



## MEDIA RELEASE

From: PSB Academy

### PSB Academy Celebrates 40<sup>th</sup> Graduation Ceremony with specially designed Academic Gown

- **More than 25,000 Diplomas awarded to-date**
- **Pioneer batch of graduand to put on the PSB Academy graduation gown**

**Singapore, 9 October 2008** – PSB Academy celebrates **40 Years of providing quality certificates courses and diploma programmes** for Singaporeans and international students. Graduand at the Graduation Ceremony this year will be the **pioneer cohort to put on the PSB Academy graduation gown**, specially designed in PSB colours of royal red and sterling grey to commemorate the significant year.

This year, the independent education and training institution sees **855 students graduating** from its diploma programmes, bringing the **total number of diploma which PSB Academy has awarded over the years to more than 25,000**. The ceremony will also present the **first cohort of graduates from the PSB Diploma in Mass Communications** programme.

Said PSB Academy, Chief Executive Officer, Dr Steve Lai, “Four decades on, over 25,000 diploma graduates till date, and another 855 today, PSB graduates are testament to our achievements. We have grown – from a small productivity unit providing training for Singapore’s workforce to an independent education and training institution recognised in the Asia Pacific region for quality programmes and delivery.”

“Our brilliant students coupled with our sterling reputation will put us in good stead for the next wave of growth. We look forward to another fulfilling 40 years, as we spread our wings into the region and provide learning opportunities for more learners in the Asia Pacific region.”

PSB Academy launched its first series of diploma programmes in 1981, with four diploma courses and an annual intake of about 300 students. New programmes were subsequently introduced to cater for changing needs of the industries, and different aspirations and interests of students. Currently, **PSB’s suite of programmes** have grown to include **3 advanced diploma courses and 13 diploma**



**programmes**, covering disciplines of Business, Commerce, Marketing, Accounting, Industrial Engineering, Information Technology, Hospitality, Supervisory Management, Mass Communication and more.

### **Top Student, PSB Diploma in Human Resource Management – Nicholas Poh**

In his 50s, Mr Nicholas Poh strikes an interesting picture against the group of top students from the various diploma programmes. Motivated by pure interest in the subject and a strong belief in investing in further studies, Nicholas has applied for the PSB Diploma in Human Resource Management programme at PSB Academy.

His family was not too surprised as Nicholas has a track record of pursuing new knowledge in areas he is curious about. However, coming through to scoring the highest amongst his class of young peers was not what his family has expected. Effort put in to all those discussions with his son for numerous essay assignments and revision of course syllabus on way to work is finally rewarded.

Commenting on how the PSB's culture has helped to ease his apprehensiveness about being overage for the course, Nicholas said, "I have enjoyed the entire period of this course at PSB. Age turned out not an issue; I was able to settle in quickly with the lecturers' help. Their style of teaching has left an imprint in my mind and was so effective for me to grasp the concepts quickly."

"My fellow classmates also did not treat me like an old man. Views and comments were exchanged freely and candidly; it's as if I am just one of them and back in school again!"

### **PSB Academy Graduation Ceremony 2008**

The PSB Academy Graduation Ceremony will be held on **9 October 2008 (3pm)**, at the **Singapore Conference Hall**. Dr Danny Lam, one of the important pioneers who had spearheaded for the development and launch of the first series of PSB diploma programmes in 1981, will be gracing the ceremony.

**PSB Academy invites members of media to attend the ceremony and share this joyous occasion. Interviews with VIPs and graduates can be arranged before or after the ceremony.**

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**Note to Editor:**

**About PSB Academy**

PSB Academy Pte Ltd (A member of TÜV SÜD Group) is one of the largest independent education and training institutions in Singapore. Established in 1964, the institution has a sterling heritage in leading and educating the Singapore's workforce, and is recognised for its effective people-development solutions. With an expanding presence in Asia Pacific, it serves close to 50,000 learners annually in the region.

PSB Academy offers a comprehensive range of internationally recognised education programmes, from pre-primary to post-graduate courses, and customised corporate training and consulting services that looks after both people and processes in corporations. PSB Academy was one of the first few providers to earn the Singapore Quality Class (SQC) award for Private Education Organisations (PEOs). It is also CaseTrust accredited and ISO9001:2000 certified.