psb ACADEMY | University of Hertfordshire **UH**

UNIVERSITY OF HERTFORDSHIRE PROSPECTUS 2026

| Allied Health | Business Management | Data Science | Engineering | Logistics & Supply Chain Management |

Image shown is university's campus

Contents

Why PSB Academy?

Founded in 1964 under the Singapore Economic Development Board, PSB Academy began with a mission to uplift the skills and knowledge of Singapore's workforce. Over the past 60 years, we have grown into a regional leader in higher education, celebrating our Diamond Jubilee in 2024 as a testament to our legacy of excellence.

Over 200,000 Learners Since 1964

8 Renowned Universities from Australia, New Zealand and the UK

Over 90 Full-Time, Part-Time & Online Courses

Close to **20** Disciplines

3 Campuses in Singapore

4-Year EduTrust-Certified

Year 2/3 University Entry for PSB Academy Diploma Graduates*

Degrees awarded same as **On-Campus**

*Subject to University's approval

An Award-Winning Educational Institution

NATIONAL BUSINESS AWARD WINNER (EDUCATION)
Singapore Business Review National Business Awards 2025, 2024, 2023, 2021, 2018, 2017

BEST EDUCATIONAL INSTITUTE - SINGAPORE
APAC Insider, Singapore Business Awards 2019

WINNER: ACCOUNTING, COMPUTER SCIENCE, ENGINEERING, LANGUAGES, SCIENCES & HOSPITALITY
JobsCentral Learning T.E.D. Awards 2019

PROVIDER OF LARGEST MBA PROGRAMMES AWARD
Singapore Business Review Business Ranking Awards 2018

EC-COUNCIL ACADEMIA CIRCLE OF EXCELLENCE AWARD (APAC)
EC-Council Global Awards 2024, 2021, 2020

WINNER: RELAUNCH OF A SINGAPORE EDUCATION ICON
Southeast Asia Marketing PR Awards 2018

WINNER: THE FUTURE ACADEMY, A MAGNET AND HOTBED FOR TALENT
Human Resources, Asia Recruitment Awards 2018

WINNER: SCHOOL INSTITUTION
Silver Ribbon Mental Health Awards for Schools 2025, 2024, 2023, 2022, 2021, 2020

Empowering Leaders of Tomorrow

Our approach to education focuses on what really matters: excelling in the New Economy. Through quality education, we develop future-ready graduates with the necessary skills, tools, and mindset needed to thrive in an evolving global landscape.

NURTURING

Adaptable and resilient future leaders who embody social intelligence and ethical values, embracing diverse perspectives to shape inclusive communities and contribute to a responsible global ethos.

EXCELLENCE

Shaping leaders who embody excellence through multidisciplinary expertise and a relentless drive fuelled by curiosity and passion to achieve transformative breakthroughs.

FORWARD THINKING

Future-oriented thinkers and problem solvers who harness creativity, digital expertise, and interdisciplinary insight to anticipate challenges, embrace change, and create innovative solutions.

PASSION

Individuals who are committed to making a positive impact, approaching challenges with energy and curiosity, while demonstrating accountability and professionalism in their decisions.

Graduate Employability

More than 8 in 10 graduates are gainfully employed as of today^

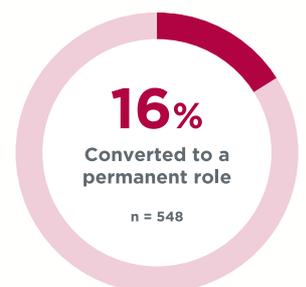**More than 8 in 10** graduates are employed within 6 months after final exam^
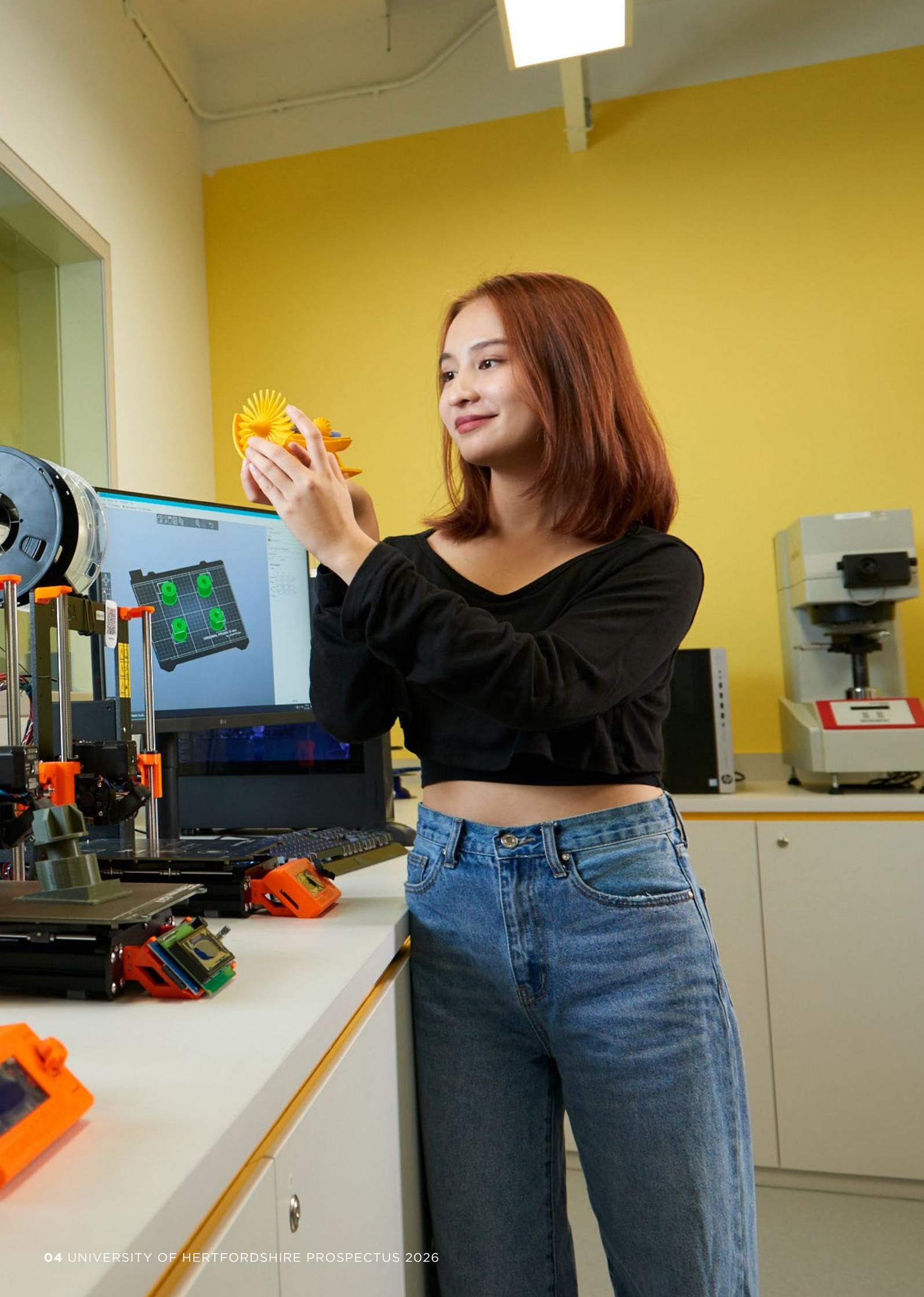
Close to 1 in 2 graduates earned a pay raise^

Close to 1 in 3 graduates earned a promotion^

Findings of the 2024 GES survey done by PSB Academy also revealed notable results on our graduates post graduation.

Close to 1 in 2 of our graduates were given a pay raise, close to 1 in 3 were given a promotion and close to 1 in 5 were converted to a permanent role.

46% Given a pay raise
n = 609

27% Given a promotion
n = 609

16% Converted to a permanent role
n = 548

^All statistics are based on PSB Academy Graduate Employment Survey 2024 conducted by Kadence International Pte Ltd for graduating cohorts from 2023. A total of 801 graduates participated in this survey as respondents, of which 44% are full-time (FT) graduates and 56% are part-time (PT) graduates. This survey is not the same survey conducted by SkillsFuture Singapore (SSG). As a result, the SSG Graduate Employment Survey may not be directly comparable due to differences in the sample size scope between the two surveys.

Our Singapore Campuses

PSB Academy is home to three campuses. Our City Campus (Main & STEM Wings) at Marina Square and Cathay Campus at Orchard are designed to blend learning and collaboration.

With a combined floor space of over 180,000 square feet, our campuses offer students a well-rounded learning experience. From industry-relevant facilities and multipurpose open spaces to interactive classrooms, students can immerse themselves in an environment that fosters collaboration, innovation, and the real-world application of knowledge.

Scan or tap to take a tour of our City & Cathay Campuses:

Radio and TV studios equipped with professional broadcasting equipment.

City Campus: Main Wing

Located in Marina Square, the Main Wing is designed as an integrated hub for learning and leisure. From industry-relevant facilities to classrooms fitted with writable walls, the campus provides students with vibrant spaces to learn, collaborate, and build their community.

MBA rooms with wireless display technology to support hybrid learning.

Lecture theatres that are wheelchair -accessible and designed for inclusivity.

Multipurpose open spaces for studying, collaboration, and student activities.
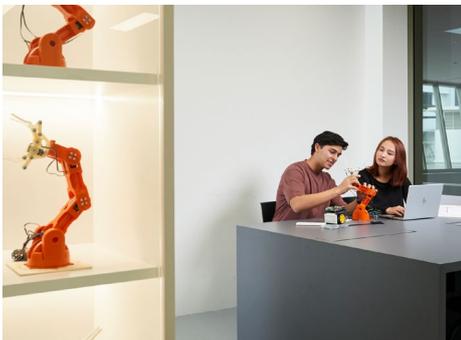
City Campus: STEM Wing

The STEM Wing is designed to advance science, technology, engineering, and mathematics (STEM) education, providing students with a future-ready learning environment. Equipped with modern facilities and industry-approved laboratories, students get hands-on learning experience that reflect real-world scenarios.

Electronics lab equipped with industry-standard software such as MATLAB, SolidWorks, AutoCAD, and more.
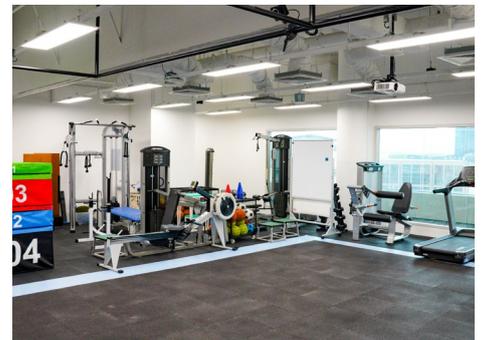

Chemistry and Life Sciences labs comprising High-Performance Liquid Chromatography (HPLC) instruments, Protein Purification Machines, and more.

Robotics and AI lab containing technology such as Turtlebot 3 Burgers, Arduino Braccio robotic arms and indoor drones.

Engineering labs with 3D printers, Tensile Test Machine, and more.

Sports Science labs fitted with 3D motion analysis cameras for biomechanics and performance research.
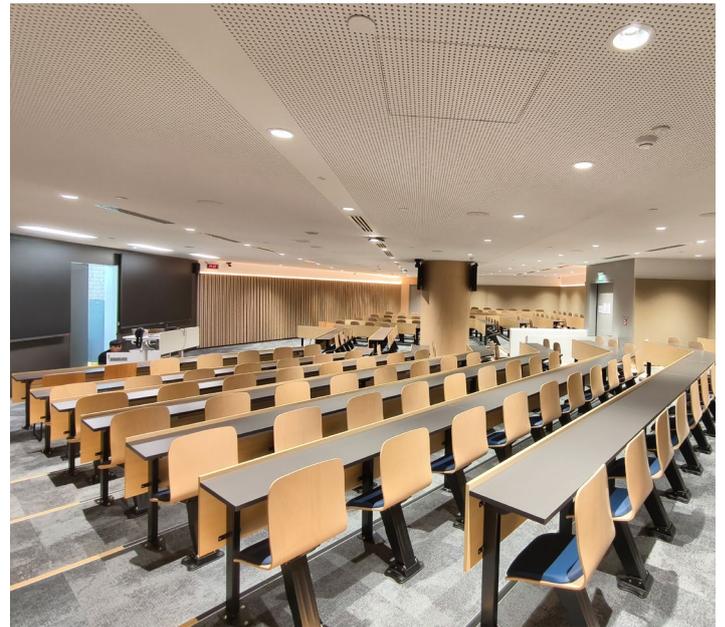
Cathay Campus

Housed within The Cathay, the campus spans more than 43,000 square feet and is designed with sustainability and collaboration in mind. Pockets of green spaces, open collaborative areas, and contemporary amenities are woven to create a vibrant hub for students to engage, collaborate, and thrive together.

Student lounges with variety of seating options to fit different learning styles.

Lecture theatres equipped with motion tracking cameras to simulate in-person interactions for distance learners.

From Student to Alumni

At PSB Academy, your journey doesn't stop at graduation. From the moment you step on campus, you'll be part of a vibrant community that supports your growth through student life, career services, and lifelong alumni connections. Here, learning, networking, and opportunities continue long after your studies.

As a student at PSB Academy, your experience will be anything but ordinary. Throughout your journey with us, you will have the opportunity to explore your passions and build meaningful connections through our vibrant student clubs and international communities.

Scan or tap to explore our Student Clubs:

At PSB Academy, we go beyond the classroom to prepare you for lifelong success. Our Student Success Office (SSO) team connects you with career resources, industry experiences, and employer networks—empowering you to build skills, gain exposure, and take confident steps towards your future career.

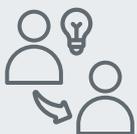**Scan or tap to explore our Career Services:**

Connecting You with Services

Recruitment Talks
Meet industry experts, hear insider tips, and explore potential career paths with leading companies.

Career Coaching
Get personalised, one-to-one guidance from our career consultants to plan your next steps with confidence.

Career Preparation Series
Build essential skills with training in career management, resume writing, interview techniques, and networking.

Career Fairs
Twice a year, connect directly with employers, discover openings, and showcase your talent in person.

Industry Visits
Gain real-world exposure through visits that show how industries work, while connecting with company representatives.

Alumni Family

Graduation is just the beginning. As part of PSB Academy's global alumni network, you'll stay connected through events, reunions, and professional opportunities. With a diverse community across industries and countries, our alumni family is here to support your growth wherever your journey takes you.

Scan or tap to explore our Alumni Family:

Alumni Reunions

Appreciation Series

Alumni Networking Events

About University of Hertfordshire

The University of Hertfordshire brings the transformational impact of higher education to all. Our university has been an innovative force in education since the early 1950s. Today, we host a thriving community of more than 30,000 students who study 550 degree options at a vibrant, inclusive, campus-based institution.

Top 49 Uni
in the UK

Guardian University Guide 2026

Top 82 Uni
in the UK

Complete University Guide 2026

Top 9 Uni
in the UK for
Health Professions

Guardian University Guide 2026

Top 57 Uni
in the UK
for Business
Management

Guardian University Guide 2026

Top 42 Uni
in the UK for
Mechanical
Engineering

Guardian University Guide 2026

Top 10 Uni
in the UK for
Information Technology
& Systems

Complete University Guide 2026

Scan or tap to learn more:

University of Hertfordshire Disciplines

Whichever area of study you select, discover a world of opportunities that broadens your horizons.

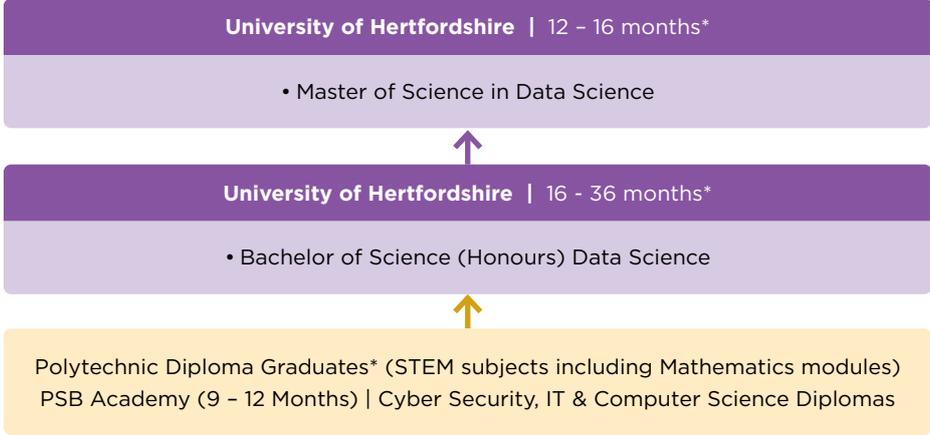Allied Health

Business Management

Data Science

Engineering

Logistics & Supply Chain Management

Progression Pathways

Business Management Pathway

University of Hertfordshire	12 months*
• Master of Business Administration • Master of Business Administration (E-Learning)

⬆

University of Hertfordshire	12 months
• Bachelor of Arts (Honours) Business Administration (Top-Up) • Bachelor of Arts (Honours) Business Administration (Top-Up) (E-Learning)

⬆

Business Polytechnic Diploma Graduates* PSB Academy (9 – 12 months) | Business Diplomas^

Data Science Pathway

University of Hertfordshire	12 – 16 months*
• Master of Science in Data Science

⬆

University of Hertfordshire	16 - 36 months*
• Bachelor of Science (Honours) Data Science

⬆

Polytechnic Diploma Graduates* (STEM subjects including Mathematics modules) PSB Academy (9 – 12 Months) | Cyber Security, IT & Computer Science Diplomas

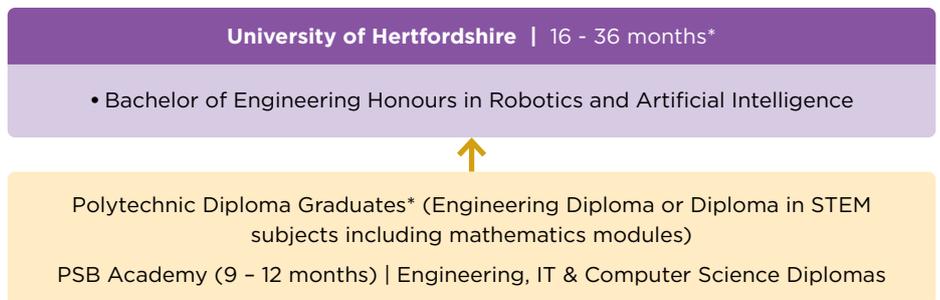*Subject to University's approval
^Applicable only to PSB Academy Diploma in Business Administration, Diploma in Business Adminstration (Accounting and Finance), Diploma in Business Administration (Digital Marketing), Diploma in Business Administration (Human Resource Management), Diploma in Business Studies (E-Learning), Diploma in Business Studies (Digital Marketing) (E-Learning), Diploma in Business Studies (Business Analytics) (E-Learning), Diploma in Business Studies (Human Resource Managemnt) (E-Learning)
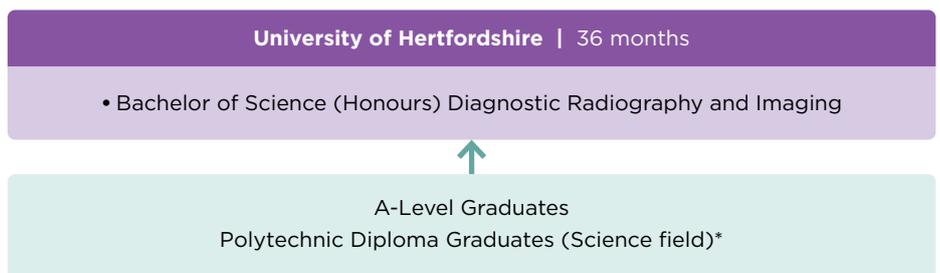
Logistics & Supply Chain Management Pathway

University of Hertfordshire | 16 - 36 months*

• Bachelor of Arts (Honours) Business Management with Logistics

↑

Polytechnic Diploma Graduates*

PSB Academy (9 – 12 months) | Global Supply Chain Management and Business Diplomas^

Engineering Pathway

University of Hertfordshire | 16 - 36 months*

• Bachelor of Engineering Honours in Robotics and Artificial Intelligence

↑

Polytechnic Diploma Graduates* (Engineering Diploma or Diploma in STEM subjects including mathematics modules)

PSB Academy (9 – 12 months) | Engineering, IT & Computer Science Diplomas

Allied Health Pathway

University of Hertfordshire | 36 months

• Bachelor of Science (Honours) Diagnostic Radiography and Imaging

↑

A-Level Graduates
Polytechnic Diploma Graduates (Science field)*

*Subject to University's approval
^Applicable only to PSB Academy Diploma in Business Administration, Diploma in Business Adminstration (Accounting and Finance), Diploma in Business Administration (Digital Marketing), Diploma in Business Administration (Human Resource Management), Diploma in Business Studies (E-Learning), Diploma in Business Studies (Digital Marketing) (E-Learning), Diploma in Business Studies (Business Analytics) (E-Learning), Diploma in Business Studies (Human Resource Management) (E-Learning)

Bachelor of Arts (Honours) in Business Administration (Top-Up)

Duration
12 months

Intakes
Jan, May, Sep

Scan or tap for more details:

Course Overview

The Bachelor of Arts (Honours) in Business Administration (Top-Up) is a comprehensive programme designed to equip students with a deep understanding of business management practices. Over the course of 12 months, students will complete eight modules covering key areas such as Business Strategy, Commercial Awareness, Global Marketing, Ethics and Culture, among others. This format ensures a broad yet detailed education in contemporary business issues and management strategies.

Course Highlights

Flexible Learning
The programme will be delivered through a blend of online faculty support by University of Hertfordshire and tutorials by PSB Academy lecturers.

100% Coursework
Coursework-based, no examinations.

E-LEARNING

Bachelor of Arts (Honours) in Business Administration (Top-Up) (E-Learning)

Duration
12 months

Intakes
Jan, May, Sep

Scan or tap for more details:

Course Overview

The Bachelor of Arts (Honours) in Business Administration (Top-Up) (E-Learning) programme designed to equip students with a deep understanding of business management practices. students will complete eight modules covering key areas such as Business Strategy, Commercial Awareness, Global Marketing, Ethics and Culture, among others. The study format for this online business administration course is structured around 1-hour lessons, designed for efficient and engaging learning.

Course Highlights

100% Online
Flexible study options to learn from anywhere.

100% Coursework
Coursework-based, no examinations.

Master of Business Administration

Duration
12 months

Intakes
Jan, May, Sep

Scan or tap for more details:

Course Overview

This Master of Business Administration programme aims to deliver a contemporary, critical, integrated, and applied programme of study at postgraduate level within the area of Business and Management to prepare candidates for a management role. It provides theoretical grounding in approaches to research, supporting a practical understanding of how established research methods can be applied to develop and interpret knowledge of direct relevance to the challenges faced by both multinational corporations and Small and Medium Enterprises.

Course Highlights

Flexible Learning
Modules are mainly taught through E-Learning with face-to-face tutorial sessions designed for professionals with busy schedules.

100% Coursework
Coursework-based, no examinations.

E-LEARNING

Master of Business Administration (E-Learning)

Duration
12 months

Intakes
Jan, May, Sep

Scan or tap for more details:

Course Overview

This Master of Business Administration (E-Learning) programme equips students with the analytical and personal skills to deal with complex issues systematically, creatively, and responsibly, and make sound judgements in the absence of complete data thus offering opportunities for students to demonstrate leadership and entrepreneurship in tackling and solving problems. The study format for this online programme is designed for efficient and engaging learning.

Course Highlights

100% Online
Flexible study options to learn from anywhere.

100% Coursework
Coursework-based, no examinations.

Bachelor of Arts (Honours) Business Management with Logistics

Duration
16* - 36 months

Intakes
Full-Time
Jan, May, Sep
Part-Time
May, Sep

Scan or tap for more details:

Course Overview

The University of Hertfordshire's Bachelor of Arts (Hons) Business Management with Logistics programme is designed to prepare professionals to meet these challenges head-on. Through a curriculum that combines theoretical knowledge with practical industry insights, the programme equips students with the problem-solving, decision-making, and innovative thinking skills required to navigate the complexities of global supply chains.

Course Highlights

Enhance Logistics Management and Innovation Skills
Foster advanced logistics management skills and innovative problem-solving abilities.

Advanced Standing*
Stand to receive 8 modules exemption and a possible completion in 16 to 24 months, with a relevant diploma qualification.

Bachelor of Science (Honours) Data Science

Duration
16*-36 months

Intakes
Full-Time
Jan, May, Sep
Part-Time
May, Sep

Scan or tap for more details:

*Subject to University's approval

Course Overview

This Bachelor of Science (Honours) Data Science aims to provide students with a comprehensive grounding in the knowledge and expertise expected of data engineers and data scientists. The curriculum is designed such that students are provided with a thorough exposure to the fundamental mathematical, statistical, and algorithmic principles underpinning data science. This practical Data Science Degree provides students with current industry-standard software and hardware platforms and develop a competence in communicating technical findings to various stakeholders.

Course Highlights

Direct Entry to Year 2*
Stand to enjoy module exemptions and possible completion of a UK honours degree, with a relevant polytechnic or private diploma qualification.

Coding a Blockchain
Understand the tech behind blockchains and cryptocurrencies and code your own blockchain.

Specialise in Programming Languages
Learn programming skills, focusing on languages like Python and R, using tools such as Anaconda and Spyder.

Master of Science Data Science

Duration
12 - 16 months

Intakes
Jan, Sep

Scan or tap for more details:

Course Overview

This programme equips students with a solid foundation in mathematical and statistical concepts for data science, alongside practical skills in coding (Python and R), data handling, analysis, and visualisation. The programme is designed to be appealing to a broad range of students who are seeking training or upskilling in data science.

Course Highlights

Mainly Coursework-Based
6 modules are assessed based on coursework. 1 module is assessed based on exams.

Specialise in Programming Languages
Learn advanced programming skills, focusing on languages like Python and R, using tools such as Anaconda and Spyder.

Bachelor of Science (Honours) Diagnostic Radiography and Imaging

Duration
36 months

Intakes
Sep

Scan or tap for more details:

Course Overview

This Diagnostic Radiography and Imaging Degree aims to prepare students with the skills, knowledge, and competencies to work as diagnostic radiographers in Singapore or overseas. The course is designed to be responsive and relevant to the changing landscapes in modern healthcare and imaging practices aiming to produce radiographers who can effectively meet the service users' need. The graduate diagnostic radiographer will be capable of demonstrating professional responsibility and accountability, enhancing service delivery, and ensuring high-quality care for service users.

Course Highlights

Scholarship / Sponsorship Available
Students can apply for available scholarship / sponsorship from various healthcare clusters in Singapore.

Clinical Placements Available
At hospitals and primary healthcare settings under NHG, NUHS, SingHealth, and SATA.

Bachelor of Engineering Honours in Robotics and Artificial Intelligence

Duration
24 - 36 months

Intakes
Jan, May, Sep

Scan or tap for more details:

Course Overview

This Robotics and Artificial Intelligence degree is structured with a strong emphasis on practical work to develop students' skills and confidence in the usage and application of contemporary Robotics and AI technologies. Students will learn the elements needed to build a robot, from simple electronic circuitry, software engineering and control to high-level robot intelligence and will learn how to develop robotic systems and bring the learning to life. The programme is regularly reviewed by PSB Academy's Industry Advisory Board (IAB) comprised of members from the industry including companies such as A*Star, DHL, HP and Kullicke & Soffa.

Course Highlights

Dual Skillsets
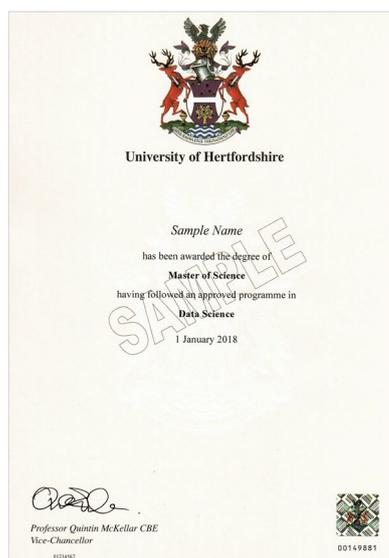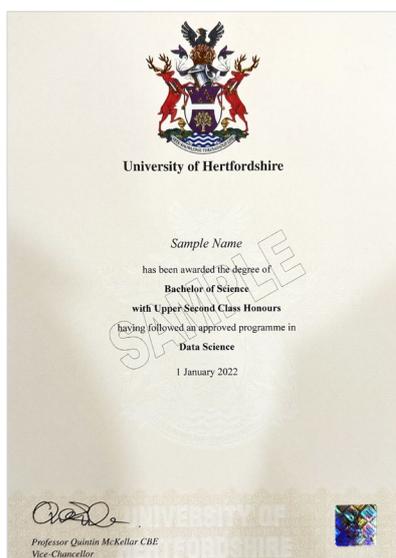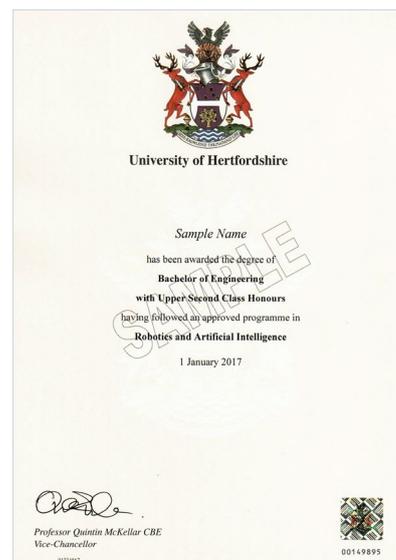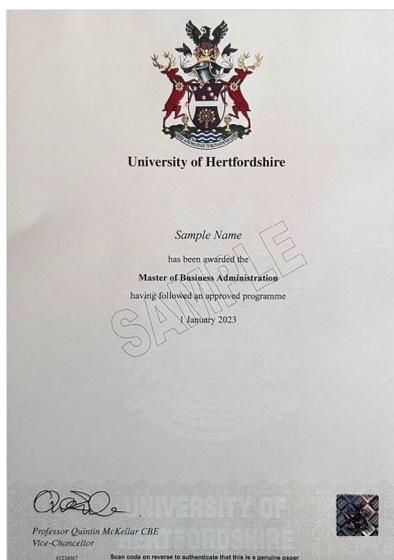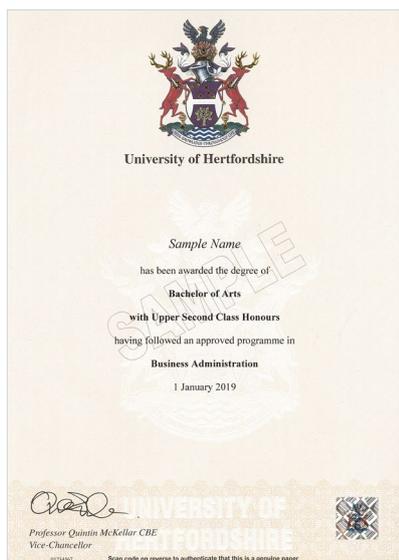Specialise in both Robotics and AI Technologies.

Practical Lessons
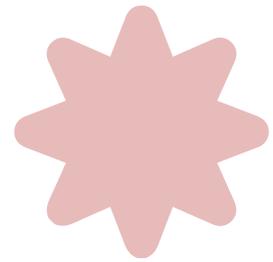Hands-on learning to develop Robotic Systems and build Robots such as Jupiter, Alpha and Braccio.

Mainly Coursework-based
17 modules are assessed based on coursework. 6 modules are assessed based on coursework and exams.

Academic Certificates

University of Hertfordshire

Sample Name

has been awarded the degree of

Bachelor of Arts

with Upper Second Class Honours

having followed an approved programme in

Business Administration

1 January 2019

Professor Quintin McKellar CBE
Vice-Chancellor

Scan code on reverse to authenticate that this is a genuine paper

University of Hertfordshire

Sample Name

has been awarded the

Master of Business Administration

having followed an approved programme

1 January 2023

Professor Quintin McKellar CBE
Vice-Chancellor

Scan code on reverse to authenticate that this is a genuine paper

University of Hertfordshire

Sample Name

has been awarded the degree of

Bachelor of Engineering

with Upper Second Class Honours

having followed an approved programme in

Robotics and Artificial Intelligence

1 January 2017

Professor Quintin McKellar CBE
Vice-Chancellor

00149895

University of Hertfordshire

Sample Name

has been awarded the degree of

Bachelor of Science

with Upper Second Class Honours

having followed an approved programme in

Data Science

1 January 2022

Professor Quintin McKellar CBE
Vice-Chancellor

University of Hertfordshire

Sample Name

has been awarded the degree of

Master of Science

having followed an approved programme in

Data Science

1 January 2018

Professor Quintin McKellar CBE
Vice-Chancellor

00149881

Testimonials

" My learning experience at PSB Academy has been positive, thanks to the support from the faculty. They helped me understand the theory covered during the programme, which I could then apply in different situations. I found my lecturers and tutors to be helpful and approachable whenever I had questions or needed clarification. I gained valuable skills in programming, data analysis, and machine learning. These skills have been directly applicable to my current job, where I am working on a data mining and predictive analytics project. "

Michael Tjeng
Master of Science in Data Science
University of Hertfordshire
Class of 2025

" The journey hasn't been easy. Balancing a demanding curriculum with full-time work has been challenging and there were moments where everything felt overwhelming. But it has taught me a lot about prioritising, resilience, and managing my time better. Even though it's intense, I can already see how it is shaping me into a more disciplined and well-rounded professional. Pursuing this degree has already made a big difference in my goals and confidence. It has shifted my mindset from just executing tasks to thinking ahead and creating better, more innovative solutions. "

Navindran S/O Chandran
Bachelor of Engineering Honours in Robotics and Artificial Intelligence
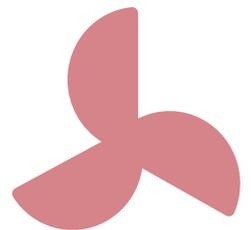University of Hertfordshire
Class of 2027

"My education with PSB Academy has significantly enriched my personal development. The curriculum not only provided me with essential knowledge and skills but also fostered critical thinking and problem-solving abilities. Engaging in collaborative projects and discussions enhanced my communication skills and built my confidence in expressing ideas. Additionally, the supportive environment encouraged me to step out of my comfort zone, leading to personal growth and resilience.

Dubrovin Timofei
Bachelor of Engineering Honours in Robotics and Artificial Intelligence
University of Hertfordshire
Class of 2024

"My MBA journey has been nothing short of transformative. I've learnt to see numbers not just as figures, but as stories — insights that can drive smarter decisions and shape impactful change. My favourite module, Executive Career and Professional Development, helped me discover my leadership voice, refine my vision, and step forward with courage. Every module has broadened my perspective and inspired me to lead with empathy and strategy.

Siti Haryati Binte Salani
Master of Business Administration
University of Hertfordshire
Class of 2025

> I'm currently pursuing the Bachelor of Business Administration (E-Learning) with the University of Hertfordshire. Since I've always wanted to build a career in the business field, this programme aligns well with my interests and career plans. What I appreciate most about the e-learning course is that I can study from anywhere without needing to travel to campus, which saves a lot of time and makes it much easier to fit learning into a busy schedule. The learning structure is straightforward and easy to follow, with discussions, readings, quizzes, and real-time case studies that make the concepts much clearer. The study workload is also manageable, whether you're working part-time or full-time, which has helped me balance my commitments more confidently.

Dewi Rizki Binte Mohamad Rohan
Bachelor of Arts (Honours) Business Administration (Top-Up) (E-Learning)
University of Hertfordshire
Class of 2025

> I've always believed in continuous learning. After completing my Bachelor's in Mass Communication and later my Bachelor's, Master's, and Doctoral degrees in Metaphysical Science, I knew I wanted to strengthen my business knowledge. When I came across PSB Academy's MBA programme on social media, it felt like the right next step. The journey has been a pleasant one, the modules were well-paced, and the lecturers were professional, supportive, and approachable.

Ravee Vellu S
Master of Business Administration
University of Hertfordshire
Class of 2025

How to Apply

1 Submit Application

Please ensure that your application reaches us at least 2 months before course commencement.

Scan or tap to learn more:

2 Accept Offer

Students will be notified of their application outcome within 10 working days. Successful applicants will receive their offer pack via email:

- Letter of Offer
- Student Contract
- Student Activity Indemnity Form
- Private Education - Advisory Note to Students
- Instructions on Course Acceptance

To accept our offer, please sign the student contract and forms.

3 Pay Course Fees

Before course commencement, you are required to make payment for the first installment of your course fees and relevant fees, as indicated in Schedule B of the Student Contract.

For all students: It is important to note that all payments for applications, course fees and other services offered by PSB Academy should be made only to us. Please ensure the invoice/application # is included under the bill reference. A receipt can be provided to prospective students on request. Please allow three working days after we have verified your payment.

We offer other payment modes, such as credit card and cash on-campus.

Scan or tap to learn more:

Interbank Transfer / Telegraphic Transfer / Swift
Account Name: PSB Academy Pte Ltd
Bank Name: United Overseas Bank Limited
Bank Branch: UOB Main Branch
Branch Address: 80 Raffles Place, UOB Plaza 1, Singapore 048624
Account Number: 451-306-636-2
Bank Code: 7375 / Branch Code: 001
Swift Code: UOVBSGSG (for international students)

Flywire (International Currencies)
To protect our students from impersonation scams and phishing attacks, Flywire payment is enabled only through our PSB Academy website. Kindly use the link psb-academy.edu.sg/flywire for your security. If you detect any suspicious requests for personal information or payment, please inform us immediately at contactus@psb-academy.edu.sg

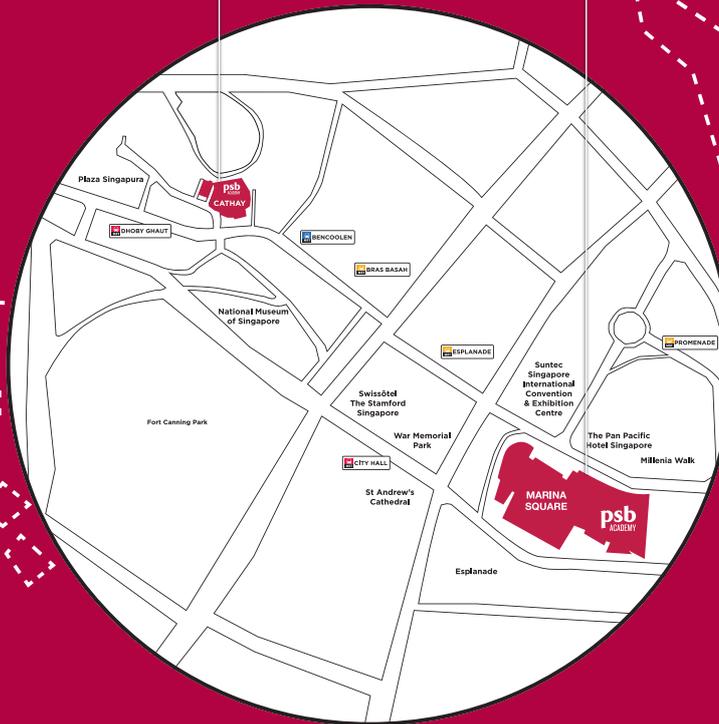**PayNow (Bank Mobile App)**

Notes

Cathay Campus

The Cathay,
2 Handy Road,
#05-01 & #06-01
Singapore 229233

City Campus

Marina Square,
6 Raffles Boulevard
Singapore 039594

Main Wing
#03-200

STEM Wing
#04-101/102