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## Concept Math Education Centre teaches maths in fun and effective way

- Complementing its curriculum with the latest information technology, Concept Math moves away from rote learning to focus on critical thinking and methodology

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Janice Chuah, founder and principal of Concept Math Education Centre.

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There is the old way of teaching maths, and then there is the world-renowned Singapore maths. While the former uses repetition and memorisation, Singapore maths teaches the underlying concepts in solving number problems – an expertise perfected by Concept Math Education Centre. The maths tuition or teaching centre blends a genuine Singapore maths curriculum with former Ministry of Education (MOE) teachers and leading technology to teach the subject to primary schoolchildren in a fun and effective way.

“Moving away from rote learning that simply promotes memorisation and practice, Singapore maths infuses critical thinking and methodology into mathematics, making independent learners of students; that’s what makes the approach unique,” says Concept Math founder and principal Janice Chuah, who has a master’s degree in instructional design.

A three-time winner of the MOE Outstanding Contribution Award and other accolades including the School Caring Award, Chuah founded Concept Math in 2011 as an enrichment centre with 60 students. Today, the institution’s about 30 seasoned teachers are helping more than 1,000 students across two branches in Singapore. The success of Concept Math has been featured in many news pieces and documentaries by international media.

The centre complements its superior curriculum and teacher pool with the latest information technology by incorporating games, animation and social media into its in-person and online lessons. “Young learners have a short attention span, so we made maths more engaging and interesting,” Chuah says. “Through the use of stories, we arouse children’s interest in maths and help them understand how it relates to daily life.”

Moving forward, Concept Math wishes to share its expertise across Southeast Asia through consultancy work, partnerships or franchising. “It is our vision to take Singapore maths beyond our borders,” Chuah says. “At the end of the day, parents simply want good academic outcomes and learning that infuses critical thinking skills development. They can have peace of mind knowing they are getting both with an authentic Singapore maths curriculum.”

[www.conceptmath.com](http://www.conceptmath.com)