EDITOR’S NOTE

These are exciting times we live in and there’s really no better place to get in on all the action than right here in the School of Business!

Why do I say these are exciting times? Well, for one thing, the Applied Study in Polytechnics and ITE Review (ASPIRE) Committee set up last year, is hard at work making polytechnic education even more vibrant and relevant than ever before.

Through ASPIRE, students can now expect more work-relevant training opportunities, enhanced educational and career guidance, and new industrial research and enterprise activities.

Doesn’t that sound exciting? We at the School of Business think so.

And here in the School of Business where we are already equipping students with real, relevant and rewarding skills and knowledge, we are definitely more than ready to bring it to the next level for you.

In this issue of IN, we showcase not just the facts and figures of our school; we also present to you stories of our staff and students which we strongly believe will inspire you to ASPIRE to great heights of achievements.

These stories will also show you how much we value connections and believe this to be our school’s distinguishing hallmark.

From stories of past students who reconnected with us and became lecturers here themselves, to even parents and their children who have become members of our “family”, there is sure to be a story in here that will connect with you in a special way.

So what are you waiting for? Dive into these pages and we’ll show you.

Enjoy!

Tan Siew Kim
Course Manager
School of Business
Temasek Polytechnic

THE FUTURE’S SO BRIGHT

Poly students can expect better career prospects under a major Government initiative.

The Applied Study in Polytechnics and ITE Review (ASPIRE) committee was formed last year to enhance the education and employment prospects of polytechnic and ITE students.

The committee made 10 recommendations last August aimed at raising poly graduates’ career progression prospects, as well as develop themselves and realise their potential.

Next year, a place-and-train programme based on Swiss and German apprenticeship schemes will be introduced for those who have completed basic studies at polys and ITEs, allowing them to work and further their qualifications at the same time.

With these new measures, all polytechnic and ITE students can seize more opportunities for growth, while achieving their dreams in the face of an ever-changing environment.

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A LEGAL EAGLE COMES HOME TO ROOST

Ruth Leong became the first Diploma in Legal Studies graduate to return to the School of Business as a lecturer in 2012, adding to the depth of an already impressive teaching team and working alongside her former lecturers like Andrew Chia.

Ruth, an Advocate and Solicitor of the Supreme Court of Singapore, graduated from School of Business in 1999 and completed her Bachelor of Laws (Honours) degree at the University of Exeter in England.

Andrew started lecturing at the TP’s very first Stirling Road campus, after practicing law for 12 years before. In fact, this year will be Andrew’s 25th at the School of Business.

As lecturers now, they both hope to walk in the footsteps of their teachers, and share their passion for and knowledge of the hospitality and travel industries with their students.

As Grace puts it: “I gained a lot from my lecturers, and now it is my turn to give back. The School of Business is a de facto choice for me; it is a natural calling.”

KOH CHEW LI & GRACE CHIA
HOSPITALITY & TOURISM MANAGEMENT (HTM)

Lecturers Koh Chew Li and Grace Chia have deep roots in TP, with their learning and teaching journeys beginning 25 years ago.

For many TP students today, it’s hard to imagine going to class anywhere other than the current Tampines campus. But for Chew Li and Grace, their memories of studying at TP greatly differ. As students in the first Diploma in Tourism Management cohort in 1996, they travelled to Raffles Institution’s old grounds on Grange Road.

With a compact campus and small class sizes, forging close personal bonds with other lecturers and students in the cozy and intimate environment came easy. Said Chew Li: “Everyone seemed to know everyone else, which was nice and personal.”

As for Grace, she still chuckles over the memory of how the female toilets even had male urinals in them.

Back then, Grace and Chew Li were exemplary students who won gold and silver medals respectively, for their academic achievements. Both lecturers said that their educational journeys would not have been possible without the rigorous education they received.

For Grace, she is grateful for a top-notch curriculum and the opportunity to work on projects with industry players, which gave her a chance to interact with professionals even before she graduated. “Interacting with the clients allowed us to see how the knowledge we were taught was applied in real life,” Chew Li enthusiastically agreed.

The care and passion shown by their lecturers left a deep and lasting impression on Chew Li and Grace.

As lecturers now, they both hope to walk in the footsteps of their teachers, and share their passion for and knowledge of the hospitality and travel industries with their students.

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MOTHER: LIM PEK LIN / BUSINESS (BUS)
DAUGHTER: LIM JIE XIAN / COMMUNICATIONS & MEDIA MANAGEMENT (CMM)

When Lim Jie Xian decided to enrol in CMM 10 years ago, she knew full well that her education would be top-notch.

“The reason for her confidence? She knew all about the enriching curriculum and experienced lecturers at the Diploma in Communications and Media Management, thanks to her mother Lim Pek Lin, a senior lecturer in the School of Business.

“Being in the same school as her mother was not an issue for Jie Xian. For one, Pek Lin teaches in a different diploma.

“Having her mum work in the same school wasn’t a drawback for Jie Xian,” said Pek Lin. “In fact, it gave her the confidence and assurance on the quality of education.”

Jie Xian used her TP years to hone her Mandarin communication skills. As part of TP’s China enrichment programme, the plucky student lived in China for six months, soaking in its rich culture and history.

She was also the editor of the Chinese edition of CMM’s campus newspaper Stop Press.

All her years of training paid off. The multilingual Jie Xian is now working in Guangzhou where she interacts with clients of all nationalities and cultures.

“The communication-focused training from CMM equipped Jie Xian to function effectively in her job,” said Pek Lin, beaming like any proud mother would.
GETTING AHEAD WITH SOME LEGAL AID

Starting three businesses from scratch is no mean feat, and serial entrepreneur Benson Tan has to solve problems on his own, on a daily basis. This is where his diploma education gives him an edge.

In his Law & Management programme, Benson learnt how to think through difficult quandaries using the “Problem Based Learning” framework, and he utilises the skills acquired there to this day. “When faced with problems, knowing how to break them down into manageable parts puts me in good stead for running my own businesses and for my undergraduate training,” says Benson.

In 2009, Benson created Global Causeways, a company that deals in philanthropy and corporate social responsibility. He subsequently launched a one-stop IT solutions business, Luminary Studios, and is now working on his third venture, which will provide affordable customisable shirts for men.

Students who enter the Law & Management programme will gain important skills that will carry them through life. “On top of a solid grounding in the law, the diploma also trains one to think critically on one’s feet,” said Benson. “Plus, I’ve also learnt how to manage a business effectively.”

THE STARTUP STARTER

A deep desire to be free from rules inspired School of Business alumnus Ranford Neo to blaze his own trail.

At 23, just three years after graduating with a Diploma in Marketing, he’s in the business of helping other entrepreneurs start their own businesses. “From young, I knew I didn’t want to work for somebody; I wanted to be free and flexible and not be bound by rules,” Ranford told students at a School of Business talk last August.

“It’s about enjoying what you do.”

The School of Business was the perfect training ground for Ranford. While pursuing his diploma, Ranford helped found the TP Entrepreneurship Club and launched a flea market in 2009, which was so profitable that it funded his next venture.

Ranford graduated in 2011 and founded the Entrepreneurship Hub two years later to help coach young entrepreneurs in crafting marketing and sales strategies. The startup starter has also penned a book, The Instant Entrepreneur, which outlines start-up strategies designed to help budding entrepreneurs.

FIRST TO WORK, THEN TO SCHOOL

Securing a job before getting her degree proved to be the right move for Kai Lin.

Rather than enrol at a university after getting her diploma in 2008, RMT alumna Quek Kai Lin entered the workforce with a plan to pursue a degree a couple of years down the road. It proved to be the right path for her.

Kai Lin’s decision to study part time while continuing to work won her a scholarship that covered 90 per cent of her course fees. “My employer, Wing Tai Retail Management, gave me their full support and encouragement to further my studies,” Kai Lin, now 26, told IN Magazine.

“It didn’t take me long to decide to pursue my Bachelor’s Degree. I know it is crucial to gain relevant qualifications along the way to advance my career. I was also drawn to the funding assistance the WDA provided.”

By continuing to work full time in the industry, the Assistant Retail Services Manager qualified for the Retail Executive Scholarship offered by the Singapore Workforce Development Agency (WDA). She then pursued a University of Stirling degree in Retail Marketing through the Singapore Institute of Management in 2012 and graduated last year with First Class Honours.

“It was challenging.” Kai Lin recalled. “Undertaking further studies involves a significant commitment, and I did not have the luxury of free time.

“On several occasions, I had to burn the midnight oil and slog through weekends to complete assignments or study for major exams. But it was all worth it.”

RMT TURNS 10

Singapore’s only diploma course with a retail specialisation turned 10 last November and, like every market leader, the Diploma in Retail Management is still brainstorming ways to stay relevant and rewarding. Innovation underlies all aspects of RMT, from its holistic teaching approach involving campus store 1st Avenue to collaborative projects linking up students with actual clients.

RMT, which hosted a homecoming party for alumni at 1st Avenue on Nov 21 last year, also recently revamped its course syllabus to better gear up its students for the industry.
**SHOOTING FOR THE STARS**

**CHARMAINE SOH**

**LOGISTICS & OPERATIONS MANAGEMENT (LOM)**

Singapore's latest netball sensation, rising star at global giant Deloitte and Touche, and LOM alumna Charmaine Soh has only just begun.

National netball star Charmaine Soh is proof that you can have it all, if you work hard and play hard.

The 24-year-old, who dreams of starting her own cafe one day, is today a Risk and Regulatory Associate at Deloitte & Touche, one of the “Big 4” global accounting firms.

She also led Singapore’s successful defence of its Asian Netball Championships title last September.

Mums usually know best, but in Charmaine’s case, it was a good thing she did not heed her mother’s urging to give up netball and focus on her studies.

The School of Business was the logical path for Charmaine after her O Levels, she said.

“I’ve always wanted to start my own business, and so I joined the Business Studies Grouping because it had the courses I wanted,” she explained.

“Living in the east helped, as I was able to rest at home before training in the evenings.”

While scoring good grades in school, Charmaine played in the national netball league, and soon caught the eye of the national squad coaches.

She graduated in 2009 with a Logistics & Operations Management diploma, and was soon selected to represent Singapore in netball.

Last May, Charmaine graduated with a degree in economics and finance from Australian university RMIT, through the Singapore Institute of Management (SIM).

In September, the 1.77m-tall athlete dominated the final of the 2014 Asian Netball Championships, Charmaine accounted for 42 of Singapore’s 59 points, outscoring the entire Sri Lankan team’s haul of 41 points.

Charmaine’s next goal is to open her own cafe.

“Right now, it would be a bit hard with work, but I definitely want to do it,” she said.

“I’m still gathering all the information and experience I need, and am looking at possible locations for the cafe.”

**MAKING A STRONG CASE FOR TEMASEK POLY**

Only two polytechnic students won Public Service Commission (PSC) Scholarships last year. No prizes for guessing which poly they were from.

Jared Kang and Daryl Pang both graduated from the Diploma in Law & Management last year and clinched the prestigious bursaries in July.

They were close friends at the School of Business, taking almost the same classes and spurring each other on.

The two high achievers were the only polytechnic students to clinch prestigious PSC Scholarships for 2014.

The PSC has awarded 13 scholarships to poly students in the past five years.

The similarities between Jared and Daryl are striking. As top students, Jared was the first LAW student to achieve a cumulative GPA of 4.00, while Daryl came in a close second with 3.98.

The duo also emerged winners in the Justice Shield Law Advocacy Competition.

Outside the classroom, the two 20-year-olds were active in their respective CCA’s, with Jared serving as Vice-President of TP’s toastmasters club while Daryl was the President of the polytechnic’s photography club.

For Jared, his decision to switch from JC to poly has paid off.

“JC wasn’t my cup of tea as I wasn’t interested in subjects like physics, economics and mathematics,” he told The Straits Times last May.

“In poly, it was more about independent learning, which I found to be far more useful and enriching.”

Jared is aiming for Cambridge University after he finishes his National Service, while Daryl has secured a spot at the National University of Singapore to read law.

**20 MILLION VIEWS AND COUNTING**

It all started at CMM, where Muimunah Bagharib and Hirzi Zulkifli got hands-on experience filming and editing videos, as well as invaluable lessons in marketing and branding.

Mix in a biting sense of humour and spot-on observations, and the two best friends have had Singaporeans in stitches over their YouTube videos.

Since their first posting about five years ago, Munah and Hirzi’s videos have clocked more than 20 million views, with their MunahHirziOfficial YouTube channel boasting just over 105,000 subscribers.

With such a strong youth following, the duo have approached by the Singapore Sports Council and companies such as Zalora for tie-ups.

Hirzi makes clear they would not have come this far if they only sat telling jokes among friends; it’s a thirst for knowledge that keeps him fresh and current.

His advice for future CMM students?

“Embrace lifelong learning, continually diversify your skill set, and add value to what you do.”
P eek into the kitchen of Sin Lee Foods and you’ll find the cafe’s chef-owners, Diploma in Culinary & Catering Management graduates Sean Lim and Jerraldine Chen, busy whipping up customer favourites like Fried Chicken on Waffles.

Sean and his close friend Jerraldine opened Sin Lee Foods last July in the rustic Bukit Ho Swee estate, and the Instagram-friendly retro cafe has been steadily building a following despite its quiet location.

At last check, the quaint “hipster” cafe had an average rating of three-and-a-half stars out of four on the Hungrygowhere.com website.

Sean readily credits the School of Business for his early success, while looking forward to building on that.

“All these three years in the School of Business not only gave me good fundamentals and knowledge, it also built in me a hunger to always want to know and learn more,” he said.

During his CCM days, Sean seized opportunities that came his way.

In 2011, when he was only 21, Sean won the Hans Bueschken Global Junior Chef Challenge Asia competition.

“All these would not have happened without the encouragement and opportunities the school and lecturers gave me,” he said.

While many groan about 9am tutorials, Sim Yu Xiang woke up at 4am every day to board a wheelchair-accessible bus, to get to school on time.

It was no big deal to him, but his can-do attitude (and cumulative GPA of 3.77 at graduation last April) was a huge inspiration for his cohort of aspiring media professionals.

“I don’t think I’m an inspiration,” he adds – at the National University of Singapore.

“CMM helped me grow into a more mature and realistic person, better equipped to face the future,” said Yu Xiang.

“The lecturers were also very encouraging, and they were more like friends than teachers to me. CMM is like a family, where everyone looks out for each other. I never felt inadequate.”

Melody bypassed JC and won a university scholarship from SPH en route to her dream job at The Straits Times

H er dream of becoming a journalist began at the age of 10, with a primary school writing assignment.

On Dec 1 last year, Melody Zaccheus’ report on the Singapore History Museum’s latest exhibition being riddled with spelling errors and naming inaccuracies ran in The Straits Times (ST) as an exclusive story.

With a dream born at such a young age, Melody qualified for JC but chose TP after completing her O Levels at CHIJ Toa Payoh.

“I had no interest in joining a JC because I knew what I wanted, CMM offered it, and I didn’t want to waste time,” she told IN Magazine.

Students of the Diploma in Communications & Media Management at the School of Business are in high demand these days among media companies.

Come April 2015, about 40 per cent of CMM seniors will begin their internships with newspaper giant Singapore Press Holdings (SPH) and MediaCorp’s TV and radio arms, as well as the TODAY newspaper.

That’s more than double the number from a decade ago.

A further 10 per cent of the cohort will be interning with international broadcaster CNBC and SAFRA Radio.

CMM alumni like Melody helped pave the way. The 26-year-old shone as an intern at The Sunday Times in 2007, receiving commendations from senior editors.

“This virtually secured her a place in the newsroom.

The following year, she became only the second polytechnic graduate to win a coveted SPH Scholarship – the first was also a TP student.

Melody is now covering the heritage and religion beat for ST.

“It’s great opportunities because you have a chance to experience what working is really like,” Melody said.

“CMM taught us well, not just in class but how to present ourselves. The atmosphere is conducive and supportive; you get to be independent and have fun: a perfect balance!”

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Driven by a passion for IT, Jessica Peh was excited to embark on a Diploma in Business Information Technology. However, as a student with a hearing impairment, Jessica was nervous about her ability to keep up with classes taught in lecture halls and classrooms. But the BIT graduate’s worries were unfounded, as this resilient student found a strong network of teachers and friends while studying at the School of Business. Jessica would approach her lecturer to repeat what they’ve said or ask for help after the lesson ends. Her classmates would also explain concepts by writing on paper or speaking slowly.

Jessica said her teachers and classmates would “encourage me not to give up on my studies and to pursue my goals”. And with this never-say-die attitude, she’s set her sights on pursuing a degree now.

But no matter where Jessica goes, the School of Business will always have a special place in her heart. "TP was a great, supportive learning environment, where I not only acquired new knowledge," she said.
The IN Magazine photojournalist raises his camera and peers through the viewfinder. In sharp focus at the other end of the lens is Caleb Wu who, noticing his own reflection, seizes the opportunity to make sure stray strands of hair are tamed back into place. “I just like to be prepared, rather than regret it later,” the Diploma in Marketing senior insists, with a grin.

Caleb, 19, knows all about the importance of preparation, having run track and performed in the symphonic band during his secondary school years. When it came time to map out his post-O Level route, he chose the School of Business knowing it would provide him with a solid foundation for his future career, while allowing him the time to engage in CCAs and not just mug for the A Levels. And so, even before sitting for his O Levels, he applied to TP through the Direct Polytechnic Admission (DPA) scheme. As part of the eight-week long Polytechnic Preparatory Programme (PPP), Caleb got a taste of poly life and took courses with credits that count towards his diploma, freeing up more of his time.

Caleb said that the DPA was invaluable in helping him prepare for life at the School of Business. “It also built my confidence by forging friendships and a sense of identity while we were exposed to the culture of the School of Business,” he said. “As I said, I like to be prepared.”

Juliana Chia is a student at the top of her game. The super-achiever, who joined CMM via the Direct Polytechnic Admissions (DPA) programme, graduated last year with a string of prizes, industry awards and scholarships, and is now pursuing a Communication Studies degree at Nanyang Technological University. But Juliana was far from a bookworm. A well-rounded student, she was Managing Editor of the campus newspaper and President of TP’s Community Service Club. She also gave back to the community, volunteering to help rehabilitate abused elephants in Thailand.

On the fun side, her favourite CMM experience was a media immersion trip to New York City, where she visited NBC Studios and Columbia University, as well as iconic landmarks such as the Statue of Liberty, together with her classmates.

In her third year, Juliana interned at the Public Service Division of the Prime Minister’s office, where she said she grew in confidence as she applied the skills she learnt at CMM. Last year, she graduated with awards from organisations such as MediaCorp, SPH, MDA and Capitaland.

With such an active student life and fond memories with friends, Juliana proves that it’s possible to have it all in the School of Business!
Welcome!
Students come into the School of Business by many different paths and will have many options to choose from upon graduation. An exciting journey awaits you!
NEELAM NANDWANI
BUSINESS STUDIES GROUPING (BSG)

NADIA NATASHA
COMMUNICATIONS & MEDIA MANAGEMENT (CMM)

SOH SI MIN
RETAIL MANAGEMENT (RMT)

A STEPPING STONE INTO THE MEDIA

While her classmates were busy cramming for the O Levels, this driven young woman knew what she wanted: to work in television.

Today, Nadia Natasha is busy behind the camera as a Studio Director with Channel NewsAsia. Even before she sat for her O Level Examinations, Nadia secured her place with the Diploma in Communications & Media Management via the Direct Polytechnic Admission (DPA) programme.

"The CMM diploma is definitely a stepping stone for starting in the media industry," said Nadia.

Driven by her passion to make it in TV, Nadia worked towards an internship at MediaCorp, and impressed her colleagues during her six-month stint there.

Although Nadia wanted to pursue a degree after finishing her diploma in 2011, the media conglomerate invited her back to Caldecott Hill as an Assistant Producer. Rather than taking the "usual" route of moving on to university, she decided to take the offer and work for a few years to have a clearer idea of what degree she wanted to pursue.

"Although I knew that I wanted to stay in the industry, I was unsure of what exactly I wanted to do," she said.

She added that going straight into the industry has allowed her to better realise her interests, strengths and areas she needs to work on more.

"Being poly students equipped with specific skills, we will be able to adapt quickly to changes. That will give us an advantage in our job progress."

SKIP THE O LEVELS? WHY NOT?!

NOT WANTING TO WASTE TIME, NEELAM GOT INTO TEMASEK POLY AFTER HER N LEVELS VIA THE PFP

It was an offer too good to refuse: Skip the O Levels and get a headstart in business.

For Neelam Umesh Kumar Nandwani, the decision to sign up for the one-year Polytechnic Foundation Programme (PFP) was a no-brainer.

"I’ve always wanted to go to a poly, and was never interested in the junior college route leading to the A Levels," said Neelam, who is now a first-year Business Studies Grouping student, and already running her own online retail business.

"A poly education is more hands-on and applicable to real working life, and the PFP offer gave me a foundation to pursue that."

The PFP was introduced in 2012, and Neelam would become one of the first students in Singapore to sign up after completing her GCE N Levels that same year.

The progressive programme offers the top 10 per cent of Normal (Academic) students a practice-oriented curriculum taught by poly lecturers. Rather than continue on the traditional route to Secondary 5, successful applicants are granted provisional places in the diploma of their choice.

Neelam decided on her PFP pathway at the beginning of Secondary 4, as she always knew that she wanted to be a businesswoman.

"I would say it’s a dream come true to pursue a business course because my family has always been in business; it’s a joy for me," explained Neelam.

The 18-year-old added that helping out at her family’s tailor shop got her thinking about the kind of business she would start on her own.

Throughout her year in the PFP, Neelam studied subjects such as accounting, economics, business reporting and presentations. Lessons were not confined to the classroom, with a study trip to Malaysia and talks by industry professionals.

"The days were long", Neelam said, "but I found the lessons real, practical and rewarding."

As for her decision to join TP, the choice was clear.

"At polytechnic fairs, TP would always stand out as the most happening," said Neelam.

"I had also heard that the School of Business was a very joyful school. And it’s true."
A BIG HEART

RYU DA UN | LOGISTICS & OPERATIONS MANAGEMENT (LOM)

Hailing from Korea, LOM Senior Ryu Da Un has grown fond of Singapore, thanks to the hospitality and warmth of her classmates in the School of Business. “I share my culture with my Singaporean friends and they share their stories with me. I love living in multicultural Singapore,” she quips.

Despite being a new resident, Da Un has selflessly begun contributing back to the community. As part of Project H.E.ART (Human Empowered by ART), Da Un worked with Breakthrough Missions, a drug rehabilitation house, to create an online platform where residents can sell their art.

Project H.E.ART went on to compete at the Enactus Singapore National Competition, an event on social empowerment projects. There, the team wowed the judges and even clinched the “Spirit of Enactus” award.

For Da Un, being part of a project that creates a positive impact gives her a sense of pride. “We put in a lot of effort to help society and it is a great honour to be recognised by others!”

TYPHOON NADJA

CAMILLA HEDMAN (LEFT) & SILJA PÖNKÄNEN

RETAIL MANAGEMENT (RMT)

A CHANCE TO STUDY IN FINLAND

Eight students from the School of Business will have the opportunity to study at the JAMK University of Applied Sciences (picture) from May 29 to June 17 this year, with course credits earned counting towards their diploma.

The university offers three degree programmes entirely in English, including the international business courses taken by Camilla and Silja.

Only Singapore citizens and permanent residents of Singapore are eligible, and juniors or seniors with a cumulative GPA of at least 3.0 for the previous academic year qualify – that means if you’re joining us this year, keep your grades up and aim to make that trip next year.

With a student body of over 8,000 and including 160 exchange students, JAMK is roughly half that of TP. JAMK is one of Finland’s 24 polytechnics, which confer Bachelor’s and Master’s degrees.

The Finnish education system has been recognised as one of the world’s best, with impressive scores in global education rankings.

THEY CHOSE TP OVER THE REST OF ASIA

Finnish university undergrads Camilla and Silja could have gone anywhere. Instead they chose TP’s School of Business for their exchange programme

When Camilla Hedman and Silja Pönkänen were offered the opportunity to study at TP’s School of Business on a student exchange programme last year, the Finnish students jumped at it.

Camilla and Silja, both 22, are third-year JAMK University of Applied Sciences undergrads pursuing Business Administration degrees, with a specialisation in international business.

Both were offered a number of tertiary institutions around Asia – in countries like Japan, South Korea, Hong Kong and Thailand – to study at.

Both chose TP’s School of Business.

“As a rapidly-changing market, Singapore intrigued me the most, and I chose Temasek Polytechnic as I heard that it is an innovative and modern institute,” Silja told IN Magazine.

“TP also has a wide selection of courses, through which I can learn about local business practices, and emphasises the importance of applying knowledge in practice, which I consider to be a valuable skill for working life.”

HANGING OUT WITH SINGAPOREAN FRIENDS

The two students from JAMK’s Jyväskylän campus arrived here last October in time for the new semester, and have been broadening their horizons with the Diploma in Retail Management, the only poly course in Singapore with a retail specialisation.

Silja and Camilla are currently taking four modules – including Retail Research and Trend Analysis, and Leisure and Resort Facilities Management – as well as the Transnational Studies elective.

“I am excited to learn about retail and marketing from Singapore’s point of view, as well as subjects that aren’t available in my university, like tourism,” said Camilla.

“It’s been fun to learn for example how different brands are perceived in Asian markets and how these perceptions affect local buying behaviour.”

“It’s not been all work and no play for Camilla and Silja at the School of Business, of course, and they’ve made a lot of new friends on campus.

“Everyone has been really helpful, showing us the canteens and how to use EZLink cards,” said Camilla.

“On Halloween, we went to the Universal Studios theme park with our new classmates, it was a lot of fun!”

Added Silja: “I have spent an exciting time gaining new insights and exploring the island with a number of new local friends. I hope to continue exploring the best of Singapore while I’m here.”

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The Finnish education system has been recognised as one of the world’s best, with impressive scores in global education rankings.
Students from HTM and LEM get to enjoy and experience hands-on training at the seven-storey Temasek Tourism Academy (TTA). Situated next to the scenic Bedok Reservoir, the TTA comprises a hotel lobby, hospitality learning stage, tourism technology rooms, student clubhouse, event hall and event management ideation rooms among others. The academy intensifies the level of experiential training for both HTM & LEM students by collaborating with key industry partners to ensure that training is real, relevant and rewarding, culminating in a learning node that is at the forefront of tourism and leisure education.

**A ROOM WITH A VIEW**

Temasek Tourism Academy - The new kid on the block

Hospitality & Tourism Management (HTM)
Leisure & Events Management (LEM)
**DIPLOMAS AT A GLANCE**

**BUSINESS STUDIES GROUPING** (BUSINESS/LOGISTICS & OPERATIONS MANAGEMENT/ MARKETING)

Choose the unique opportunity to explore three fields of study before deciding on your diploma.

<table>
<thead>
<tr>
<th><strong>T01</strong> BUSINESS STUDIES</th>
<th><strong>T02</strong> ACCOUNTING &amp; FINANCE</th>
<th><strong>T03</strong> LOGISTICS &amp; OPERATIONS MANAGEMENT</th>
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<td><strong>MINIMUM ENTRY REQUIREMENTS</strong></td>
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<td>Any three other subjects</td>
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<td>Grades 1-6</td>
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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**MARKETING**

You will be trained as creative problem-solvers in the fields of marketing and branding.

**MINIMUM ENTRY REQUIREMENTS**

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<thead>
<tr>
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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**ACCOUNTING & FINANCE**

You will be equipped with both technical and soft skills for the dynamic accounting and finance sector.

**MINIMUM ENTRY REQUIREMENTS**

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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**BUSINESS INFORMATION TECHNOLOGY**

You will be equipped with an understanding of Business and IT and bridge the gap between them.

**MINIMUM ENTRY REQUIREMENTS**

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<tr>
<td>Grades 1-7</td>
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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**RETAIL MANAGEMENT**

Our focus on the processes, technologies and trends of retail management will prepare you for retailing careers even entrepreneurship.

**MINIMUM ENTRY REQUIREMENTS**

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<tr>
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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**CULINARY & CATERING MANAGEMENT**

Our broad-based training grooms you to be highly versatile food and beverage professionals.

**MINIMUM ENTRY REQUIREMENTS**

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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**HOSPITALITY & TOURISM MANAGEMENT**

Our course will prepare you to be highly adaptable in the multi-sectorial areas of the hospitality and tourism industry.

**MINIMUM ENTRY REQUIREMENTS**

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To be eligible for selection, applicants must also have sat for at least one of the following subjects:


**COMMUNICATIONS & MEDIA MANAGEMENT**

You will be equally proficient in any chosen medium and able to transcend the divide between the print, broadcast and new media.

**MINIMUM ENTRY REQUIREMENTS**

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<thead>
<tr>
<th>English Language</th>
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<th>Any one of the following subjects</th>
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<tr>
<td>Grades 1-3</td>
<td>Grades 1-6</td>
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Any two other subjects | Grades 1-6 |

**LEISURE & EVENTS MANAGEMENT**

You will be exposed to the fundamentals of leisure operations and conceptualisation and staging of commercial events.

**MINIMUM ENTRY REQUIREMENTS**

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**LEARNING & DEVELOPMENT MANAGEMENT**

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**NOTABLE FEATURES**

**DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**
- Equip yourself with the relevant skills and knowledge to harness IT for business success.
- Tap on opportunities to carry out real industry projects and start up your own business.
- Be ready for a wide range of career choices and options for further studies and industry certifications such as SAP.

**DIPLOMA IN RETAIL MANAGEMENT**
- The only polytechnic diploma course with a strong focus on the business of retail management.
- Engage in practical training at the Jebat campus retail store, 1st Avenue. Experience what is "IN" for fashion products and visual presentation. Enhance your teamwork abilities and leadership skills through industry projects.
- Bond with lecturers and fellow students as part of a small cohesive course.

**DIPLOMA IN COMMUNICATIONS & MEDIA MANAGEMENT**
- Only diploma with a three-week exchange programme with the University of Western Australia (UWA) and a UWA scholarship for CMM graduates each year.
- Train with a small cohort in full-fledged TV, radio and electronic publishing facilities.
- Learn from experienced lecturers communications and media subjects that meet the demands of the media industry.

**DIPLOMA IN LAW & MANAGEMENT**
- The only polytechnic diploma course that prepares you for a career in the legal industry.
- Be highly sought-after in the legal industry as a Law & Management graduate.
- Gain a diploma that is recognised by many local and overseas universities for their law and non-law programmes.

**DIPLOMA IN CULINARY & CATERING MANAGEMENT**
- Learn professional chef's skills to produce gourmet food like luscious cakes and pastries, juicy steaks and much, much more.
- Get trained and mentored by award-winning faculty and chefs from the world renowned Culinary Institute of America.
- Learn how to operate and manage your own food & beverage business.
- Train with a small cohort in the professional kitchens, cafe, full-service restaurant and wine studio at the Terrasse Culinary Academy.

**DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT**
- The pioneer polytechnic diploma in hospitality & tourism management with the largest network of graduates.
- Open your door to an exciting career in hospitality and tourism with opportunities for travel, hands-on learning and a broad-based business foundation.
- A course for those with a passion for service. Taught by those with a nose for the business of fun.

**DIPLOMA IN LEISURE & EVENTS MANAGEMENT**
- The pioneer polytechnic diploma that turns fun into a serious business for you.
- The only diploma that offers a dual focus on leisure industries and events management.
- A course that brings you up-to-speed with the latest leisure industries – including spa and wellness, cruise and theme parks.
- Enjoy experiential learning – from industry projects and guest speakers to field trips and overseas exposure – and participate in major local and overseas events.

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**SCHOOL OF BUSINESS SCHOLARSHIPS**

School of Business students have access to a wide array of scholarships. Besides the polytechnic-wide scholarships offered by TP, prestigious scholarships from established industry partners are also available to School of Business students. These scholarships will not only help to reward and inspire deserving students; scholars will also get to network and position themselves as excellent prospects for employment.

<table>
<thead>
<tr>
<th>Scholarship</th>
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<tbody>
<tr>
<td>ACCA Singapore Scholarship</td>
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<td>Accounting &amp; Finance Scholarship</td>
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<tr>
<td>ASH (Association of Singapore Housekeepers) Scholarship</td>
<td>Hospitality &amp; Tourism Management</td>
</tr>
<tr>
<td>Chan Brothers Travel Scholarship</td>
<td>Hospitality &amp; Tourism Management</td>
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<tr>
<td>Citi Scholarship</td>
<td>Accounting &amp; Finance</td>
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<td>Foo Kon Tan Grant Thornton Scholarship</td>
<td>Accounting &amp; Finance</td>
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<tr>
<td>ISCA Scholarship</td>
<td>Accounting &amp; Finance</td>
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<tr>
<td>Istana Foundation Scholarship</td>
<td>Retail Management</td>
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<tr>
<td>Kelly Services Scholarship</td>
<td>Business</td>
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<tr>
<td>Kingsmen Creatives Scholarship</td>
<td>Business</td>
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<td>Les Amis Scholarship</td>
<td>Hospitality &amp; Tourism Management</td>
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<td>Nesia TS Scholarship</td>
<td>Accounting &amp; Finance</td>
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<tr>
<td>NTUC FairPrice Scholarship</td>
<td>Logistics &amp; Operations Management and Retail Management</td>
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<tr>
<td>Resorts World Sentosa Scholarship</td>
<td>Leisure &amp; Events Management</td>
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<tr>
<td>Siddhartha – Communications &amp; Media Management (CMM) Scholarship</td>
<td>Communications &amp; Media Management</td>
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<tr>
<td>Singapore Exhibition Services Scholarship</td>
<td>Leisure &amp; Events Management</td>
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<tr>
<td>Singapore Training &amp; Development Association (STADA) Scholarship</td>
<td>Business</td>
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<tr>
<td>Stamford Discovery Cruise Centre Scholarship</td>
<td>Hospitality &amp; Tourism Management and Leisure &amp; Events Management</td>
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<tr>
<td>University of Western Australia – Communications &amp; Media Management Scholarship</td>
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**FINANCIAL ASSISTANCE SCHEMES 2015**

There are a number of financial assistance schemes available at TP. Students requiring financial assistance are strongly encouraged to apply for these schemes:

- **Financial Schemes**
  1. Tertiary Tuition Fee Subsidy (TTFS) for Malaysia (Mendaki)
  2. Post Secondary Education Account (PSEA)
  3. CPF Education Scheme
  4. Tuition Fee Loan Scheme (TFL)

- **Bursaries**
  1. CDC/CCG Polytechnic Bursary
  2. TP Bursary
  3. MOE Bursary

- **CCN Financial Help Schemes**
  1. Crisis Assistance Scheme
  2. CCN Emergency Scheme

School of Business students get ample opportunities to expand their horizons beyond TP’s campus in Tampines, with trips overseas to cities such as Sydney, Tokyo and New York. Last September, over 40 students from the Communications & Media Management and Marketing diplomas enjoyed an enriching 11-day study trip to England that included visits to Manchester United’s Old Trafford football stadium, the BBC headquarters and the Harry Potter museum. Next to that, a week-long trip to the Cambodian countryside involving hard work and sweat might seem like a dreaded assignment. For the team of students and lecturers who made that journey, it was a joy.

Recently, 29 enthusiastic Marketing juniors and a couple of lecturers travelled to Siem Reap on the overseas community trip “keep Calm and Project Love”. Their aim: To build a library for 400 underprivileged Cambodian children. The team built new bookshelves, repaved old floors and even repainted the school compound and gave impromptu basic English lessons to the children who followed the School of Business students around like they were rock stars. The work was backbreaking, but the students left Siem Reap with a sense of pride and accomplishment, knowing their contributions would make a difference in the children’s lives. “Education is the key to breaking the cycle of poverty,” said junior Wong Ai Yun. “Empowered by knowledge gained, students will grow up to be better men and women who will play a part in changing their country.”

Moved by the experience, student leader Kwok Kah Keng hopes to see more of his schoolmates embark on similar community trips. “I definitely urge everyone to give such an experience a shot, and to push themselves by taking up the role of planning such trips,” he said.

When was the last time you thanked the cleaning auntie who keeps your classroom spotless? Students of the CMM Interest Group did just that last May, buying breakfast for the School of Business cleaners, housekeepers, academic support staff and TP security officers. If that wasn’t enough, some 30 students visited the nearby Jamiaiyah Home for the Aged to spread some Hari Raya Aidilfitri festive cheer, and even threw a satay party for the residents together with local entrepreneur Satay Boy.
Dear students,

TP’s School of Business celebrates an important milestone this year as we turn 25. At 25 years young, we have garnered a reputation for being a vibrant school with a focus on delivering an exceptional educational experience to those who pass through our doors.

Like you, we are also moving into the next stage of our lives. The future is full of possibilities and far from certain, but as Abraham Lincoln once famously put it: “The best way to predict your future is to create it.”

We hope you will blaze a trail into the future with us.

If an exciting career in the world of business is what you envision for yourself, then the School of Business is your starting point. We offer a quality education that is suited for today’s economy, while also imparting the skills and mindsets that will produce tomorrow’s entrepreneurs.

We have a broad range of courses specially designed to ensure you gain relevant knowledge in your chosen career, as well as equip you with vital skills in areas such as management, communication and computing. Through a variety of learning approaches, projects, and local and overseas internships, we focus on providing a holistic education that supports continuous education and lifelong learning.

As many of our graduates can attest, life as a TP student is stimulating, fun and, most importantly, very rewarding. We invite you to create a future together with us.

We invite you to join in the TP experience.

I look forward to welcoming you personally at the School of Business in the coming year.

David Ngiau
Director
School of Business
Temasek Polytechnic

Moving the World

At work, Saiful Ridhwan Bin Zulkifli has to juggle shipments from all around the world. But in October, he got to travel across the world instead.

Early last year, our LOM alumnus flew to Istanbul, Turkey. The occasion? None other than the 2014 Young International Freight Forwarder of the Year Award World Congress.

The journey to becoming Asia’s representative at this prestigious event was not an easy one. For starters, Saiful had to write a paper on important transport and logistics issues of the day. The judges were so impressed by Saiful’s paper that they picked it over other Asia-Pacific entries, which included submissions from China, Australia and Hong Kong.

Though he did not win the overall award, Saiful is grateful that as a representative of the Asia Pacific region, he was able to network and share his insights with fellow professionals from all over the world.

And to think our students began the project with little knowledge about the brands themselves,” said Junyi, one of the event’s managers.

“In the face of this challenge, our students thoroughly immersed themselves in intensive research during the preparation process.”

And all their hard work paid off! Industry partner K H Wong, from Asia Academy for Retailing, says he was impressed with the students’ vast knowledge of brands and articulate presentations.

At the end of the event, everyone agreed our RMT students created a memorable event that raised awareness of our cherished local brands.

“Going Down Singapore’s MEMORY LANE

Our final year Diploma in Retail Management students are well versed in many things. But one thing that may surprise you is their deep knowledge of beloved Singaporean brands such as Tiger Balm and Khong Guan Biscuits.

Earlier this year, our RMT students partnered the National Heritage Board to organise a weekend fair celebrating famous made-in-Singapore products. This event, titled Once Upon a Yesterday, was held from 2 to 3 August 2014 at the National Design Centre. As ambassadors for 11 local companies including Axe Brand Medicated Oil, our students wowed the crowds with facts and stories on various products and logos.

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Saiful Ridhwan Bin Zulkifli
LOGISTICS & OPERATIONS MANAGEMENT (LOM)
Temasek Polytechnic
School of Business

2015

COMING FULL CIRCLE

SKIP THE O LEVELS?
WHY NOT?!

DIPLOMAS AT A GLANCE