

HORIZONS

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“

In all you do, always have the interest of our people at heart and never forget to show compassion to those who are less fortunate than you.”

- S R Nathan (1924-2016)



Highlights

Tribute to Mr S R Nathan

Singapore's longest-serving President had an indelible influence on MDIS. We trace the special bond MDIS had with Mr S R Nathan

4

The Technological revolution

Are we future-ready for threats to the world's growing network of smart devices?

12



4

CONTENT

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14



23



26



MDIS Coat of Arms

Achieved
95.9%
Overall Student
Satisfaction

MDIS Customer Satisfaction Survey results
July 2016

78%
Graduates
employed
within 6 months



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REFLECTIONS

"THE DEFINING CHALLENGE WHICH WE FACE IN THIS ERA IS DISRUPTION..."

- PRIME MINISTER LEE HSIEN LOONG, NATIONAL DAY RALLY 2016

In his National Day Rally Speech 2016, Prime Minister Lee Hsien Loong highlighted the growing importance of digital technology in today's economy. Citing case examples from the taxi industry, he noted how technology has disrupted business models and how it will evolve as digital innovation accelerates exponentially.

Prime Minister Lee cited three ways Singapore can deal with such changes:

"First, to build new capabilities. Secondly, to promote entrepreneurship. And thirdly, to develop new skills amongst our people."

We need to be prepared to match our skills with the new jobs being created. To do this, MDIS keeps pace with industry needs and prepares future generations with courses that include undergraduate Honours degrees in Computer Security and Computer and Network Technology awarded by Northumbria University, UK.

In this issue of Horizons, you will read about how our students have done us proud, with two MDIS teams making it into the finals of the Youth Entrepreneurship Contest in Singapore; one of the teams created products with a 3-D printer. We also explore several pertinent issues around technology with an article from our School of Technology academic on technological threats and a case study detailing how Suntec Singapore optimised growth with their revolutionary and industry-leading digital strategy.

As the case studies in this issue show, change is disruptive, but it also paves the way for a better future. With so much going on, how does one deal with change as individuals and corporations? Check out our new 'Browse' resource review section for some good books on change management.

Like Singapore, MDIS needs to adapt to change. We hope that this issue of Horizons will give you a glimpse into the disruptions coming our way, in particular how developments in technology are changing business and our lives.

Roland Ng

Chief Operating Officer

· DID YOU KNOW? ·

MDIS students enjoy the convenience of viewing classes online

MDIS' Blackboard Learning Management System is an online community platform, where students can access campus activities, timetables, lecturers' notes, correspond with their lecturers, participate in online discussions, perform submissions and even view video-recorded classes. 51 MDIS Campus classrooms are fitted with video streaming software which automatically records lectures, allowing students to re-visit lectures and learn at their own pace.



A TRIBUTE TO MR S R NATHAN

An individual of incredible stature, visionary leadership and indomitable spirit, Mr Nathan is fondly known as the 'People's President'. The sixth President of Singapore and the longest serving, he was highly respected for his warm, caring and considerate nature.



(Far right) S R Nathan & Dr R Theyvendran sharing a moment

An indispensable man of all seasons

Described by Singapore's founding Prime Minister, the late Mr Lee Kuan Yew as an "indispensable man for all seasons", Mr S R Nathan was truly an extraordinary man of distinction.

Mr Nathan had a stellar 50-year illustrious career in the Civil Service (Foreign Affairs and Defence ministries, and as a Diplomat), and rose to the highest office as the sixth President of the Republic of Singapore for 12 years (1999 – 2011). A highly respected leader, he had unselfishly dedicated his life to Singaporeans and Singapore, serving with sincerity, grace, and passion in various roles within the public sector.

A Friend of MDIS

MDIS' friendship with Mr Nathan first began in 2003, when he accepted an invitation to grace the MDIS Scholarship and Bursary Awards Ceremony as the guest-of-honour. This was the beginning of a long and special relationship with MDIS. As the oldest not-for-profit professional institute for lifelong learning in Singapore, MDIS contributed S\$250,000 in 2003 and another S\$250,000 in 2009 in support of the President's Challenge. Mr Nathan founded the President's Challenge in 2000 and it was indeed a magnanimous gesture on his part to champion for Singaporeans in need and to strengthen the spirit of community care and volunteerism.

In 2009, he once again officiated as a guest-of-honour at the MDIS Integrated Campus official opening. Attended by dignitaries, diplomats and members of parliament, the presence of the then President S R

Nathan added grandeur and warmth to the significant event. He reached out to MDIS students and those present listened attentively, in awe of the genuine interest he showed in conversing with them. No one was too little or unimportant in his view.



Students line up to greet then President S R Nathan, 2009

A quote by Mr Nathan's beloved wife, Mrs Urmila Nathan, stands tall at MDIS Campus Lobby: "Status is only temporary, and we must all keep our feet on the ground".

Serving as a constant reminder to all of us of the importance of being practical, it speaks volumes of her humility, a sentiment she shares with Mr Nathan.

Heartfelt condolences

The late Mr Nathan is truly a son of Singapore. We are deeply saddened by his demise. The MDIS Senate, Governing Council and management extends its heartfelt condolences to Mrs S R Nathan and family.

Shortly after his passing, MDIS donated S\$20,000 to the S R Nathan Education Upliftment Fund in memory of Mr Nathan.

Pleased to see the expansion that MDIS has undergone since 2003, when I visited it. I am also impressed at the transformation it has undergone – dwelling on a range of programmes that will be useful in today's working life. Best wishes as MDIS expands...."

Excerpts from SR Nathan’s message in the guestbook :

“Pleased to see the expansion that MDIS has undergone since 2003, when I visited it. I am also impressed at the transformation it has undergone – dwelling on a range of programmes that will be useful in today’s working life. Best wishes as MDIS expands....”

-S R Nathan, 19 Jan 2009

Personal thank you letter to Dr R Theyvendran

In his last days, Mr Nathan penned a personal thank you letter to MDIS Secretary-General, Dr R Theyvendran expressing his interest to meet with him. Sadly, he was taken ill shortly. Despite his frail condition, he desired to be in touch – a very warm and touching note – that once again proves that he is a man with a caring heart.

*14-7-16
My dear Theyvendran,
I do not know how to
thank you for all that you have
been doing to make me happy
and lighten my many
burdens in life. Your birthday
grip was outstanding - well*

My Dear Theyvendran,

I do not know how to thank you for all that you have been doing to make me happy and lighten my many burdens in life. I am now a little better but cannot say that I am fully recovered...See you one of these days...

With Best Wishes

Sincerely S R Nathan, 19 July 2016

Dr R Theyvendran shared a special bond with Mr Nathan that stemmed from the 1990s. In the book ‘With Gratitude’ - a definitive set of stories shared by those who had known Mr Nathan, the one message that came across was that through his own experience of being a recipient of kindness, he had chosen to pay it forward to the people around him.

In a leaf in the book, Dr Theyvendran shared how Mr Nathan believed in him and uplifted him from his past stigma.



“AT MANY TIMES, I HAVE BEEN A WITNESS TO NATHAN’S SELFLESSNESS IN HELPING THE MEN ON THE STREET AND I HOPE I CAN DO THE SAME.”
-DR R THEYVENDRAN, SECRETARY-GENERAL OF MDIS



S R Nathan’s visit to MDIS Singapore in 2009

“He has touched the lives and hearts of many. The outpour of experiences that people had shared reflects a man of distinction and character.”

Dr Eric Kuan
MDIS President

“He’s a Father and Mentor to the hearts of many Singaporeans and his contribution to this little red dot will be remembered.”

Ms Jesline Wong
Director, Corporate and Student Development, MDIS

MDIS National Day Celebrations
23 August 2016
MDIS Singapore

MDIS CELEBRATES WITH THE NATION

The office at MDIS' headquarters in Singapore was a vibrant sea of red and white on 23 August as staff came to work dressed to the theme for the company's celebration of Singapore's 51st National Day.



MDIS staff came dressed to the theme, including (far left) Dr Alby and Head of Schools Carol, Karen and Dr Kelvin (4th to 6th from left)

In his National Day speech to staff, MDIS Secretary-General, Dr Theyvendran echoed points raised by Prime Minister Lee in his National Day Rally speech days earlier, citing staff skill-upgrading as crucial for success. Addressing an auditorium of over 230 staff, Dr Theyvendran said that “introspection is necessary to achieve self-realisation”. Such self-knowledge allows you to “access your job-fit” and then “train and re-train and upgrade yourself”.

Singapore’s SkillsFuture fund is therefore an important enabler; it does not only help you upskill for your current job, but also opens career pathways. But having the right job skills is not the end-all. If MDIS is to continue to grow, our staff also need to have soft skills. Dr Theyvendran touched on what soft skills were necessary and laid out actionable strategies and tactics that staff of all levels can employ to improve their performance. He gave many pertinent reminders on what was needed, including:

- Be Team players and have the MDIS family spirit
- Be humble and treat everyone with respect
- Focus on the 80% of positives and conquer the 20% of gaps
- Management should be Leaders, not bosses
- Attitude always counts

We need to keep apace and be a step ahead of the times, be creative, innovate and pro-actively seize opportunities. As MDIS moves onwards in its 60th year as the oldest not-for-profit private education institute in Singapore, having these traits, along with team spirit and a positive attitude, will help us overcome challenges. This will augur well for the future.



Renewing our commitment and dedication with the national anthem ‘Majulah Singapura’ and the pledge

Unity in Diversity concert
26 July 2016
MDIS Singapore

LEARNING ENGLISH THROUGH PLAY

Unity in Diversity concert proves a hit with MDIS' international student cohort.

The MDIS School of Languages (SOL) kicked off its major student activity for the year with a showcase of artistic talent via its inaugural Unity in Diversity Concert. Beyond the fun-filled song and dance lay a greater purpose as the intention was to foster a sense of belonging, help students build self-confidence and bring together a diverse international audience united by a common language - English.

Everyone had fun; from International students studying under the English for International Students (EIS) programme to degree students and Immersion Program visitors from South Korea, Kazakhstan, and Russia.

A visual and audio feast, the concert featured cultural performances from Gabon (Africa), India, Japan, Korea, Philippines, Russia, and Uzbekistan. Even MDIS staff took to the stage with lecturers Ashwini and Gerson, along with four student dancers, treating the audience to a show-stopping Bollywood dance number.

The concert was a success by far, with learning facilitated by the integration of music, movement and creative expression as performers and emcees alike took every opportunity to address the 350 strong audience in English.



Immersion programme participant Daria Voronenko sings a Russian song ("Dream")



Immersion programme participants Masha and Dasha (both from Russia), EIS students Kaede (Japan) and Cecilia (China), join their lecturers for the finale

INDONESIAN STUDENTS GET A LASTING IMPRESSION OF MDIS

The vibrant learning and living environment in MDIS is best experienced firsthand, as 71 students from SMU Muhammadiyah in Surabaya, Indonesia came to appreciate.

The students were part of a 1-day familiarisation programme in February; a showcase of MDIS' facilities and some of its most sought after courses from globally recognised partner universities. The Schools of Fashion & Design, Tourism and Hospitality, and Psychology played hosts to the students.

"THESE PERSONALISED PROGRAMMES, DESIGNED TO MEET THE NEEDS AND INTERESTS OF PARTICIPATING STUDENTS, PROVIDE AN EXPERIENTIAL JOURNEY INTO DIFFERENT FIELDS OF STUDY. IT HELPS THEM MAKE AN INFORMED CHOICE ABOUT THEIR EDUCATION, WHICH WILL IMPACT THEIR FUTURE CAREER POTENTIAL AND EMPLOYABILITY."

-DR THEYVENDRAN, SECRETARY-GENERAL OF MDIS

As the students traversed the MDIS Campus, they took in the extensive learning and living facilities - engineering and life sciences laboratories and workshop, fashion studio, media hub, and hospitality training centre. These facilities allow students to put theory into practice, enhancing their industry competencies and increasing their employability. Also, the hostel on campus provides a safe and secure environment for students.

After the tour, the students had a choice of their preferred workshop. At the Fashion Studio, they reconstructed a basic T-shirt, transforming it into a new fashion wear. The workshop served to enhance their creativity and impart to them basic fashion design skills.

A second group of students was being warmly greeted at Tropical Breeze, MDIS' Hospitality Training Centre. They had an engaging experience learning from training manager, Reza Sumali, concocting their own mocktails, creating gourmet coffee, and learning the Art of the Table.

A third group was enjoying their own unique experience at the School of Psychology. The school set up a demonstration to illustrate conflict management. The students were asked to run a thin stick through a balloon without bursting it, with the aim to experience and learn to deal with a stressful situation.

Alicia Lee, a current Biomedical Sciences student from Indonesia shared, "MDIS aims to build our understanding and knowledge through lectures, books and practical sessions. That is very beneficial as we gain practical knowledge and skills required for the workplace."

As the day sunk into early evening, the students streamed out of their workshops, fulfilled by their enriching

experiences. They received a Certificate of Participation and MDIS souvenirs to mark their time here; a time we hope they will remember fondly of and be encouraged to return to MDIS soon to pursue their education.



Students from SMU Muhammadiyah proudly holding up their Certificates of Participation



Learning the fine art of mocktail concoction

International Immersion Programme
14 July 2016
MDIS Singapore

ZHEJIANG STUDENTS GAIN INTERNATIONAL EXPOSURE VIA IMMERSION PROGRAMME

Zhejiang Technical Institute of Economics (ZJTIE) students previewed the highlights of MDIS curricula and campus life in a week-long immersion programme.

MDIS was abuzz with excited students from the Zhejiang Technical Institute of Economics (ZJTIE) as the group of 20 eagerly awaited the start of their immersion programme.

MDIS has been hosting immersion programmes for students from ZJTIE, China since 2011. The customised programmes are designed to offer insights into different fields of study, enrich students' knowledge and skills, and provide them with overseas exposure. The week-long programme in July was packed with enriching experiences, including workshops at various MDIS schools and visits to places of interest like Singapore's award-winning Gardens by the Bay.

Stepping into MDIS, the visiting students were greeted by the many statues around the campus. One of the most impressive statues was The Ten Sages of the World. The ten statues of learned men include Qin dynasty philosopher and educator, Confucius; a famed historical figure from China. One hopes that the statues will serve to inspire students to academic excellence and success in life.

The students commenced their programme with a tour of MDIS' learning and living facilities. MDIS

is the only Private Education Institution (PEI) in Singapore to have fully equipped learning facilities and a full facilities hostel.

Chen Jiaxin, a final year MDIS Accounting and Finance student from China shared, "MDIS was a clear choice for me as I consider it the best private school in Singapore for quality international education."

Crossing over to the Fashion Studio, the students enthusiastically reconstructed a polo T-shirt, learning about basic fashion designing and tailoring techniques. At Tropical Breeze, they were shown the art of concocting mocktails, creating gourmet coffee and setting a table. The last workshop of the week was hosted by the School of Languages. The students learnt academic writing, and formatting and referencing styles.

The ZJTIE students were inspired by their enriching time in MDIS. Fu Ye, a Diploma student in International Trade and Commerce said, "I am impressed with the MDIS programme and facilities. I would love to continue my studies at MDIS upon graduating from ZJTIE."



Cohort of ZJTIE students at MDIS Campus

FROM MNCS TO MNFS: MULTINATIONAL NUCLEAR FAMILIES COMPEL A RETHINK OF BUSINESS STRATEGIES

Marketing theorist Dr 'Alby' Anand Kuran's first-hand account of 'MNFs' is food for thought for marketing professionals:

It is 6am in Singapore – the sun has barely risen but the alarm, in all its rudeness, has jolted me awake.

It will be another two and half hours till my son's alarm sounds in India where he works as a Chartered Financial Analyst. He will wake up as early as I did at 6am local time, and make his way through the labyrinth that is Mumbai, to explore the labyrinth

that is the stock market. Far across the globe, my daughter's day will begin many hours later in Cambridge, England where she studies Education and History. Another hundred and fifty miles away in Bristol, my wife will start her day along with my daughter as she rediscovers the adventures of academic life studying for her Masters.



My family is separated by continents and time itself. Three clocks run in my head simultaneously. Without a moment's thought, I can tell you the time in Singapore, India and England. I can also tell you which airlines offer the best fare in terms of tickets, and the best fare in terms of inflight meals to and from all three destinations.

Just as Multinational Corporations (MNCs) have operations in different countries, Multinational Nuclear Families or "MNFs" (a term that I coined) have different members living and working in different countries. And the MNF tribe is growing. Chiefly because, unlike in the early years, the Multinational Family can stay connected as never before.

When my uncle left for America to do his PhD in the 1970s, he would write home once a month – the letter would take a month to reach the village where his mother lived. Phone calls then were rare, since they were too expensive.

Today, members of the Multinational Family use Facebook, WhatsApp, Skype and email to connect with each other, every hour. At first glance, this may seem significant only from a personal, micro level point of view; it is not something that the business world would be interested in as they head for sizeable and significant volume. It is a matter of fact that MNFs have been spreading across the globe for some time now, particularly in the last decade.

And because staying connected is now possible, practical and priced right, more of such families will mushroom; this segment will become more significant.

Cultures crossing borders

Each time we connect with each other, we draw from each other's lives and spread the culture we have soaked-in across the globe; we help to make culture contagious.

I can speak Singlish, after a fashion, with my friends and colleagues here in Singapore. When I am in doubt, I add a 'La!' to everything I say and my friends smile and indulge me, making me feel Singaporean. My son studied overseas and when he returned to the city of his roots, Mumbai, had to re-learn the art of being Indian – the art of shaking and nodding his head at the same time with no apparent contradiction. After the warmth of Mumbai and Singapore, my wife and my daughter find England too cold and wet, but they find the English grocer's cheery 'Thank you, love' truly endearing.

I see a day when the London grocer will say, "Thank you, love, la!" in Singaporean fashion and then nod and shake

her head at the same time, in the Indian fashion! And it will be families like mine, the Multinational Families, which will have helped spread the culture virus afar more than other multinational groups because our bonds with each other are deeper, the connections between us more frequent, and our interactions more informal and unguarded.

Two contradictory consequences

I have addressed audiences around the globe. The audiences I address in China seem very much alike those from Britain, France, India, Singapore or South Korea; to me, they all seemed so similar. There is a part of us that is beginning to look, talk and consume products in similar fashion. And yet, the world is as polarised as before, if not more.

Even while we change and our behaviours converge as the world gets more global and connected, it can be deceptive to think that we have changed all together. Beneath the surface, old mores and values still hold strong. In the face of internationalisation and the erasing of geographical barriers, we raise new barriers within ourselves to protect the identity of our self that is ingrained deep within.

Both conditions, although seemingly contradictory, co-exist. Confronted by this, marketers will have two choices. They could offer products to their target audiences that cater to trends that are similar across the globe; they could cater to what we all seem to have in common. Marketing communications professionals will then have to learn the lingo, culture and mores of a new, globally connected world. Alternatively, they could cater to what is distinct and different between us. They could manufacture and market products that can be sold only in specific markets like India, Singapore or China. Both kinds of products will proliferate, and both will flourish profitably.

It may be years before this shift will become significant, but as I sit on my terrace in Singapore, and think of my wife and my children spread all over the world, it feels good to know that my family is a forerunner of a new generation.

'Dr Alby' Anand Kurian is a marketing and strategy consultant and module leader at the Management Development Institute of Singapore (MDIS). His book 'Reality Plus: The Neo World You Live And Work In' is scheduled for publication in December 2016.

ARE WE FUTURE-READY FOR THREATS TO THE WORLD'S GROWING NETWORK OF SMART DEVICES?

School of Technology lecturer, Kestina Rai reveals the dark side of connectivity.



Tech devices are getting smarter by the day. As the demand and supply of intelligent devices and applications grows, so do vulnerabilities. While large companies can afford the resources to better counter loopholes, smart devices created by smaller companies tend to encounter security breaches quite often.

In today's world of IoT (internet of things), almost every device is connected to WiFi (Wireless Fidelity). We live in a world of smart watches, smart refrigerators, WiFi televisions, IP cameras, WiFi-connected headphones, WiFi mobile phone headsets and many more. The more devices you have, the higher the probability of a hacker being able to breach into your network.

Therefore, in a workplace with hundreds of devices connected to the network, companies must be aware of their 'enemy' in order to protect their vital networks.

· DID YOU KNOW? ·

WiFi increases hacking risk

Hackers need to be physically connected to a network in order to attack it. Local Area Networks are less susceptible as they can be made private to the organisation and be protected from intruders using tools like firewalls.

WiFi networks are more susceptible to attacks as many devices can connect wirelessly to it and when the presence of a WiFi network is visible to all. Hackers can target any network but it is easier to attack wireless networks.

The truth about hacking

When we talk about hacking, the only things that come to mind are identity theft, data fraud and maybe even cyber terrorism. However, hacking is not just criminal and destructive in intent, it can be positive as well. What we call 'ethical hacking' presents us with boundless opportunities when put into good use.

Ethical hackers are IT specialists who are authorised to hack into a company's systems to evaluate its security. With so much at stake across industries, even technology providers are turning to those with hacking skills to find flaws in their products and fix them before they are breached and exploited by other hackers with malicious agendas.

Businesses spend more than \$25 billion annually to defend themselves against cyber-attacks. For years, ethical hackers have been conducting penetration

tests for companies to help them boost their security systems. The practice is more crucial when a new system is launched. Even after the best testing efforts, penetration testing can seek out hidden vulnerabilities that have been overlooked.

'Prevention is better than cure' is the motto for most companies in their war against cyber threats. Government institutions have also recognised the benefits of using ethical hackers. By taking the malicious hacker's perspective, ethical hackers are able to detect weaknesses in cyber domains. They are hence able to take measures to block forms of cyber-attacks such as planting of malware or data theft.

Careers for IT Specialists

Ethical hacking is increasingly popular with IT personnel. It is a complex field and there are many programmes in the market on this subject, including MDIS' undergraduate course in Computer Security awarded by Northumbria University.

The course trains students in ethical hacking with the correct configuration and use of Honeypot - a computer system that acts as a decoy to lure cyber attackers. Honeypot can detect, deflect or study attempts to gain unauthorised access to information systems in a simulated environment. Such a qualification is a good step for anyone who wants become a future-ready information security professional.

Kestina Rai is a lecturer at the MDIS School of Technology. She holds a Masters in Engineering in Computer Science and is currently pursuing her PhD in Computer Science. She has written numerous research papers for national and international journals.

IN THE NEWS

Cyber Crime: a clear and present danger

1. "Android bug 'could allow hackers complete access to 900 million phones'" (Independent, 9 August 2016)

2. "Digital Security: You are the weakest link" (excerpts from The Straits Times, 19 July 2016)

"Singapore's decision to cut Internet access from 100,000 public servants accepts the reality: The greatest vulnerability in any network is the people who use it."

"Juniper Research estimates that the global cost of cybercrime will exceed US\$2 trillion (S\$2.7 trillion) by 2019. Governments around the world have been targeted by hackers for financial and other reasons. Singapore's Cyber Security Agency revealed that 16 attacks made it past government firewalls in the past year alone."

3. "Oracles's Micros payments unit breached by cyber hackers" (Financial Times, 8 August 2016)

MDIS Breakfast Talk
20 May 2016
MDIS Singapore

OPTIMISING BUSINESS GROWTH: DIGITAL STRATEGIES

How advances in digital technology will revolutionise customer engagement.



Howie Lau, Chief Marketing Officer of Starhub Limited & Mr Arun Madhok, CEO of Suntec Singapore

No matter how good your business idea might be, engaging customers is key to success. **Howie Lau, Chief Marketing Officer of Starhub Limited** shared insight at the talk on how businesses can use both offline and online tactics to attract and engage with customers.

The global internet population has grown from 2.4 billion to 3.2 billion people since 2013, a significant increase of nearly 20%, according to the article “Data never sleeps 3.0”, by Josh James, Founder, CEO and Chairman of software-as-a-service company, Board at Domo. Mr Lau made reference to the article which suggested that connectedness paves the way for innovation as new technologies and services constantly launch to cater to the burgeoning appetite of an increasingly connected world.

Mr Lau noted that consumer behaviour has likewise altered. Euromonitor’s “Showrooming and Webrooming Trends - A Global Perspective, June 2015” study revealed the rise of omni-channel shopping, with close to 50% of respondents saying they do research on big ticket items online. Although 65% of respondents would make a trip to the showroom to touch and feel the product, a portion of them might end up making the purchase online. This has huge implications on companies as they decide

on their mix of online and brick-and-mortar shops.

Executing the “siege”

How then can retailers “catch” customers both online and offline? Mr Lau recommends an integration of strategies from both platforms to execute the “siege”.

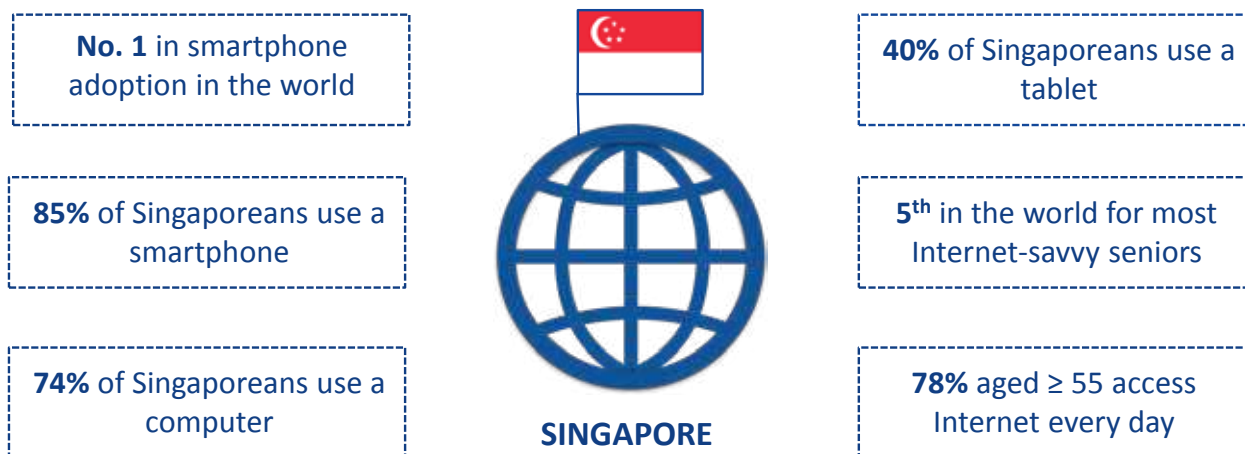
With reference to Samsung’s highly acclaimed launch of the Galaxy S4 smartphone in 2013, Mr Lau pointed to the convergence of online and offline marketing tactics used in the launch campaign which fueled the eagerness of those who wanted to get their hands on the phone by allowing them to queue through social media. Anyone could get into the queue and move up the line by engaging with the brand on social media via posts, shares or comments of the product. The more they posted, the quicker they moved up the line.

The first three persons in the line each won a brand new Galaxy S4. The campaign was a raving success, with 12,000 customers sharing 85,000 product features over 2 weeks and Samsung’s market share soaring 15% since its launch.

Customer engagement through digitalisation

While Samsung’s case highlights how digital tools can be used to attract and engage consumers, Suntec

More Connected and Tech Savvy



Each Singaporean owns an average of 3.3 devices

Source: Google (2014)

“Google’s Connected Consumer Study (2014) revealed that Singaporeans have the highest smartphone adoption rate in the world. In addition, each Singaporean owns an average of 3.3 smart devices (phones, tablets or computers).”

Singapore’s industry-leading initiatives bring home the message that digitalisation can be a key driver in business strategy.

A leading player in the region, Suntec Singapore manages Suntec City Convention and Exhibition Centre, a sprawling complex that includes a 6,200-seat auditorium, 22,000m² of exhibition halls, 46 meeting rooms and a multi-cuisine kitchen with 30 chefs that serve 10,000 meals a day.

Arun Madhok, CEO of Suntec Singapore, gave an in depth rundown of how the company used technology as an enabler and completely transformed its processes. In 2015, an investment was made into a system which digitised purchases and processes. Digitisation encompassed fault reporting, resource tracking, computer generated tasks, visitor flow heat maps, computerised ovens and cookers, and purchasing. Duty rosters are also generated online and team members are even informed of the latest directives or revisions digitally.

Suntec’s technology suite created a connected workplace which in turn enabled it to create a ‘Connected Experience’ for its customers. The icing on the cake is that customers (end-users) are not passed on extra costs. In fact, the efficiencies created by digitisation meant customers enjoyed both monetary savings and an enhanced VIP customised

experience. From feeling welcomed upon arrival via a large format screen, customised temperature and light control in meeting rooms and assistance available on call at any time, customers now have more control and choices available to them.

Mr Madhok’s advice was to “put your people online so that you are geared for the growth that can come to you from the emerging business channels, plus the ability to handle the evolving needs of the customers.” The keys to Suntec Singapore’s success included the introduction of technology as an enabler and the development of an empowered, informed and online team.

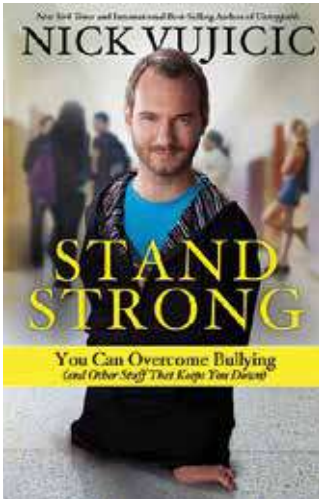
Its bold strategic move bagged Suntec City Convention and Exhibition Centre several industry accolades and in 2015, the company posted its best performance in 20 years. Since re-opening in 2013, it has received a total of 12.2 million visitors and hosted 3,200 events in 33 months.

We face a new era where technology is providing both companies and consumers with more choices in how they connect with each other. The insight and case studies from the talk made it clear how pertinent it is for businesses to leverage on digitisation and integrate their online and offline strategies in order to stand out and stay ahead of competition.

BROWSE

MDIS COLLEGE RECOMMENDS

Good reads hold lessons for all ages. Jessica Ng, Head of MDIS College recommends some that touch on the theme of change:



Title: Stand Strong

Author: Nick Vujicic

Resource Hub Dewey Class: 248.83

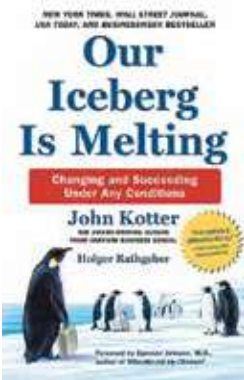


Bullying is pervasive; it is experienced at the playground or at the workplace. Limbless and defenceless, international best-selling author and motivational speaker, Nick Vujicic, is an inspiration for his positive attitude towards overcoming obstacles and achieving dreams. Nick draws on his personal experience in overcoming and rising above bullying, helping you build your bully defence system from the inside out by:

- Figuring out who you are so no bully can tell you differently or make you feel badly;
- Taking responsibility for your own behaviour and happiness so bullies have no ultimate power over you;
- Establishing strong values that no bully can shake;
- Creating a safety zone within yourself where you can go mentally to draw strength and comfort;
- Building strong and supportive relationships to stand up for you against bullies;
- Learning to monitor and manage your responses to the emotions triggered by bullying;

....and more.

'A' level English Literature books:



Title: Our Iceberg is Melting

Author: John Kotter

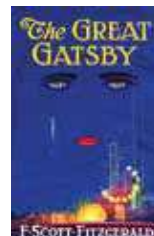
Resource Hub Dewey Class: 658.406

'Our Iceberg is Melting' is a quick and easy read on 'changing and succeeding under any conditions' told through a simple fable of a colony of penguins faced with the crisis of a melting iceberg. Melting icebergs come in dozens of forms, from failing projects to poor results. The book carries a strong message about the fear of change and how to motivate people to negotiate challenges.

Lessons for young adults and the corporate world alike:

Here is a glimpse into some of the things the penguins did to survive:

- Created a sense of urgency to deal with the difficult problem,
 - Found the sensible vision of a better future,
 - Communicated that vision so others would understand and accept it,
 - Ensured that the changes would not be overcome by stubborn, hard-to-die traditions.
- (read the book to find out what else they did, and how!)



Title: The Great Gatsby

Author: F. Scott Fitzgerald

Resource Hub Dewey Class: 813.52

Considered as Scott Fitzgerald's greatest novel, The Great Gatsby explores themes of decadence and idealism. The transformation of its characters on the basis of changing socioeconomic standing and the decisions they make define their destinies.

Nick Carraway on resistance to change:

"So we beat on, boats against the current, borne back ceaselessly into the past".



Title: Othello

Author: William Shakespeare

Resource Hub Dewey Class: 822.33

One of the greatest of Shakespeare's tragedies, Othello tells a tale of cunning, evil, revenge and blinding, jealous rage. Othello's character metamorphoses and through him we are shown the ability for evil to replace good when one faces certain conditions.

Provoked by jealousy, Othello's launches into a rage. A shocked Lodovico remarks:

"...Is this the nature Whom passion could not shake? Whose solid virtue The shot of accident, nor dart of chance, Could neither graze nor pierce?"



The MDIS Career Assistance Unit is proud to present

MDIS CareerHub



Picture for illustration purpose only

At **MDIS CareerHub**, students can:

- 1 View** company profiles and job vacancies
- 2 Send** resume to any potential employers
- 3 Receive** real-time updates on job application status

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Management Development Institute of Singapore
Reg. No. 201001751H
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MDIS
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Institute of Singapore
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Inter-disciplinary Workshop: Who am I? Learning the Art of Knowing Oneself
17 July 2016
MDIS Singapore

SELF, IDENTITY & GOALS

MDIS students from the School of Psychology discovered the importance and benefits of self-awareness at an inter-disciplinary workshop conducted by lecturer Christopher Jabines, which left students awed and enlightened.



(3rd from left) Lecturer, Christopher Jabines engages students on the benefits of self-awareness

Many people struggle to describe themselves in their barest form, let alone know their individual potential to achieve something big. When we don't know where we are headed, it is hard to set goals, get motivated and determine the best course of action. Before we can do any of these things, we must establish who we are.

Knowing oneself has immense benefits, including setting realistic goals, accomplishing tasks, having successful relationships, or even remaining motivated in daily activities. To perform at an optimum level, knowing oneself is top priority.

At the inter-disciplinary workshop on "Learning the Art of Knowing Oneself", MDIS School of Psychology lecturer Christopher Jabines shared with students on self-awareness and that the fundamentals of understanding oneself stems from reflecting on three aspects of SELF, namely:

• I-SELF - how I see my SELF

Reflecting on the concept of I-SELF helps the individual to understand oneself from life's learning experiences – past experiences, accomplishments, mistakes, attitudes, behaviours and values. These experiences mould one to be who they are.

• ME-SELF - how OTHERS see me

This is a socialised aspect of life developed from influences and interactions with parents, friends, teachers, mentors and environmental factors that shape the individual. The I-SELF is constantly developing as the ME-SELF evolves.

• IDEAL-SELF - how I WANT others to see me

This is a projection of oneself to others and fulfilment of various roles in life's journey.

Creating a unified self is constantly a challenge as the three aspects of 'SELF' are not always in sync with one another.

Benefits of self-awareness

People are generally wired to seek acceptance. However, what one conceals from the public can be the catalysts hindering the quest for social acceptance. For instance, when the urge to control how others perceive one's self overwhelms the authentic self, self-awareness will be gradually diminished – resulting in a loss of identity.

It is therefore important to know oneself as it aids in identifying one's weaknesses, knowing areas of improvements, identifying optimal options in decision-making and sharing strengths with others.

Ultimately, knowing and understanding oneself leads to living a more productive life and in attaining one's goals.

Another engaging activity the students did was **'What's in my hand?'**. They drew an outline of their hand and were asked to identify each finger based on the following:

- Thumb:** An adjective that best describes them
- Index finger:** A thing that best represents them
- Middle finger:** Greatest achievements
- Ring finger:** A significant thing that reminds them of something
- Pinkie:** Greatest fear
- Palm:** Greatest source of happiness

On completion of the activity, the students gathered around in a circle and shared the things that they had identified about themselves with their fellow classmates. The heart-to-heart sharing of their innermost feelings, achievements, fears and happiness enhanced the students' self-awareness and their freedom to present their authentic self to others. In doing so, they were able to better understand themselves and to objectively identify their strengths, limitations and areas of improvements.

One of the participants, Firdaus, commented, "This session has allowed me to explore my inner-self and to understand the authentic me. It has also helped me to evaluate my options and make informed decisions without feeling guilty."

Knowing oneself goes beyond knowing one's likes, dislikes and preferences. It's about what makes one tick and feel excited. It is about living a soul-searching and deeply gratifying life.



Students participate in the activity - 'What's in My Hand'?



Firdaus, a participant, identifies "compassionate" as an adjective that best describes him.



Marilynn, a participant, reveals a reflection of herself through the hand drawing exercise

Industry Talk: ExxonMobil
24 June 2016
MDIS Singapore

BALANCING PROFITS & SUSTAINABILITY

ExxonMobil gives insight on their approach to balancing business growth in a safe, secure and environmentally responsible manner.

60 students from the MDIS Business School and School of Engineering heard from ExxonMobil, the world's largest publicly traded international oil and gas company, along with one of its authorised distributor, Kims Marketing Pte Ltd, on how the company managed its sustainability commitments.

The 3 'P's: Pillars of sustainability

Over the years, ExxonMobil has placed greater emphasis on being more environmentally friendly by increasing sustainability efforts which are focused on the following 3 'P's:

Products: ExxonMobil constantly strives to make their products more energy and fuel-efficient. Their lubricant brand MobilSuper has a longer oil life as compared to other brands. This reduces pollution in the long run as less resources are used.

Processes: Special precautionary measures are taken to ensure the company remains accident free. Their LaBarge operations surpassed a safety milestone of a two-year injury-free record across all workgroups and functions.

People: A dedicated team of field engineers, researchers and managers work together to provide maximum customer benefits.

These three important factors were constantly kept in balance so as to ensure sustainability amid the company's quest to remain profitable and viable.

Environmental commitment

Being a large and successful company, ExxonMobil has many shareholders to answer to, thus being profitable is paramount. However, as much as being profitable is important, they understand that their work damages the environment. With many of their products designed to extend equipment life, reduce waste and save energy, ExxonMobil is committed to negotiating its impact to the environment through researching and developing products that are fuel and energy efficient. Besides aiding fuel efficiency, ExxonMobil also actively explores ways in helping the industry save more energy.

The talk was an eye-opener for the students in understanding the importance of managing a company's business sustainability and the significance of creating technologies and techniques to develop and supply energy to growing populations and economies – in a safe, secure and environmentally responsible manner.

This article is contributed by MDIS students, Edwin Kok (Bachelor of Science (Hons) in Accounting & Finance, University of Bradford, UK and President of MDIS Business Club), and Francis Mendezabal (Bachelor of Engineering (Hons) in Mechanical Engineering, Northumbria University, UK).



Speaker sharing the concept of sustainability



One of ExxonMobil's facilities in America for scientists to test the feasibility of developing fuel from algae

Interdisciplinary Workshop: DNA Fingerprinting
14 July 2016
MDIS Singapore

A TASTE OF CRIME SCENE INVESTIGATION (CSI) - THE MOMENT OF TRUTH

Using cutting-edge forensic tools, MDIS Biology students had their own CSI moments piecing together irrefutable evidence in solving the missing pieces at the Interdisciplinary Workshop: DNA Fingerprinting. Horizons finds out more...

The popularity of crime drama, CSI has fueled the curiosity for forensic investigation in solving crimes. Despite CSI's dramatic appeal, the use of Deoxyribonucleic acid (DNA) evidence has revolutionised the forensic sciences with its use in investigations and in the prosecution of criminal cases.

At the Interdisciplinary Workshop: DNA Fingerprinting, MDIS students gained valuable insights on extracting DNA profile in solving crimes. Facilitated by Dr Rajarshi S. Ray, Senior Lecturer from the MDIS School of Health and Life Sciences, the students were introduced to the concept of DNA profiling – a technique used to identify individuals by characteristics of their DNA.

DNA is a genetic material that is found in the chromosomes of our cells. While humans share 99.9% of their DNA with each other, the difference of 0.1% is enough to differentiate one person from another, or establish maternity or paternity differences.

Dr Ray added that individuals leave traces of cells everywhere without even knowing, for example, flakes of skin, strands of hair, or drops of blood. Each element contains the same DNA that can identify the individual. He further remarked, "The chances of two people sharing the same DNA profile is 30,000million to 1, except for identical twins."

The students were provided with a hands-on opportunity to solve a simulated case using DNA. Posing as 'forensic scientists', students were tasked to seek out the culprit

from DNA samples taken from three 'robbery suspects'. Dr Ray guided the students through the procedures of DNA Fingerprinting which were:

- Isolating the DNA from sample cells
- Performing restriction digestion of DNA samples
- Loading samples in Agarose gels and performing electrophoresis, and
- Documenting DNA profile and matching it with samples from the crime scene

There was a great sense of excitement and accomplishment among the students in playing detective – discovering the closest match to the sample collected from the crime scene – and in finally establishing the truth.

DNA profiling is crucial and is considered to be more precise than many other kinds of crime scene evidence. It's a field in science that truly serves the interests of justice, not only in ascertaining the truth, but also in exonerating the wrongly accused.

Disclaimer: Neither human samples nor real restriction enzymes were used at this workshop.



Dr Rajarshi Ray taking students through the DNA profiling procedure

"THE CHANCE OF TWO PEOPLE SHARING THE SAME DNA PROFILE IS 30,000 MILLION TO 1, EXCEPT FOR IDENTICAL TWINS."

-DR RAJARSHI RAY

Youth Entrepreneurship Competition
July 2016
Singapore

NURTURING BUSINESS LEADERS OF TOMORROW

Two teams from MDIS made it to the finals of the national Youth Entrepreneurship Competition (YEC), pitting their business acumen against 27 other teams. Horizons reports.

MDIS proudly qualified two teams for the finals of the Youth Entrepreneurs Competition (YEC) on 16 July 2016. The teams, made up of international students from various programmes, impressed the judges with their innovative business ideas – a 3D ‘Pokemon’ planter and a uniquely Singapore Water Cake.

The YEC aims to develop secondary and tertiary students’ creativity and expose them to social entrepreneurship and community leadership skills in line with the Ministry of Education’s drive to promote ‘Values in Action’.

“Education plays a critical role in helping students grasp real world issues and solutions. At MDIS, we aim to nurture leaders of tomorrow; providing facilities and industry relevant opportunities to our

students,” said Dr R Theyvendran, Secretary-General of MDIS.

Teams were judged based on their business plan, retail identity, total sales and public votes. They had to bring to life a product concept, develop a business plan and design a marketing programme to sell their products. The students were exposed to very real issues facing entrepreneurs and businesses today; engaging with local entrepreneurs who helped mentor them. The two MDIS teams fought a hard fight but were rewarded with rich experiences and new skills gained on their learning journey.

The 29 finalist teams generated a total of \$22,348.38, double that of last year. The proceeds went to various adopted charities.

Read on to find out more about our MDIS contenders.

YESTERDAY'S NOSTALGIA, TOMORROW'S TECHNOLOGY, TODAY'S GIFT

A gift to inspire fond memories, made with tomorrow’s technology, enjoyed today - Edwin Kok, team leader of 3D Happiness sat down with Horizons to share his team’s YEC experience.

3D Happiness’ slogan “Yesterday’s nostalgia, tomorrow’s technology, today’s gift” aptly describes their creation – a nostalgic first generation Pokemon collectible planter, developed as a tribute to Singapore’s garden city state using one of the latest technology, 3D printing. The team arrived at the idea of a 3D printed lifestyle product as they recognised that 3D printing has the potential to impact our lifestyle and our behaviour as consumers in a big way.

“We didn’t really start out to develop a 3D Pokemon product. Our initial idea was to use tomorrow’s technology to 3D print traditional Singapore nostalgic items that the adults used to play with, for example wooden tops, five stones and the like. The aim is to bring parents and children together, to bond in play,” revealed Edwin, a local final year Accounting and Finance student.

The team explored various business concepts and

product designs before developing a marketing plan to get their business off the ground. They faced technical challenges in particular, which required them to brainstorm for solutions and modify their designs to arrive at a feasible product.

The final 3D-printed palm-sized Pokemon planters, each holding a plant provides a fun and simple way for adults and children to bond. Taking care of the plant so it flourishes symbolises how the love families have for each other helps to develop and strengthen their relationships. For young parents, it gives them a chance to introduce their children to their childhood love for Pokemon.

“PARTICIPATING IN THE YEC WAS A PRICELESS EXPERIENCE AND A REAL EYE OPENER. I HAVE PICKED UP MANY USEFUL SKILLS, SUCH AS THE ART OF NEGOTIATION AND PERSEVERANCE.”

-EDWIN



Team 3D Happiness (L-R): Minati Hingorani (India), Rachel Sirup (Brunei), Bong An Gee (Malaysia), Pham Dong Huy (Vietnam) and Edwin Kok (Singapore - Team Leader)



3D Pokemon potted planter created by team 3D Happiness

A UNIQUELY SINGAPORE WATER CAKE

Creating a winning product through innovation was what team CHZ2 did– Zheng Yuan Yuan, team leader spoke with Horizons to share his team’s idea for YEC.

It was a water cake but none like what any consumer had tried before. The idea of a water cake is not new, but what team CHZ2 did was - customising their water cake with familiar local flavours such as grounded peanuts with Gula Melaka (palm sugar) and hawthorn.

The team decided they would market water cakes as Singapore has a love affair with food and the water cake is currently very popular among consumers. To make it their own, the team experimented with Traditional Chinese Medicine herbs like wolfberries and chrysanthemum to create unique flavours.

Yuan Yuan, first year Bachelor of Business Studies and Finance student from China said, “The competition taught us that when we innovate, we increase our chances of creating a winning product or service. We have also learned that we need to listen to our customers, find ways to improve our business, and enhance customer experience and satisfaction.”

Yuan Yuan and his team marketed their product on Facebook and also set up a sales point on campus. The flavoured water cakes were well-received by customers.



(Left to right) Zheng Ruixin (China), Dai Huey Ying (Malaysia), Chen Jia (China), Chen Jiaxin (China), and Zheng Yuanyuan (China - Team Leader)



Team CHZ2’s refreshing local flavoured water cake

“MDIS SEEKS TO ENSURE WE HAVE OPTIMUM OPPORTUNITIES AND EXPERIENCES. OUR LECTURERS FROM MDIS HAVE BEEN A GREAT SUPPORT, SHARING THEIR INDUSTRY KNOWLEDGE AND GUIDING US IN OUR PROJECT.”
-YUAN YUAN

Industry Visit to DigiSAFE Cyber Security Centre
19 July 2016
Devan Nair Institute for Employment and Employability

UNDERSTANDING THE COMPLEX CYBER SECURITY INDUSTRY

Security breaches targeting enterprises and the weaponisation of computer codes have fueled the growth of the global Cyber security industry. Our ever increasing reliance on the Internet, computer systems, and “smart” devices that form the Internet of Things (IoT), has made cyber security a multi-billion dollar industry as organisations work to safeguard data and the integrity of their computer assets from cyber-attacks.

21 Bachelor of Science (Honours) Computer Security undergraduates from the MDIS School of Technology gained insight into the future of this ever-evolving industry during their visit to the DigiSAFE Cyber Security Centre. The group had a chance to network with students from other universities, receive career tips on excelling in this challenging field and ask thought-provoking questions to a panel of industry experts from Infocomm Media (ICM); ST Electronics (Info-Security), DSTA, IBM Security and Check Point Software Technologies.

Careers in the field

Cyber security is an absolute priority for companies and administrations in the digital world. The cybersecurity industry is one of the fast-growing markets in the Information, Communication and Technology (ICT) sector.

To embark on a career in cyber security, the panel shared that though having the proper qualification in the subject is essential, it is not the sole requirement to excel in the industry. The person must be inquisitive and have an eye for details. They added possessing adequate experience in other areas in IT such as database and network technology might open some doors. However, further training and on-the-job experience is crucial before one can eventually be a competent Internet Security Specialist.

To conclude the session, the students were brought on a tour around the centre. They were also shown the training systems that simulate actual cyber-attacks on networks.



(Left) Osman Mohamad from the School of Technology with students at the DigiSAFE Cyber Security Centre

MDIS Business Club: Recycle, Reuse, Revive campaign
 May - June 2016
 MDIS Singapore

HOSTEL STUDENTS' PRE-LOVED ITEMS FIND NEW HOMES

The MDIS Business Club put their skills to good use when they found a gap in the market, organising a 'Recycle, Reuse, Revive Campaign' that not only solved a demand-supply issue but also provided a solution to overconsumption and raised funds for charity.

The club saw how hostel residents are sometimes forced to throw away their belongings when moving out or due to a lack of space. This is a pity as some items are still new and usable. A cashless barter trade system was set up to allow students and staff to exchange items. A booth at the MDIS International Day event in June facilitated the exchange and many were pleasantly surprised at the array of items that included kitchen appliances, novels, reference books and jewelry, many of which found new homes through the event. Some items were sold at low prices, with proceeds donated to the Prevention of Cruelty to Animals (SPCA).

This campaign is one of many that MDIS has supported to raise awareness on environmental issues. Initiatives by the MDIS corporate office include 'think before you print' alerts on staff email signatures, encouraging a paperless culture and placing posters around the campus with tips on energy and paper conservation.



International Yoga Day
 26 June 2016
 MDIS Singapore

ISHA CELEBRATES INTERNATIONAL DAY OF YOGA AT MDIS

The Isha Foundation celebrated 'International Day of Yoga' at SAMTAS Hall with a one-day workshop which attracted 186 participants. Founded by renowned yogi and visionary Sadhguru, the Isha Foundation is an international non-profit, volunteer-run organisation dedicated to human well-being.

Instructors took participants through invigorating physical postures, breathing methods, Nada Yoga and meditation. All the practices taught at the event were designed by Sadhguru. Sonia, a participant whose parents are yoga instructors in Russia said, "It was a good experience given it's my first time doing Yoga. I feel more energized after the session!"

Instructor Sriram Srinivasan, a volunteer with Isha Foundation said, "We are grateful for the tremendous assistance and support in terms of facilitating the venue and event coordination from MDIS. We look forward to many more events in future with the Institute."



Jalan Kayu Day
24 July 2016

MDIS LENDS A HAND TO THE LESS FORTUNATE

MDIS' Jalan Kayu Heartstrings programme is a key activity in our Corporate Social Responsibility (CSR) calendar, to which the Institute has contributed S\$210,000 since 2010. This year, MDIS contributed S\$30,000 worth of groceries and vouchers which was presented to 150 less fortunate families at the 7th annual Jalan Kayu Day event.

Graced by Prime Minister Lee Hsien Loong and Member of Parliament for Ang Mo Kio GRC, Dr Intan

Mokhtar, the event attracted 2,500 residents who enjoyed a day of community bonding, fun and games.

PM Lee's message on Facebook is food for thought. He posted, "Events like Jalan Kayu Day are a great way to bring residents together. But after the carnivals and games are over, it is the day-to-day ways we look after each other that make a community great. Happy to see a strong community spirit in Jalan Kayu!"



MDIS students were delighted to catch a selfie with PM Lee



MDIS Governing Council member, Mr Winston Gan, receiving a plaque of appreciation from PM Lee



MDIS students ran a popular game stall at the fair

MDIS College CSR activity
29 June 2016
Lee Ah Mooi Old Age Home

BRINGING JOY TO OLD AGE HOME RESIDENTS

Local and international 'O' level preparatory course students from MDIS College brought joy and laughter to residents of Lee Ah Mooi Old Age Home in June. The visit instilled values of compassion, gratitude, patience, respect and empathy in the students and gave them a chance to build their communication skills with the elderly. The students decorated the home with their self-made Mid-Autumn paper lanterns. A student, Justin Ferdinand said, "... we have to be grateful for what we have now as most people in this world do not have access to education, food, a living and many

other things. I have to learn to live my life while I still can. As we get old, we will not have the power and energy to chase our dreams."



MDIS students Ko Jeongin & Jobelle Wee chat with a resident

Queenstown CCC CSR Project: Mural Painting
June 2016
ABC Brickworks Food Centre

MDIS VOLUNTEERS' ARTISTIC TALENT HELPS TO DRIVE GRACIOUSNESS

Murals encourage hawker centre diners to make tray-return a habit

MDIS rose to the call when it was invited to join a special task force set up by the Queenstown Citizens' Consultative Committee (QCCC) in its bid to encourage diners at ABC Brickworks Food Centre to return their trays to tray stations after their meals. The initiative aims to create a more pleasant dining experience and encourage graciousness amongst diners.

Staff and student volunteers spent hours painting a series of bright and colourful wall murals which was officially unveiled by Dr Chia-Shi Lu, Member of Parliament for Tanjong Pagar GRC on 3 July 2016.

Jesline Wong, Director of Corporate and Student Development for MDIS, said: "We are happy to support this campaign as it reduces the time diners have to wait for a clean table. MDIS is delighted to be a part of this initiative to drive graciousness." MDIS thanks all staff and student volunteers for helping to make this project a success.



MDIS staff and student volunteers at work



Ms Jesline Wong, Director of Corporate and Student Development (left) at the unveiling of the completed mural

BUSINESS ALUMNUS EMERGES TOP SALES ACHIEVER AT MNC

MDIS Alumnus, Tan Zhi Hong, shares his experience as a student at MDIS and his escalation to a global pharmaceutical conglomerate as a product specialist. Tan Zhi Hong realised the positive impact of his degree programme on his career even before graduating with a Bachelor of Science (Honours) in International Business and Management awarded by University of Bradford, UK.



Tan Zhi Hong
MDIS Alumnus

My Choice - MDIS

Upon completion of his Polytechnic diploma, Zhi Hong researched on a good business degree to pursue higher education. After a comprehensive search, he decided to enrol at MDIS and was offered an MDIS Merit Scholarship. In his final year of study, a direct referral from the MDIS network gave him the opportunity to apply to one of the largest pharmaceutical conglomerates in Singapore for the position of Product Specialist. He went through a pre-screening process and five gruelling rounds of interviews. The panel of interviewers were so impressed that he secured the job!

Hired as a fresh graduate, Tan Zhi Hong was responsible for promoting the company's full range of cancer drugs to key private hospital doctors. A typical work day included strategic meetings and product training in the mornings, followed by meetings with private doctors in hospitals. He treasured each meeting with top oncologists in Singapore. "Being able to create relationships and assist them in their mission to cure cancer is very enriching and rewarding," Zhi Hong remarked.

International Exposure

After graduating with a business diploma from a local polytechnic, he knew that he needed a global qualification to have an edge over others. The interaction with an international mix of students and the cultural diversity at MDIS had provided him an interesting learning experience. "My outlook on life changed when I began my studies at MDIS and it paved the way for my growth. The cultural diversity gave me an international outlook on business. I had friends from South East Asia, Europe and even Mongolia," he said.

An Enriching Experience

As the President of the MDIS Business Club, Zhi Hong acquired valuable leadership and communication skills, and greater confidence. He learnt to speak

confidently in front of crowds and led students of diverse nationalities at events. He also ran a start-up company and was also responsible for writing investment newsletters. The exposure and experience gained, and skills acquired had served him well in honing his capabilities.

According to Zhi Hong, networking is one of the most important ways of developing sales opportunities in today's competitive job market. His involvement in the MDIS Business Club and studies at MDIS had played a significant role in shaping his future. On hindsight he said, "I realised that it is not just about the academic modules I have studied in class that matters, but who I have met. It is the human connection that is going to help you find your next job opening or capture a lucrative business opportunity in another part of the world. MDIS has such diverse communities for you to meet such like-minded individuals."

His advice to aspiring students:

"NETWORK AND ESTABLISH RELATIONSHIPS. IT WILL BE THE MOST IMPORTANT RETURN OF INVESTMENT ON YOUR UNIVERSITY EDUCATION."

We congratulate Zhi Hong on his achievement and wish him the very best in his career and his future endeavours.



(3rd from left) Zhi Hong with his coursemates at MDIS Resource Hub

ABOUT MDIS BUSINESS SCHOOL

The MDIS Business School (MBS) is the largest and most established school within MDIS Singapore. MBS offers an industry-relevant and a multi-disciplinary approach to education, preparing students for career commencement and advancement for today's complex business environment.

MBS offers a plethora of business programmes ranging from professional certificates to master's degrees from its four renowned university partners in France, Australia, and the United Kingdom: namely, Bangor University (UK), Grenoble Graduate School

of Business (France), Southern Cross University (Australia), and the University of Sunderland (UK).

The programmes offered are accounting, banking and finance, business, international business and marketing.

MBS is staffed with a pool of highly-qualified lecturers and experienced professionals. To provide students that extra edge in an increasingly competitive economy, MBS organises seminars, industry talks, company visits, and networking opportunities, available even to alumni.



Future-proof Your **Professional career pathway** with our corporate training workshops!

Team Leadership

Effective Change Leadership For Managers 5 - 6 Oct

Communication - General

Winning with Difficult People 27 - 28 Sep
Crisis Management and Communication 5 Oct
Effectiveness and Etiquette on the Phone 7 Oct

Supervisory Management

Supervisory Skills for the New Supervisors 20 - 21 Sep
Essential Managerial Skills 3 - 4 Oct
Performance Management and Setting KPIs for Business Results 13 - 14 Oct

Creativity & Innovation

Unleash the Innovation Champion in You 12 Oct
Creative Brainstorming Techniques using Mind Maps 20 - 21 Oct

Sales

Effective Negotiation Skills 26 - 27 Sep
Be a Professional Sales Champion 4 - 5 Oct
Key Account Management 20 - 21 Oct

Marketing

How to Write and Design Effective Brochures 29 & 30 Sep
Mastering Social Media Fundamentals 20 Oct
Implementing Social Media Strategy 21 Oct

Personal Effectiveness & Productivity

Even Eagles Need a Push 19 Sep
Brain Boost Your Memory at the Workplace 22 - 23 Sep
Personal Branding and You 26 Sep
Total Quality Management (TQM) 28 - 29 Sep

Risk Management

Internal Controls Masterclass - Implementing Effective Internal Controls to Prevent and Detect Fraud 21 - 22 Sep
Preventing and Detecting Procurement Fraud 6 - 7 Oct

HR Development

Employee Engagement at Work 15 - 16 Sep
Talent Acquisition, Management and Succession Planning 18 - 19 Oct

HR Management

Manage Change by C.H.O.I.C.E. 13 - 14 Oct

Business Management

Leading and Managing Organisational Change 22 - 23 Sep
Strategic Thinking & Planning 26 - 27 Sep
Effective Office Skills for Administrative Support Staff 3 - 4 Oct
Simplified Project Management for Non Project Managers using Mind Maps 11 - 12 Oct

**Applicable for Professional Development Workshops except I.T. Short Courses*

HOW TO BUILD INFLUENCE

“You don’t need to be charismatic to influence others”, says behavioural transformation coach, Joseph Wong, who shares with us strategies for building influence in the workplace:

What makes someone influential? This is a question I frequently pose to workshop participants. Without fail, many will say that charisma is a trait that makes one influential. However, when I ask for a definition of “charisma”, I will receive various definitions of the same term. The inability to pinpoint what exactly “charisma” is shows that it is not the answer to building one’s influence. I believe that what cannot be defined cannot be duplicated to create the same result. Influence requires a conscious effort. If you know of people who can quickly get attention and help for a challenge they face, do know that their support networks are not built overnight. Influence has to be built over time. Being in positions of authority does not grant you influence either; though being influential is more likely to give you authority.

The Fundamental Truth

Psychologists and behavioural scientists have spent more than 60 years studying influence, discovering and understanding what makes humans tick and how to become a better influencer. There are three basic yet powerful strategies that you can use to increase your likability and influence over time:

Strategy 1: Doing others a favour

Doing someone a favour implies an ‘obligation’; it is a universal rule that when you receive help from someone, you need to reciprocate. What is not so well known is the psychological truth that you increase your likability when you return a favour.

Over time, when offering and receiving favours in the workplace becomes a continual two-way cycle, the relationship between those involved strengthens. What you would have steadily built is a strong network of not just colleagues, but friends and partners. In a nutshell, influence is of people wanting your help.

Strategy 2: Holding people to a standard

When anyone falls short of a certain benchmark or standard, we could potentially use that standard in a positive way to align them back to the original standard they set for themselves.

For example, if your co-worker or friend falls short of a certain level of behaviour (e.g. not delivering high-quality work on time), you could point out the positive reputation he built previously when he was at his best, then tell him that he falls short of that standard today. What you would have done is to apply the principle of commitment and consistency; the

high standard set previously has to be adhered to and your coworker is likely to feel the conviction to do his best as before. Before long, he will get back on track and be grateful to you for the reminder on his capabilities.

Strategy 3: Providing exclusive information

Exclusive information is deemed to be highly persuasive and influential because it is not available to anyone on the street; it is available only to a select few and typically shared with an “inner circle”.

The receiver of such information will have two advantages. The first is that such information may help them avoid an adverse outcome, which brings forth relief and gratitude. The second advantage is that such information increases the possibility of them achieving a successful outcome because the exclusive information may help them find an alternative method to completing the task.

The receiver’s satisfaction, and the fact that you are doing them a favour, can enhance the giver’s likability. In sum, be kind to everyone because anyone has the potential to be your ally and support you when you need it the most.

***This article
is written by
Joseph Wong,
an associate
trainer with
Management
Development and
Consultancy.***

Joseph Wong
Associate Trainer



JOIN THE CLUB



Cloud Computing

Date: 28 September 2016
Time: 9am – 11am

Cloud computing is the newest tool which individuals and businesses can use to store and access data and programmes. Hear from Global Science and Technology Forum and Oracle Corporation specialists on how the latest in cloud computing technology impacts businesses and organisations.

Venue: MDIS Auditorium

Fees : Complimentary (Students/Alumni/Members)



Inline Skating Fun

Date: 8 October 2016
Time: To be confirmed

Inline Skating, also known as roller blading is exciting, healthy and suitable for all ages. Join this workshop to get some exercise whilst having fun.

Venue: MDIS Campus

Fees : To be Confirmed



Nature Explorer Series: Pulau Ubin

Date: 22 October 2016
Time: 9am – 2pm

Venture into Singapore's last village and admire its rustic beauty and the simplicity of a bygone era. You will also get to explore Chek Jawa Nature Reserve, where six major habitats meet and mix!

Venue: Pulau Ubin

Fees : \$12 (Students/Alumni/Members)
\$15 (Public)



MDIS Movie Night: Marvel's Doctor Strange

Date: 27 October 2016
Time: 7pm - 10pm

Brilliant but arrogant neurosurgeon, Dr Stephen Vincent Strange, had it all. However, a devastating car accident destroyed his medical career and drove him on a quest to restore the function of his hands. His journey led him to a sorcerer who gave him a new lease of life.

Venue: Golden Village, Vivocity

Fees : \$8 (Students/Alumni/Members)
\$14 (Public)



Bubble Soccer Fun!

Date: 12 November 2016
Time: 10am – 12pm

Fancy a game of soccer while dressed in bubble suits? Have a ball of a time with Bubble Soccer which will give you tons of hilarious moments as you score goals whilst bumping against your opponents and team mates.

Venue: The Cage @ Kallang

Fees : \$12 (Students/Alumni/Members)
\$15 (Public)



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- Offer is subject to 10% service charge and prevailing 7% GST
- Promotion valid till 15 December 2016
- Benefit is only available to ALL MDIS corporate member and staff (1 employee is able to bring up to 2 additional guests each time)
- MDIS students/corporate member/Alumni and staff have to present their membership card/employee ID/Business card and to sign on their bill
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- Applicable for one time redemption only

IN APPRECIATION

Did a staff member make your day? Tell us about it and make their day! Simply complete and submit the 'Thank You' card that can be found all around the campus (particularly around Student Services). Thank you.



**Dear Jessica Tan of
Student Care and Administration,**

“You’re very kind. I got my results; it was a very good six months of my life. I’ll definitely come again to MDIS Singapore next year.”

Elmurodov Tulkin
*Professional Certificate in Business
Management, MDIS*

Dear Frankie of Resource Hub,

“Thank you for helping me on the matter related to the library books. You have taught me the value of punctuality and responsibility. These are two very important values that all students should know.”

Joey Pong
GCE O Levels, MDIS College

**Dear Zo’an Wong of
Postgraduate Student Services,**

“Thank you for always being there. We were away from our families, but you treated us as family and made us at home. Thank you for everything!”

Prashant Chourasia
*Master of Business Administration in
International Marketing, Bangor University*

“It has been a pleasure to learn at MDIS. Thank you for your effort in assisting me to settle in and address any enquiries I had.”

Bobby Yuwing
*Master of Business Administration in
Banking & Finance, Bangor University*

Dear Dr Alby of MDIS Business School,

“You are an amazing teacher and highly motivating. You explain things clearly till we understand the concept.”

A group of five students
Master in International Business, Grenoble Graduate School of Business

**“WHATEVER THE MIND OF MAN CAN CONCEIVE AND
BELIEVE, IT CAN ACHIEVE.”**

-NAPOLEON HILL

ARE YOU A COFFEE BUFF?

The aroma of a freshly brewed cup of coffee brings immense pleasure to millions of people around the world. Did you know that coffee is 'the world's second most valuable traded commodity, behind petroleum'¹? We asked **Carol Pillai, Head of MDIS School of Tourism and Hospitality** to help us create a quiz to separate the caffeine cravers from coffee connoisseurs. Try the quiz, you might emerge more of a connoisseur than you thought you were!



1) What colour is the coffee berry before it's a bean?

- a) Blue
- b) Red
- c) Pink

2) Legend has it that coffee was discovered in Ethiopia when an animal herder found that his animals became extra energetic after consuming the berries. Which animal is credited with bringing coffee to the attention of humans?

- a) Monkey
- b) Elephant
- c) Goat

3) How many small producers rely on coffee for a living?

- a) 5,000
- b) 5million
- c) Over 20million

4) Coffee was the first food to be...

- a) Freeze-dried
- b) Roasted and ground for drinking
- c) Microwaved

5) What is the act of compressing coffee grounds prior to extraction? (this action is essential to making an excellent espresso)

- a) Tampering
- b) Tamping
- c) Tempo

6) What is a 'double shot floated on hot water'?

- a) A long black
- b) Cappuccino
- c) Café

7) What is 'a scoop of vanilla ice cream with a single shot poured on top'?

- a) Floatte
- b) Affogato
- c) Cino

8) What is 'an espresso made with 4 shots of coffee'?

- a) Deck
- b) 4Shot
- c) Quad

9) What is the ideal temperature for milk in a perfect cup of Cafe Latte or Cappuccino?

- a) 50 to 55 Degree Celsius
- b) 55 to 60 Degree Celsius
- c) 60 to 65 Degree Celsius

10) Which MDIS School of Tourism & Hospitality course provides participants with barista training?

- a) Diploma
- b) Advanced Diploma
- c) Degree

¹ www.globalexchange.org/fairtrade/coffee/faq

Joseph Kalaiyandar
Managing Director
(Class of 1993 & 2012)

April Zara Chua
Entrepreneur
(Class of 2008)

Turgumbayev Adel
Student (2016)

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