

NEWS RELEASE

An Australian Business degree with global recognition – exactly what the Xi An (China) students are looking for

> They wanted an Australian qualification with global recognition

> They wanted to learn more about the practical aspects of business

21 Oct 2005, Singapore – The Bachelor of Business Administration awarded by Curtin University of Technology, offered at Informatics has attracted 10 students from Xi An, China. This group of students has obtained their direct entry to the final year degree with their Advanced Diploma of Business Administration qualification. They are taking up the programme via the Informatics Capstone mode of learning; majority of the programme will be done online, this will be complemented with the face-to-face tutorial to be conducted locally in Xi An" rephrase to "They are taking up the programme via the Capstone mode of learning where the majority of the programme will be done online and this also complimented with face-to-face tutorials that are conducted locally in Xi An. They will then do four modules of the programme on the Curtin campus in Perth. Socially, they will get to know people from many places and learn to appreciate cultures and values across the world.

This programme provides a perfect opportunity to expand students' business knowledge. It offers a wide spectrum of modules that provide a unique viewpoint to business issues and concepts. It also provides students with a solid foundation in business administration and is well suited to those seeking to attain professional expertise in the general management area.

The programme focuses on preparing managers for their challenging roles in a global environment, specifically preparing people for management roles in public or private sector organisations. Besides exposing students to various core disciplines in business, it offers them special opportunities such as industry / organisation-based project work, the opportunity to apply these concepts to their own work environment, international study (students are able to gain an exposure and understanding of work in a different context) and the choice of specialising in a particular area such as management, small business and entrepreneurship, human resource and international management.

Those who wish to further their academic career may proceed to a specialist postgraduate programme.

Understanding Their Career Choices

It is also important that students are aware of their career choice when selecting a degree. What can graduates do with a business degree? It prepares graduates to work in a variety of settings including business, government, and nonprofit. Most students who graduate with a business degree go to work immediately after graduation in jobs such as:

- Entry-level manager
- Human Resources Specialist
- Assistant Product Manager
- Market Researcher



- Public Relations Representative
- Systems Analyst
- Financial Analyst

Our graduates leave here with a creative, innovative and contemporary approach to commerce. - Professor Mike Wood, Executive Dean of Curtin Business School. [Source: www.cbs.curtin.edu.au]

For more information about the programme, please visit www.informaticsgroup.com

-----END-----

About Curtin University of Technology (Australia)

Named after former Australian Prime Minister John Curtin (1941-1945), Curtin aspires to be a world-class university of technology. Curtin's strength lies in its international orientation, the responsiveness of its programs to national and workplace needs and its promotion of cultural diversity and lifelong learning.

Please visit the official site at www.curtin.edu.au

About PurpleTrain.com

PurpleTrain.com, the global e-Learning provider, started out as Asia's first e-Learning provider in 1999. It is the largest e-Learning provider outside the United States, with over 72,000 e-users, and offers Business, IT education and Health Sciences programmes, corporate training courses and education-related services.

PurpleTrain.com firmly supports continuous lifelong learning and provides students from all over the world with access to internationally renowned courses anytime, anywhere with minimal disruptions to their work and other obligations, and without having to leave home.

By combining innovative technology with world-class training content, PurpleTrain.com offers companies and individuals a high value, quality and effective online training solution. Its online courses range from Master and Bachelor degree programmes to diplomas and certificates, ranging from technical level to management level to cater for the varied needs of corporations and professionals.

Please visit www.purpletrain.com

About Informatics Group

The Informatics Group, listed on the Mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning more than 50 countries, offering programmes from O/A Levels (for international students) to undergraduate and postgraduate degrees. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. In July year 2005, Informatics attained CaseTrust for Education, a scheme by the Consumer Association of Singapore to certify companies that have foundation for good quality student welfare practices and standards. Informatics has achieved the Golden Brand Award for the Education sector in Sep year 2005. The Golden Brand Award for the Education sector is a competition organized by the organizers of the International Brand Summit 2005. This award aims to give recognition to local and China enterprises for the good work done in building their companies' brands. The International Brand Summit (IBS) is an event held in conjunction with Global Entrepolis @Singapore 2005 a mega event jointly presented by the Singapore Economic Development Board (EDB) and the Singapore Business Federation. The IBS is organized to increase awareness on the importance of branding



among local and regional enterprises and also to stimulate the growth of Singapore's brands and enterprises locally and regionally. For more information, please visit <http://www.informaticsgroup.com>.

For more information, please contact:

Yap Wai Lian
PR & Marketing Manager, Higher Education
Informatics Group
DID: (65) 6580 4286
Email: wlyap@informaticsgroup.com





