unemployed respondents were told to answer this question based on their last job.

Industry	Count	%
<b>Manufacturing</b>	505	7.9%
<b>Construction</b>	207	3.2%
<b>Services</b>	<b>5,532</b>	<b>86.7%</b>
Public Administration & Education	1,188	18.6%
Information & Communications	608	9.5%
Financial & Insurance Services	561	8.8%
Administrative & Support Services	460	7.2%
Accommodation & Food Services	445	7.0%
Real Estate Services	402	6.3%
Professional, Scientific & Technical Services	388	6.1%
Wholesale & Retail Trade	374	5.9%
Health & Social Services	276	4.3%
Transportation & Storage	256	4.0%
Arts, Entertainment & Recreation	167	2.6%
Other Service Activities (Repair/ Maintenance/ Laundry/ Hairdressing/ Beauty/ Funeral/ Wedding)	407	6.4%
<b>Other Industries</b>	134	2.1%
<b>Total*</b>	<b>6,378</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 student without prior work experience



## PRIVATE EDUCATION INSTITUTIONS RANKINGS, 2013

### Preferred Private Education Institutions - OVERALL

Rank 2012	Rank 2013	Private Education Institution	Votes
1	1	Kaplan Singapore	1,406
2	2	SIM Global Education (SIM GE)	1,265
3	3	PSB Academy	1,066
5	4	Management Development Institute Of Singapore	629
6	5	British Council (Singapore)	515
4	6	EASB East Asia Institute of Management	459
8	7	James Cook Australia Institute Of Higher Learning	411
9	8	Nanyang Institute of Management	394
11	9	LASALLE College Of The Arts	323
13	10	Nanyang Academy Of Fine Arts	312
12	11	Singapore Human Resources Institute (SHRI) Academy	301
16	12	Curtin Singapore	299
10	13	Tourism Management Institute of Singapore	284
-	14	Ngee Ann-Adelaide Education Centre*	248
23	15	Informatics Academy	217
28	16	Stamford Raffles College	214
20	17	BMC International College	213
27	18	Raffles College of Higher Education	210
24	19	TMC Academy	209
19	20	Shatec Institutes	198
39	21	Auston Institute Of Management	197
18	22	YMCA Education Centre	194
21	23	Marketing Institute Of Singapore Training Centre	188
32	24	SEED Institute	187
26	25	Association of Chartered Certified Accountants	178
22	26	Chartered Institute of Management Accountants	158
30	27	SAA Global Education Centre	142
37	28	Asia Global Graduate School	134
28	28	Asian International College	134
-	30	Birmingham Academy*	132
33	30	Stansfield College	132
35	32	At-Sunrice GlobalChef Academy	125
50	32	Lithan Hall Academy	125
14	34	SMF Institute Of Higher Learning***	124
43	35	Aventis School of Management	119
-	35	Global School Of Technology & Management*	119
41	37	Asia Pacific School of Sports and Business	113
44	38	ERC Institute	112
25	39	The Logistics Academy*****	107
7	40	SDH Institute	104
38	41	Digipen Institute Of Technology Singapore	99
41	42	Center for American Education	95

48	43	S P Jain School Of Global Management	88
-	44	Arium School Of Arts And Sciences*	87
39	45	3dsense Media School	86
-	46	Parkway College of Nursing and Allied Health*	83
-	47	First Media Design School*	80
46	48	Executive Counselling And Training Academy	79
51	49	ITC School Of Laws	78
47	50	AEC College	73
34	50	Institute of Chartered Accountants in England and Wales	73
-	52	DIMENSIONS International College*	65
-	53	Textile And Fashion Industry Training Centre*	64
49	54	FTMS Global Academy	63
52	55	FY Institute Of Technology (Singapore)	54
-	56	Uptrend College*	50
54	57	Shelton College International	48
-	58	Box Hill Institute Singapore*	47
-	59	SSTC School for Further Education*	44
-	60	Inspiration Design International School*	41
58	61	CSM Academy International	39
56	62	MMI Academy	37
57	63	Chatsworth Medi@Rt Academy	36
-	64	Orita Sinclair School Of Design, New Media And The Arts*	35
58	64	Sterling Campus	35
63	66	Novo Institute**	34
-	67	Fitch Learning Singapore*	32
58	68	DAS Academy	28
-	69	MAGES Institute of Excellence*	24
61	70	CG Protege Animation School	23
n.a.	n.a.	Other	56
		<b>Total</b>	<b>13,773</b>

\* Newly included to the 2013 Learning survey

\*\* Previously Melior International College

\*\*\* Previously SMA Institute of Higher Learning

\*\*\*\* Previously Singapore Logistics Association

### Top 5 Climbers in the PEI Rankings, 2013

Rank Movement, 2013 vs. 2012	Rank 2012	Rank 2013	Private Education Institution	Votes
▲18	39	21	Auston Institute Of Management	197
▲18	50	32	Lithan Hall Academy	125
▲12	28	16	Stamford Raffles College	214
▲9	27	18	Raffles College of Higher Education	210
▲9	37	28	Asia Global Graduate School	134

## PRIVATE EDUCATION INSTITUTIONS RANKINGS - BY LEVEL OF ACADEMIC QUALIFICATION / TRAINING

### Top 20 PEIs for Pursuing Bachelor's Degree, 2013

Rank 2012	Rank 2013	Private Education Institution	Votes
1	1	Kaplan Singapore	407
2	2	SIM Global Education (SIM GE)	397
4	3	PSB Academy	293
5	4	Management Development Institute Of Singapore	158
3	5	EASB East Asia Institute of Management	109
6	6	James Cook Australia Institute Of Higher Learning	102
9	7	LASALLE College Of The Arts	98
10	7	Nanyang Academy Of Fine Arts	98
8	9	Curtin Singapore	78
12	10	Nanyang Institute of Management	75
13	11	Singapore Human Resources Institute (SHRI) Academy	63
27	12	SEED Institute	53
22	13	Stamford Raffles College	52
15	14	TMC Academy	51
16	15	Raffles College of Higher Education	48
18	16	Informatics Academy	47
16	16	Marketing Institute Of Singapore Training Centre	47
-	16	Ngee Ann-Adelaide Education Centre*	47
7	16	SMF Institute Of Higher Learning	47
22	20	BMC International College	46

\* Newly included to the 2013 Learning survey

### Top 20 PEIs for Pursuing Post-Graduate Degree, 2013

Rank 2012	Rank 2013	Private Education Institution	Votes
2	1	SIM Global Education (SIM GE)	418
1	2	Kaplan Singapore	382
5	3	PSB Academy	267
4	4	Management Development Institute Of Singapore	193
3	5	EASB East Asia Institute of Management	185
7	6	James Cook Australia Institute Of Higher Learning	161
6	7	Nanyang Institute of Management	146
9	8	Curtin Singapore	108
-	9	Ngee Ann-Adelaide Education Centre*	105
15	10	Raffles College of Higher Education	86
27	11	Auston Institute Of Management	81
12	12	Singapore Human Resources Institute (SHRI) Academy	77
9	13	LASALLE College Of The Arts	72
13	14	Stamford Raffles College	71

20	15	Asia Global Graduate School	65
17	15	Marketing Institute Of Singapore Training Centre	65
16	17	YMCA Education Centre	57
21	18	Aventis School of Management	48
11	19	Asian International College	47
32	19	TMC Academy	47

\* Newly included to the 2013 Learning survey

### Top 20 PEIs for Pursuing Diploma / Advanced Diploma / Graduate Diploma, 2013

Rank 2012	Rank 2013	Private Education Institution	Votes
1	1	Kaplan Singapore	228
2	2	PSB Academy	203
3	3	SIM Global Education (SIM GE)	153
4	4	Management Development Institute Of Singapore	111
8	5	BMC International College	72
6	6	Tourism Management Institute of Singapore	69
5	7	EASB East Asia Institute of Management	61
9	8	Nanyang Institute of Management	57
13	9	Shatec Institutes	54
13	9	TMC Academy	54
11	11	YMCA Education Centre	50
7	12	Singapore Human Resources Institute (SHRI) Academy	46
16	13	James Cook Australia Institute Of Higher Learning	44
13	14	Nanyang Academy Of Fine Arts	42
20	15	SEED Institute	41
10	16	LASALLE College Of The Arts	37
28	17	Asian International College	33
20	18	Curtin Singapore	32
22	18	Informatics Academy	32
-	20	Ngee Ann-Adelaide Education Centre*	28

\* Newly included to the 2013 Learning survey

### Top 20 PEIs for Pursuing Professional Certification / Personal Development Courses/ Corporate Workshops, 2013

Rank 2012	Rank 2013	Private Education Institution	Votes
1	1	Kaplan Singapore	185
2	2	SIM Global Education (SIM GE)	127
3	3	PSB Academy	124
5	4	British Council (Singapore)	85
4	5	Management Development Institute Of Singapore	75
8	6	Singapore Human Resources Institute (SHRI) Academy	57
11	7	Nanyang Institute of Management	53
21	8	Informatics Academy	50
11	9	Tourism Management Institute of Singapore	48
7	10	EASB East Asia Institute of Management	47
10	11	Chartered Institute of Management Accountants	43
6	12	Association of Chartered Certified Accountants	39

16	12	LASALLE College Of The Arts	39
22	14	Nanyang Academy Of Fine Arts	38
13	15	SAA Global Education Centre	36
27	16	Curtin Singapore	35
38	17	Lithan Hall Academy	34
24	18	BMC International College	32
18	18	James Cook Australia Institute Of Higher Learning	32
33	20	Stamford Raffles College	31

## PRIVATE EDUCATION INSTITUTIONS RANKINGS - BY PREFERRED COURSES OF STUDY

### Top 10 PEIs for Pursuing Accounting Courses, 2013

Rank	Private Education Institution	Votes
1	SIM Global Education (SIM GE)	240
2	Kaplan Singapore	236
3	PSB Academy	134
4	EASB East Asia Institute of Management	119
5	Association of Chartered Certified Accountants	93
6	SAA Global Education Centre	81
7	Chartered Institute of Management Accountants	80
8	Management Development Institute Of Singapore	70
9	Institute of Chartered Accountants in England and Wales	40
10	BMC International College	39

### Top 10 PEIs for Pursuing Arts and Social Sciences/ Psychology Courses, 2013

Rank	Private Education Institution	Votes
1	Kaplan Singapore	160
2	SIM Global Education (SIM GE)	159
3	PSB Academy	111
4	James Cook Australia Institute Of Higher Learning	93
5	Management Development Institute Of Singapore	73
6	EASB East Asia Institute of Management	58
7	Singapore Human Resources Institute (SHRI) Academy	44
8	Raffles College of Higher Education	39
9	Arium School Of Arts And Sciences	37
10	SMF Institute Of Higher Learning	34
10	TMC Academy	34

### Top 10 PEIs for Pursuing Business Studies/ Management Courses, 2013

Rank	Private Education Institution	Votes
1	SIM Global Education (SIM GE)	479
2	Kaplan Singapore	462
3	PSB Academy	352
4	Management Development Institute Of Singapore	274
5	EASB East Asia Institute of Management	216
6	Nanyang Institute of Management	146
7	James Cook Australia Institute Of Higher Learning	111
8	Curtin Singapore	100
8	Singapore Human Resources Institute (SHRI) Academy	100
10	Ngee Ann-Adelaide Education Centre	87

### Top 10 PEIs for Pursuing Computer Science/ IT Courses, 2013

Rank	Private Education Institution	Votes
1	Kaplan Singapore	187
2	SIM Global Education (SIM GE)	146
3	PSB Academy	139
4	Informatics Academy	86
5	Management Development Institute Of Singapore	83
6	Lithan Hall Academy	68
7	James Cook Australia Institute Of Higher Learning	48
8	Digipen Institute Of Technology Singapore	45
9	EASB East Asia Institute of Management	44
10	TMC Academy	42

### Top 10 PEIs for Pursuing Design Courses, 2013

Rank	Private Education Institution	Votes
1	Nanyang Academy Of Fine Arts	92
2	LASALLE College Of The Arts	80
3	SIM Global Education (SIM GE)	60
4	PSB Academy	56
5	Management Development Institute Of Singapore	34
6	First Media Design School	31
7	James Cook Australia Institute Of Higher Learning	28
8	Textile And Fashion Industry Training Centre	27
9	3dsense Media School	26
9	Curtin Singapore	26

### Top 10 PEIs for Pursuing Early Childhood/ Childcare Courses, 2013

Rank	Private Education Institution	Votes
1	Kaplan Singapore	120
2	SIM Global Education (SIM GE)	95
3	SEED Institute	83
4	James Cook Australia Institute Of Higher Learning	48
5	Asian International College	45
6	Nanyang Institute of Management	35
7	Auston Institute Of Management	17
8	MMI Academy	15
9	SMF Institute Of Higher Learning	12
10	Arium School Of Arts And Sciences	11

### Top 10 PEIs for Pursuing Engineering Courses, 2013

Rank	Private Education Institution	Votes
1	Kaplan Singapore	144
2	PSB Academy	140
3	Management Development Institute Of Singapore	80
4	Nanyang Institute of Management	66
5	EASB East Asia Institute of Management	45
6	BMC International College	35
6	Global School Of Technology & Management	35
6	Informatics Academy	35
9	Auston Institute Of Management	34
10	Stansfield College	23

### Top 10 PEIs for Pursuing Hospitality/ Tourism/ F&B Courses, 2013

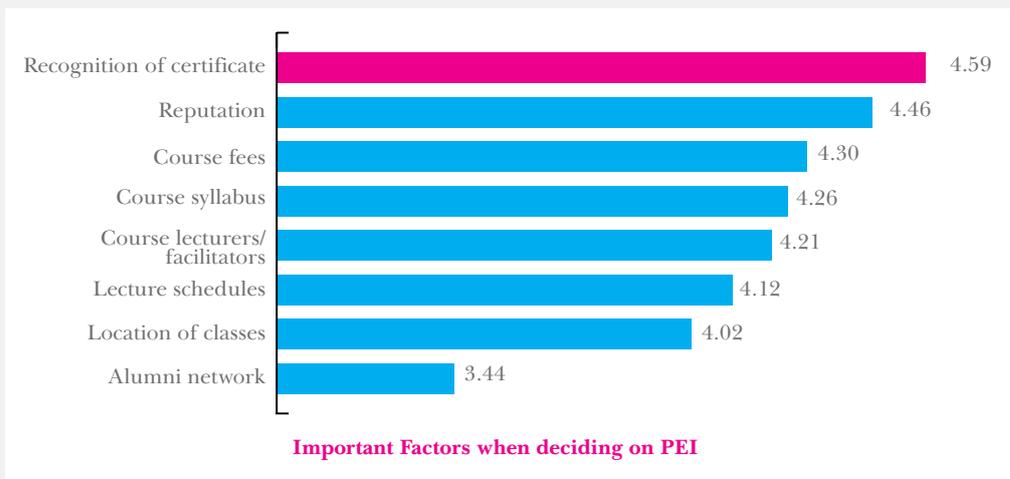
Rank	Private Education Institution	Votes
1	SIM Global Education (SIM GE)	195
2	Kaplan Singapore	184
3	Tourism Management Institute of Singapore	154
4	EASB East Asia Institute of Management	135
5	PSB Academy	129
6	Management Development Institute Of Singapore	83
7	Shatec Institutes	73
8	James Cook Australia Institute Of Higher Learning	60
8	SDH Institute	60
10	Nanyang Institute of Management	54

## SURVEY FINDINGS

### FACTORS AFFECTING SCHOOL SELECTION

#### Important Factors when Deciding on PEI

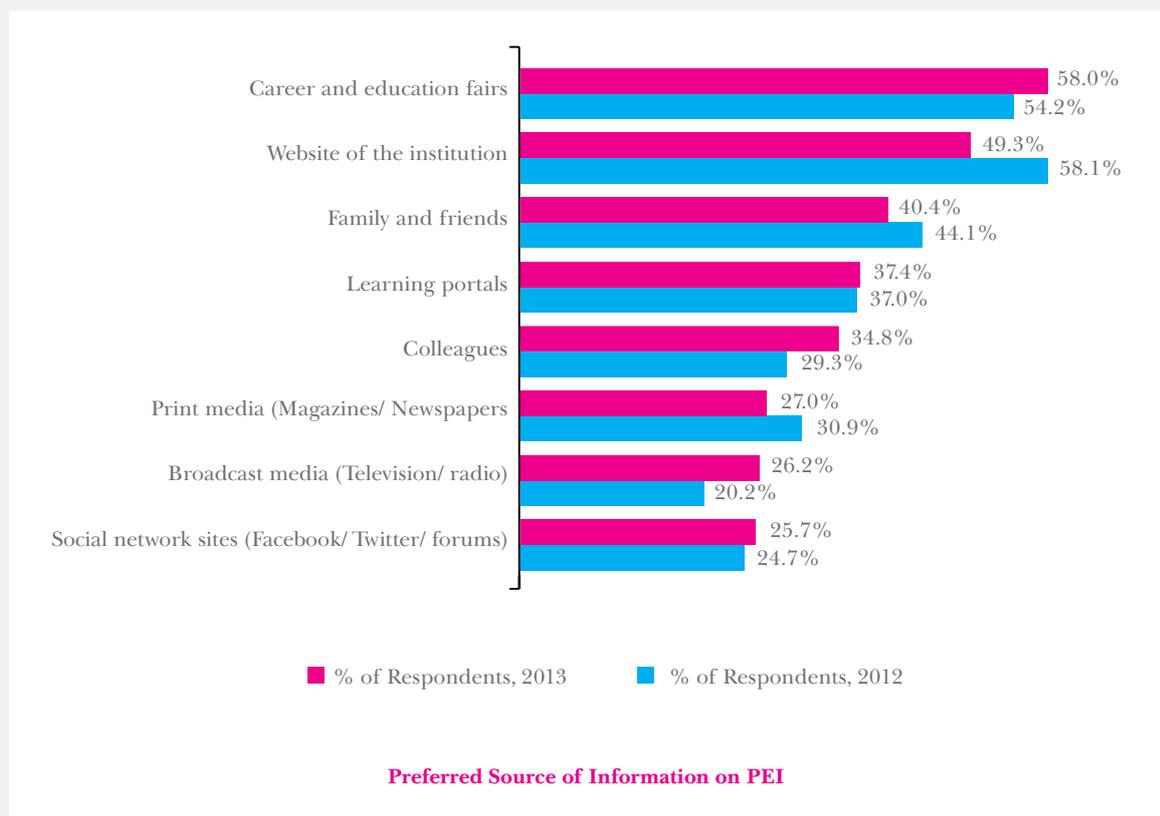
Important Factors when deciding on PEI	Total Respondents	Average Rating (Out of 5)	1 to 2 (Not Important)	3 (Neutral)	4 to 5 (Very Important)
Recognition of certificate	8,367	4.59	1.4%	6.5%	92.2%
Reputation		4.46	1.5%	8.6%	89.9%
Course fees		4.30	2.9%	13.5%	83.6%
Course syllabus		4.26	2.1%	12.8%	85.1%
Course lecturers/ facilitators		4.21	2.9%	14.0%	83.1%
Lecture schedules		4.12	3.8%	17.0%	79.2%
Location of classes		4.02	6.3%	19.5%	74.2%
Alumni network		3.44	19.8%	28.0%	52.2%



## Preferred Source of Information about Education Institutions

### Preferred Source of Information on PEI

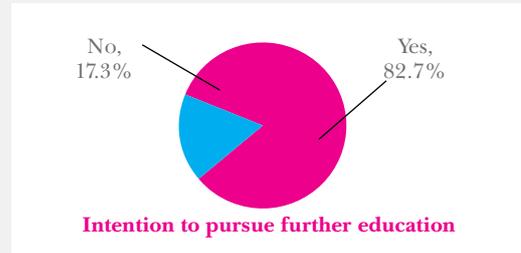
Information Channels	Count	% of Votes	% of Respondents, 2013	% of Respondents, 2012	"% Change, 2013 vs. 2012"
Career and education fairs	4,852	19.4%	58.0%	54.2%	↑7.0
Website of the institution	4,123	16.4%	49.3%	58.1%	↓15.1
Family and friends	3,380	13.5%	40.4%	44.1%	↓8.4
Learning portals	3,132	12.5%	37.4%	37.0%	↑1.2
Colleagues	2,913	11.6%	34.8%	29.3%	↑18.8
Print media (Magazines/ newspapers)	2,262	9.0%	27.0%	30.9%	↓12.4
Broadcast media (Television/ radio)	2,189	8.7%	26.2%	20.2%	↑29.4
Social network sites (Facebook/ Twitter/ forums)	2,152	8.6%	25.7%	24.7%	↑4.3
Others	61	0.2%	0.7%	1.4%	↓48.2
<b>Total</b>	<b>25,064</b>	<b>100.0%</b>	<b>-</b>	<b>-</b>	



## THE PURSUIT OF HIGHER EDUCATION

### Intention to Pursue Further Education

Do you intend to pursue further education?	Count	%
Yes	6,917	82.7%
No	1,450	17.3%
<b>Total</b>	<b>8,367</b>	<b>100.0%</b>

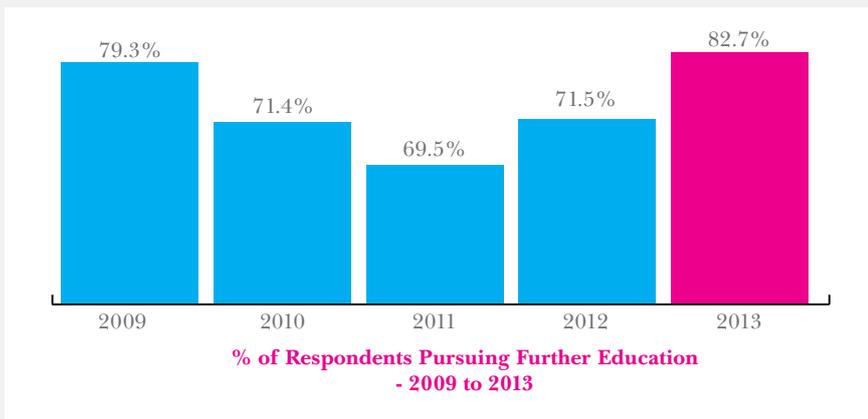


### % of Respondents Pursuing Further Education - % change vs. 2012

	% of Respondents, 2012	% of Respondents, 2013	% Change
Respondents intending to pursue further education	71.5%	82.7%	▲15.6

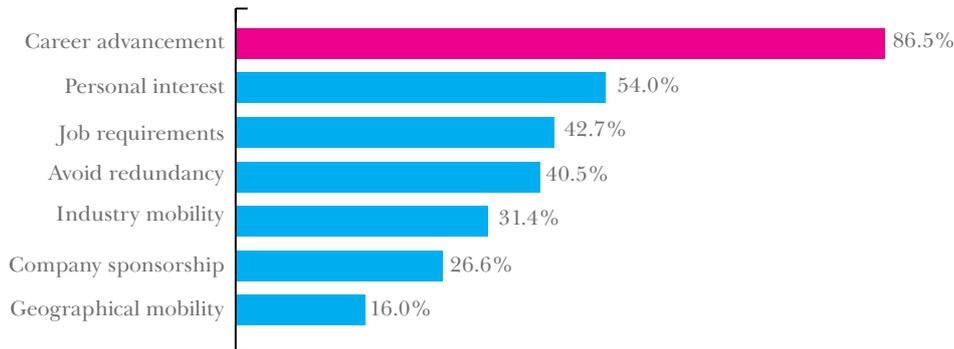
### % of Respondents Pursuing Further Education - 2009 to 2013

Year	2009	2010	2011	2012	2013
% of Respondents Pursuing Further Education	79.3%	71.4%	69.6%	71.5%	82.7%



### Reasons for Pursuing Further Education

Reasons to Further Education	Count	% of Votes	% of Respondents
Career advancement	5,986	29.0%	86.5%
Personal interest	3,737	18.1%	54.0%
Job requirements	2,956	14.3%	42.7%
Avoid redundancy	2,800	13.6%	40.5%
Industry mobility	2,171	10.5%	31.4%
Company sponsorship	1,843	8.9%	26.6%
Geographical mobility	1,110	5.4%	16.0%
Other	12	0.1%	0.2%
<b>Total</b>	<b>20,615</b>	<b>100.0%</b>	-

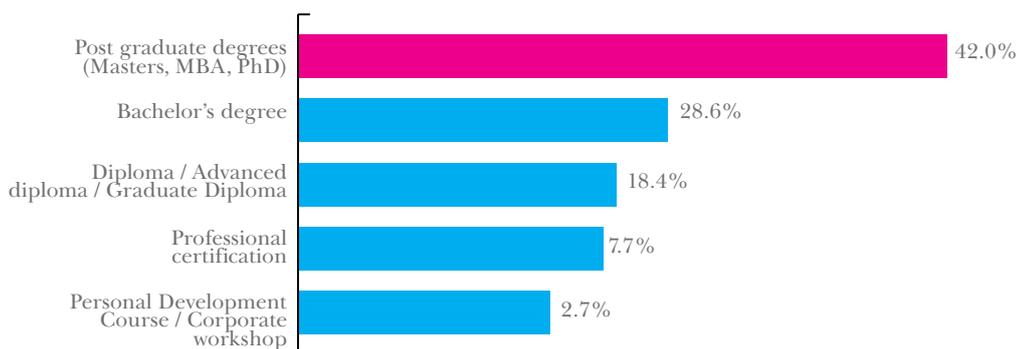


**Reasons to Pursue Further Education**

## EDUCATION PREFERENCES

### Preferred Level of Academic Qualification / Training

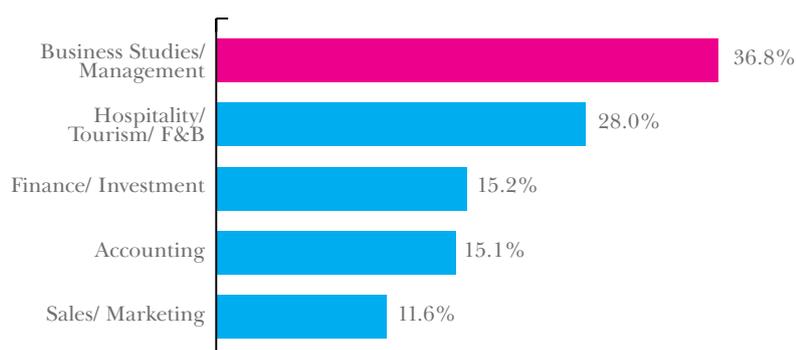
Level of Academic Qualification / Training	Count	%
Post graduate degrees (Masters, MBA, PhD)	2,903	42.0%
Bachelor's degree	1,977	28.6%
Diploma / Advanced diploma / Graduate Diploma	1,276	18.4%
Professional certification	535	7.7%
Personal Development Course / Corporate workshop	190	2.7%



**Preferred Academic Qualification / Training**

## Preferred Courses of Study

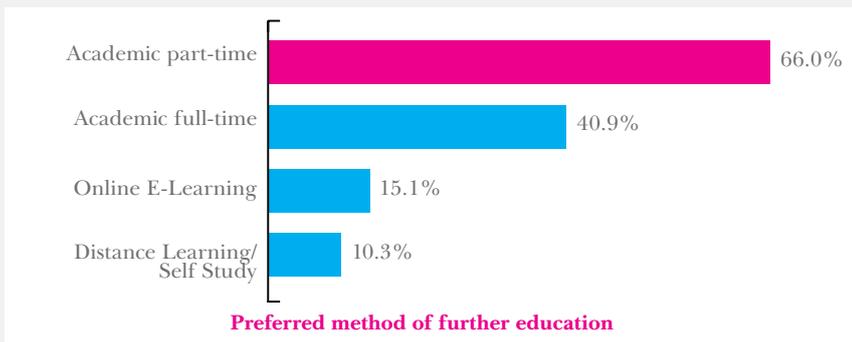
Rank 2012	Rank 2013	Courses of study	Count	% of Votes	% of Respondents
1	1	Business Studies/ Management	2,548	16.4%	36.8%
4	2	Hospitality/ Tourism/ F&B	1,938	12.5%	28.0%
2	3	Finance/ Investment	1,049	6.8%	15.2%
3	4	Accounting	1,043	6.7%	15.1%
5	5	Sales/ Marketing	805	5.2%	11.6%
8	6	Project management	667	4.3%	9.6%
6	7	Computer Science/ IT	659	4.2%	9.5%
7	8	Human Resources	562	3.6%	8.1%
10	9	Engineering	526	3.4%	7.6%
13	10	Arts and Social Sciences/ Psychology	500	3.2%	7.2%
11	11	Education	497	3.2%	7.2%
9	12	Communication/ Media	461	3.0%	6.7%
12	13	Entrepreneurship	405	2.6%	5.9%
18	14	Health Sciences	356	2.3%	5.1%
15	15	Early Childhood/ Childcare	349	2.2%	5.0%
19	16	Design	324	2.1%	4.7%
14	17	Languages/ Literature	285	1.8%	4.1%
17	18	Logistics/ Shipping	280	1.8%	4.0%
16	19	Culinary skills	248	1.6%	3.6%
20	20	Biomedical/ Life Sciences	218	1.4%	3.2%
21	21	Legal/ Law	213	1.4%	3.1%
23	22	Sciences/ Applied sciences	193	1.2%	2.8%
22	23	Government Policy/ International Relations	168	1.1%	2.4%
25	24	Sports/ Recreational Management	164	1.1%	2.4%
26	25	Casino Management	163	1.1%	2.4%
24	26	Building/ Real Estate	162	1.0%	2.3%
31	27	Nursing	138	0.9%	2.0%
30	28	Medicine	137	0.9%	2.0%
27	29	Wellness/ Aesthetics	125	0.8%	1.8%
29	30	Architectural/ Building	114	0.7%	1.6%
28	30	Marine Related	114	0.7%	1.6%
32	32	Dentistry	39	0.3%	0.6%
n.a.	n.a.	Other	65	0.4%	0.9%
Total			15,515	100.0%	-



**Top 5 Most Preferred Courses of study**

### Preferred Method of Further Education

Preferred method of further education	Count	% of Votes	% of Respondents
Academic part-time	4,568	49.9%	66.0%
Academic full-time	2,827	30.9%	40.9%
Online / E-Learning	1,042	11.4%	15.1%
Distance Learning / Self Study	714	7.8%	10.3%
<b>Total</b>	<b>9,151</b>	<b>100.0%</b>	<b>-</b>



### BUDGET FOR FURTHER STUDIES

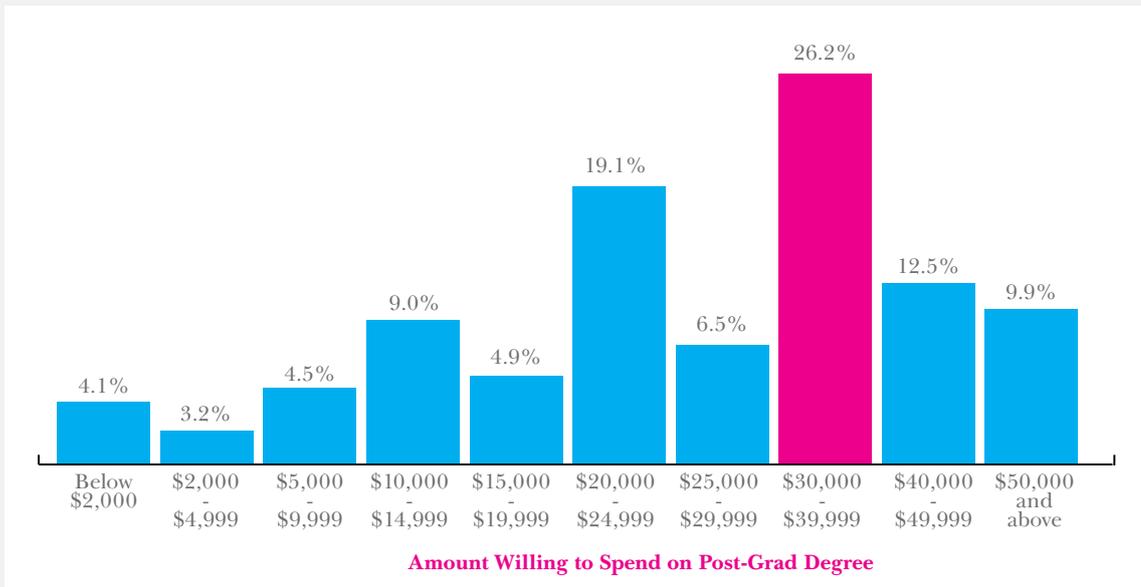
#### Amount Willing to Spend for Bachelor's Degree

Amount willing to spend on next level of academic qualification	Count	% of Respondents, 2013	% of Respondents, 2012
Below \$2,000	75	3.8%	3.3%
\$2,000 - \$4,999	70	3.5%	4.2%
\$5,000 - \$9,999	120	6.1%	7.0%
\$10,000 - \$14,999	216	10.9%	10.7%
\$15,000 - \$19,999	274	13.9%	9.1%
<b>\$20,000 - \$24,999</b>	<b>490</b>	<b>24.8%</b>	<b>30.3%</b>
\$25,000 - \$29,999	183	9.3%	11.5%
\$30,000 - \$39,999	321	16.2%	12.9%
\$40,000 - \$49,999	86	4.4%	1.9%
\$50,000 and above	142	7.2%	9.0%
<b>Total</b>	<b>1,977</b>	<b>100.0%</b>	<b>100.0%</b>



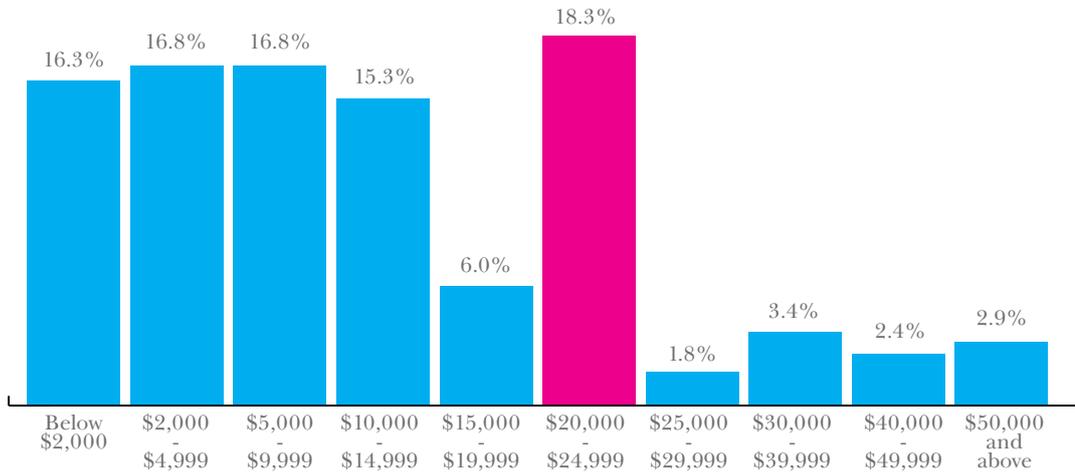
**Amount Willing to Spend for Post-Graduate Degree**

Amount willing to spend on next level of academic qualification	Count	% of Respondents, 2013	% of Respondents, 2012
Below \$2,000	120	4.1%	7.3%
\$2,000 - \$4,999	93	3.2%	5.8%
\$5,000 - \$9,999	130	4.5%	9.3%
\$10,000 - \$14,999	262	9.0%	13.6%
\$15,000 - \$19,999	143	4.9%	7.0%
\$20,000 - \$24,999	555	19.1%	20.9%
\$25,000 - \$29,999	189	6.5%	5.9%
\$30,000 - \$39,999	761	26.2%	14.1%
\$40,000 - \$49,999	363	12.5%	4.2%
\$50,000 and above	287	9.9%	11.9%
<b>Total</b>	<b>2,903</b>	<b>100.0%</b>	<b>100.0%</b>



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

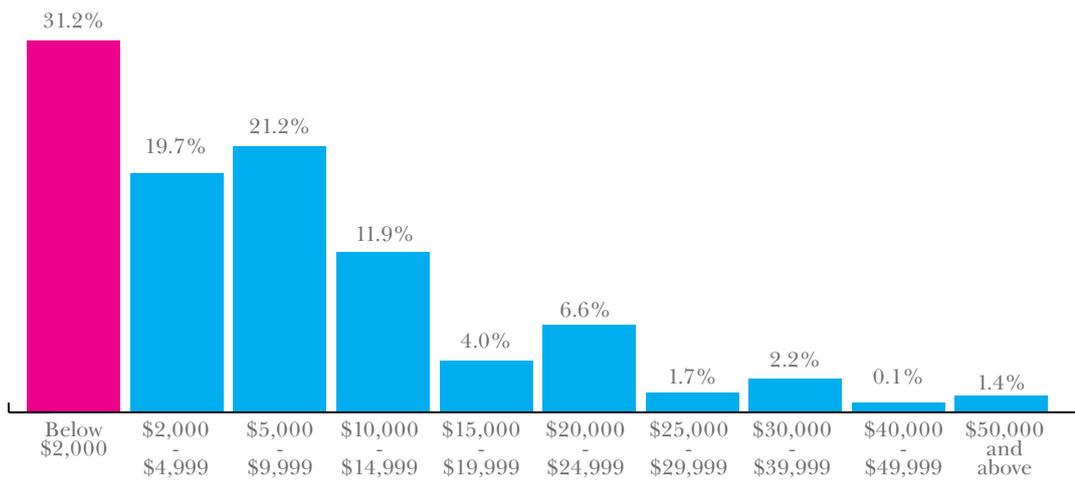
Amount willing to spend on next level of academic qualification	Count	% of Respondents, 2013	% of Respondents, 2012
Below \$2,000	208	16.3%	26.0%
\$2,000 - \$4,999	215	16.8%	22.6%
\$5,000 - \$9,999	215	16.8%	25.7%
\$10,000 - \$14,999	195	15.3%	13.3%
\$15,000 - \$19,999	76	6.0%	3.1%
\$20,000 - \$24,999	233	18.3%	3.8%
\$25,000 - \$29,999	23	1.8%	0.8%
\$30,000 - \$39,999	43	3.4%	2.6%
\$40,000 - \$49,999	31	2.4%	0.5%
\$50,000 and above	37	2.9%	1.6%
<b>Total</b>	<b>1,276</b>	<b>100.0%</b>	<b>100.0%</b>



**Amount Willing to Spend on Diploma, Advanced Diploma or Graduate Diploma**

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

Amount willing to spend on next level of academic qualification	Count	% of Respondents, 2013	% of Respondents, 2012
Below \$2,000	226	31.2%	31.0%
\$2,000 - \$4,999	143	19.7%	19.9%
\$5,000 - \$9,999	154	21.2%	18.0%
\$10,000 - \$14,999	86	11.9%	13.2%
\$15,000 - \$19,999	29	4.0%	3.0%
\$20,000 - \$24,999	48	6.6%	9.1%
\$25,000 - \$29,999	12	1.7%	1.2%
\$30,000 - \$39,999	16	2.2%	2.1%
\$40,000 - \$49,999	1	0.1%	0.3%
\$50,000 and above	10	1.4%	2.1%
<b>Total</b>	<b>725</b>	<b>100.0%</b>	<b>100.0%</b>



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

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

Amount willing to spend - Below \$2,000	Count	% of Respondents, 2013	% of Respondents, 2012
Below \$499	64	28.3%	26.6%
\$500 - \$999	50	22.1%	27.5%
<b>\$1,000 - \$1,499</b>	<b>96</b>	<b>42.5%</b>	<b>36.7%</b>
\$1,500 - \$1,999	16	7.1%	9.2%
<b>Total</b>	<b>725</b>	<b>100.0%</b>	<b>100.0%</b>



Further Breakdown of "Below \$2,000"; Professional Certification / Courses / Workshops

## EXPECTED SALARY INCREMENT

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

Expected salary increment	Count	% in 2013	% in 2012
Below 10%	285	4.1%	3.2%
10 to 14%	456	6.6%	6.2%
15 to 19%	403	5.8%	4.6%
20 to 24%	1489	21.5%	15.0%
25 to 29%	1259	18.2%	23.4%
30 to 34%	1165	16.8%	17.4%
35 to 39%	414	6.0%	3.4%
40 to 49%	391	5.7%	5.1%
50 to 59%	653	9.4%	13.4%
60% and above	402	5.8%	8.2%
<b>Total</b>	<b>6,917</b>	<b>100.0%</b>	<b>100.0%</b>



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

Course Level	Average Expected Increment %, 2013	Average Expected Increment %, 2012	% Change (vs. 2012)
Bachelor's degree	30.5	35.0	▼13.0
Post graduate degrees (Masters, MBA, PhD)	31.8	34.1	▼6.8
Diploma / Advanced diploma / Graduate Diploma	26.9	29.0	▼7.1
Professional certification	28.5	31.2	▼8.7
Personal Development Course / Corporate workshop	26.7	27.0	▼1.0
Overall	30.1	32.8	▼8.2

## 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 the BrightSparks or JobsCentral Employer of Choices 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 200,000 job applications. In addition, JobsCentral Mobile brings jobs and higher education courses to all iPads, iPhones and Android phones.



# JobsCentral

Career & Education Fair 2014

[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 in July 2014 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 1.3 million page visits during the period 1 May 2012 to 30 April 2013, and processed over 19,000 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 thousands of 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 [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/>