

MEDIA RELEASE

NGEE ANN POLYTECHNIC PARTNERS BUSINESS CHINA TO LAUNCH NEW CERTIFICATE PROGRAMME IN CHINA READINESS

Students will gain international exposure and develop global mindset through this market immersion programme focusing on China

Singapore, 02 March 2017 – Ngee Ann Polytechnic (NP) students will soon gain an edge in engaging with the global powerhouse through the new Certificate in China Readiness (CCR) programme developed in collaboration with Business China. A first of its kind among local polytechnics, CCR is a timely initiative that supports the deepening of international connections, one of the recommendations outlined by the Committee on the Future Economy¹.

Both NP and Business China signed a Memorandum of Understanding (MOU) today to seal the co-operation. The CCR is designed as a cross-disciplinary elective to be offered by NP's School of Interdisciplinary Studies (IS) to second-year students across all diplomas. Priority will be given to those who have a keen interest to engage with, work in or do business in China.

The entire programme comprises three modules, with the first two spanning a duration of 20 weeks in Singapore and the final one culminating in a 12-day immersion programme in China. Through this Programme, students will gain insights into China's developments. They will also be exposed to the evolving culture of contemporary China and learn how to bridge cultural gaps between the two countries. In addition, the overseas immersion component which covers visits to start-ups, institutes and large corporations will enable students to understand the business environment in China. *(Refer to Annex A for CCR's curriculum framework.)*

"With China's exponential growth and fast-changing social landscape in recent years, it is crucial for our students to be China-savvy, as part of being future-ready. There is also an increased demand for graduates with in-depth knowledge of China. Our partnership with Business China in introducing this Certificate in China Readiness programme is a timely move in the right direction. We believe that it will benefit our students and open doors to exciting career and business opportunities for them in the future," said Mr Clarence Ti, Principal of Ngee Ann Polytechnic.

Ms Sun Xueling, CEO of Business China, commented: "The launch of this programme resonates with the call for Singaporeans to build capabilities so as to operate successfully in overseas markets. It is a

¹ Recommendations from the Committee on the Future Economy (CFE) report 2017:
https://www.gov.sg/~media/cfe/downloads/mtis_executive%20summary.pdf

milestone in the promotion of China-readiness and entrepreneurship amongst young Singaporeans. Business China is happy to partner Ngee Ann Polytechnic in this endeavor to deepen the global connectivity and capabilities of young Singaporeans.”

Beyond lectures and textbooks, students will have opportunities to gain an insider's perspective of China's business and culture through networking sessions with Chinese entrepreneurs and business leaders, and visits to Chinese companies based in Singapore.

The inaugural run will commence in April 2017 with an intake of over 70 students who have expressed their desire to gain a deeper understanding of China and explore career or business opportunities in this huge economy. Jaryl Tan Khong, a Diploma in Business Studies student at NP, was among the first to sign up for this programme. Fascinated by China's rapid development, he said: “My father who frequents China for business has shared with me the role Chinese companies play in his industry. This intrigued me as I aspire to be an entrepreneur one day. Being able to break into the Chinese market would be a tremendous advantage for any businessman.”

Also in the pipeline are plans to roll out a similar programme designed for working adults that will be offered under NP's CET arm. Through spearheading these programmes with Business China, the polytechnic envisions to be the knowledge centre for China readiness and play a vital role in connecting future generations with the economic powerhouse.

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About Business China

Launched in November 2007 by Founding Patron and Singapore's Founding Prime Minister Mr Lee Kuan Yew, Business China's mission is to nurture an inclusive bilingual and bicultural group of Singaporeans through extensive use of the Chinese language as the medium of communication, so as to sustain our multi-cultural heritage, and to develop a cultural and economic bridge linking the world and China.

For more information, please visit www.businesschina.org.sg.

About Ngee Ann Polytechnic

Inaugurated in 1963 as Ngee Ann College with only 116 students, Ngee Ann Polytechnic is today one of Singapore's leading institutions of higher learning with more than 16,000 full-time students, about 2,000

part-time students and an alumni community of over 130,000. The polytechnic offers 49 full-time courses through its nine academic schools - School of Business & Accountancy, School of Design & Environment, School of Engineering, School of Film & Media Studies, School of Health Sciences, School of Humanities & Social Sciences, School of InfoComm Technology, School of Interdisciplinary Studies, and School of Life Sciences & Chemical Technology. Ngee Ann supports Continuing Education and Training (CET) through its CET Academy which offers a wide range of part-time programmes. The Polytechnic has also established two Centres of Innovation - in Environmental & Water Technology and Marine & Offshore Technology - to work on collaborative research and technology projects. Learning takes place amid a caring and conducive environment with top-notch facilities ranging from broadcast, multimedia and animation studios to research laboratories as well as simulation and technology centres. With our emphasis on a broad-based education, coupled with our signature Service-Learning pedagogy and global exposure, Ngee Ann Polytechnic's vision is to prepare graduates with a passion for learning, values for life and competencies to thrive in a global workplace.

For more information, please visit www.np.edu.sg.

Certificate in China Readiness Curriculum Framework

Module 1	Module 2	Module 3
China: The Global Game Changer	Decoding China: A Cultural Perspective	Engaging the Dragon: An Immersion Trip
3 hours x 10 weeks	3 hours x 10 weeks	12-Day Trip + 4 x 3-hour workshops
The module will put China's growth into perspective through highlighting key developments in the areas of business, media, IT, engineering and life sciences. Students will be challenged to debunk stereotypes about the Chinese, reassess China in the light of her growth, as well as examine the impact of China's rapid development, particularly on Singapore-China relations.	The module will expose students to the history, traditions and customs of China and how they have shaped the Chinese society. Students will also be sensitised to the changing values of contemporary China and learn to develop strategies to bridge cultural gaps between the Chinese and themselves.	This vacation module will allow students to gain insight into the business environment in China as well as the cultural and social factors that shape it. Students will learn the spoken and unspoken rules for doing business with the Chinese and develop an enterprising mindset through opportunity spotting.