

HORIZONS

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INSPIRING DISCOVERY
and staying relevant through
LIFELONG LEARNING



Highlights

MDIS-Vels University, India

New Bachelor programmes from University of Sunderland, UK launched.

8

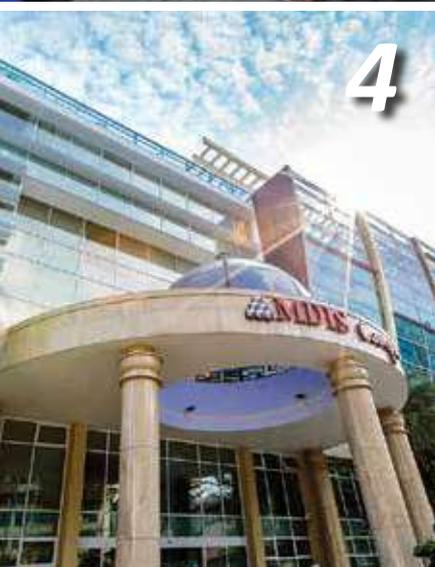
Switching jobs: a question of loyalty?

How to answer questions around your job history and what you should consider before accepting a job offer.

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MDIS
Management Development
Institute of Singapore



CONTENT

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MDIS Coat of Arms

Achieved
95.8%
Overall Student
Satisfaction

MDIS Customer Satisfaction Survey results
September 2016

78%
Graduates[#]
employed
within 6 months
after graduation



(#MDIS Graduate Surveys conducted during MDIS Graduation Ceremonies 2013 - 2015)

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REFLECTIONS

MDIS STAYS RELEVANT AND CONNECTED TO THE NEEDS OF A GLOBAL ECONOMY

Dr R. Theyvendran, MDIS Secretary-General, met Singapore's Prime Minister (PM), Mr Lee Hsien Loong, in New Delhi during his working visit to India in October. Aimed to sustain co-operation between Singapore and India on several fronts, including the area of skills development¹, PM Lee's visit included an interactive session with Singapore businesses in India, which Dr Theyvendran attended. For MDIS, growing our footprint regionally and cementing ties with international partners is important; demand for courses at MDIS Tashkent are at an all-time high, and our presence in the region will strengthen further with the opening of MDIS Malaysia's Iskandar campus in 2017.

India's plans to train over 400 million people by 2022 under its 'Skill India' initiative have not gone unnoticed. PM Lee mentioned during his visit to India that, "Singapore is happy to support India's efforts to transform its economy, and to give India's youth the skills they need."²

Sources:

¹ Channel News Asia

² The Straits Times

MDIS too has heeded this call, with MDIS and Vels University, India having recently launched three new internationally accredited Bachelor programmes from the University of Sunderland, UK.

Such international partnerships allow MDIS to provide a holistic education that arms students with international exposure through exchange/immersion programmes and soft skills honed through intercultural experiences. These skills are in-demand and will prepare graduates for a globally connected economy. A central focus for MDIS remains the employability of our graduates, and the feature article in this issue of Horizons tells you more.

MDIS is making strides regionally in order to stay connected and relevant, and we aim to expand our footprint and programme offering even further.

Roland Ng

Chief Operating Officer



NURTURING GRADUATES FOR THE FUTURE

MDIS has grown with the nation in supporting the educational landscape of Singapore and in providing talents for the workforce.

For over 60 years, the Management Development Institute of Singapore (MDIS) has, through its well-accredited programmes, provided opportunities for thousands of individuals to realise their potential through their studies. Its exemplary education standards are well-recognised as in 2010, it was awarded the EduTrust Certification, which was renewed for another four years in 2014.

MDIS' partnerships with globally recognised universities in France, the United Kingdom, Australia

and the United States of America, have produced many successful graduates who are in-demand. MDIS graduate surveys from 2013 - 2015 have shown that an average 78% of our graduates find employment within 6 months of graduation.

A wide variety of courses and numerous choices are available to individuals to pursue an academic qualification in Business and Management, Engineering, Fashion Design, Health and Life Sciences, Information Technology, Mass Communications,



Psychology and Travel, Tourism and Hospitality Management.

Recognising the importance of preparing students to be work and industry ready, MDIS provides a holistic learning experience coupled with industry experience, internships, skill-sets and values that are transferrable to the workplace.

We share stories of our students who have prepared themselves for the future economy:

Gearing up for a fast-emerging industry

With an eye on the future, Mr Michael Tang is studying to be a cyber security specialist

Now working as a pre-sales engineer for a leading electronics company, Mr Michael Tang is in the thick of the latest technology breakthroughs.

However, he has set his sights on a career in the fast-emerging cyber security industry. He is pursuing a Bachelor of Science (Honours) degree in Computer Security awarded by Northumbria University, UK, offered part-time at MDIS. This course is aligned with the CISCO Certified Network Association (CCNA) industrial qualification.

Option to upgrade

He says, "Upon completion of this degree course, I have the option to upgrade by obtaining other CISCO career Certification such as CCNA Routing and Switching, which will enhance my employability and marketability. MDIS is equipping me with the knowledge and practical skills to allow me to switch to the fast-emerging field of cyber security."

Mr Tang added that the course offers interesting modules. In Network Technology 2, he got to work directly with industry standard networking hardware and software. The Ethical Hacking for Network Security module looked into current networking hacking techniques, as well as security implications that need to be addressed to prevent attacks by cyber criminals.

Like most people pursuing adult education, Mr Tang has to plan his schedule carefully. As 90 per cent of the course is assignment-based, he adds, "It really helps working adults like me who do not have the luxury of time."

Making it Work

MDIS student Ms Tan Lisha shares how earning her degree helped to further her marketing career

Even before bagging the Bachelor of Arts (Honours) Business and Marketing (Top-up) degree, awarded

by the University of Sunderland, UK, Ms Tan felt the positive impact of the degree course.

Ms Tan, who holds a diploma in Hospitality and Tourism Business from Temasek Polytechnic, chose a degree programme that would deepen her knowledge in marketing and business management as they were her areas of interest and would help advance her career. She said, "As I already had a foundation and relevant qualification through my diploma, I only needed to complete one year of study to achieve a full qualification and graduate with a Bachelor of Arts (Honours)."

Ms Tan shared that studying part-time at MDIS while holding down a job was beneficial, as she could apply the business management and marketing skills she learnt directly to her job.

She told us, "The lecturers had a wealth of industry experience. They shared case studies and personal career stories as well as advised us on how to succeed in the working world."

Furthermore, she said, "MDIS has a long tradition in education, having been established since 1956. Its history and establishment were important criteria in my selection."

As Singapore's oldest not-for-profit professional institute for lifelong learning, MDIS provides individuals the opportunity to take charge of their learning and careers through lifelong learning and reskilling their skill-sets in adapting to new demands of the future economy.

**An average of
78%
of MDIS graduates[#]
were employed
within 6 months
after graduation**

(# MDIS Graduate Surveys conducted during MDIS Graduation Ceremonies 2013-2015)

MDIS-Oklahoma City University Graduation Ceremony 2016
8 October 2016
Stamford Ballroom, Raffles City Convention Centre

A JOYOUS CELEBRATION

Guest-of-honour, Dr Chia Shi-Lu, urges graduates to be mindful of opportunities.



19th cohort of MDIS-OCU Graduates

Applause and cheers filled the ballroom as 60 graduates and 100 guests celebrated the 19th MDIS-Oklahoma City University Graduation graced by guest-of-honour Dr Chia Shi-Lu, Member of Parliament for Tanjong Pagar GRC.

Dr Chia in his address urged the cohort to remain ever-ready to exploit opportunities that appear at the workplace. He further added that those opportunities are for individuals to enhance creativity, acquire new skills and expand their professional networks. He closed with the quote “life is not a destination but a journey.”

Dr Eric Kuan, MDIS President, said in his speech: “a quality education will nurture the people’s talent and creativity, and contribute to the nation’s potential for achievement, making it a source of national competitive advantage”. He added that this in turn will add to the value chain, creating career growth and sustaining employment opportunities.

Mr Benedict Lim Fang Jun, Gold winner of the outstanding academic achievement award said, “We must remember that, no matter how much life pushes us back, we must remind ourselves to move forward.” He quoted Martin Luther King Jr. who said: “If you can’t fly then run, if you can’t run then walk,

if you can’t walk then crawl, but whatever you do, you have to keep moving forward.”

Congratulations to all graduates!

Outstanding Academic Achievement Awards

Bachelor of Arts (in Liberal Studies with Concentration in Mass Communications)
Award sponsored by TCC Credit Co-operative Limited

- Gold Award: Benedict Lim Fang Jun

Bachelor of Science (in Behavioural Studies with concentration in Psychology)
Award sponsored by TCC Credit Co-operative Limited

- Gold Award: Nyam Kee Jong

“MANY OPPORTUNITIES WILL PRESENT THEMSELVES TO YOU IN THE WORKPLACE; OPPORTUNITIES TO ENHANCE YOUR CREATIVITY, ACQUIRE NEW SKILLS AND EXPAND YOUR PROFESSIONAL NETWORK.”

-DR CHIA SHI-LU, MEMBER OF PARLIAMENT FOR TANJONG PAGAR GRC

MDIS TOASTMASTERS CLUB WINS 'SELECT DISTINGUISHED CLUB AWARD'

Toastmasters experience helps students gain greater self-confidence and personal growth, empowering them to become global communicators and leaders.

The MDIS Toastmasters Club has been awarded 'Select Distinguished Club' for 2015-2016, with four of its members achieving the 'Competent Communicator Award' and one, the 'Advanced Communicator Bronze Award'.

First set up in 2010, the Club now has about 100 members who come from different faculties and countries including China, India, Indonesia, Malaysia, Vietnam and others. The diversity of cultures and backgrounds allows for the exchange of varied knowledge and creative ideas, and helps members gain different perspectives.

Executive Committee member, Ms Elly Octavia who first attended a club meeting out of curiosity but was so enthralled that she soon joined the club, shared, "My Toastmasters experience has certainly augmented my education at MDIS. The experience I have gained as an executive committee member has helped develop and enhance my skills in decision-making, leadership and organisation."

Members are presented with various opportunities to learn from one another, within the MDIS Toastmasters Club as well as other clubs. Presentations and

contests such as International Speech, Table Topic, and Humorous Speech, allow members to hone their communication, presentation and leadership skills as they learn to formulate speeches, express themselves confidently and sell ideas with conviction and poise.

Ms Octavia's personal interest in and presentations on the human psyche have won her 'Best Prepared Speech Speaker' twice and 'Best Table Topic' during club meetings.

Ms Debbie He, a club member since 2014, has won several accolades, including being crowned champion for this year's International Speech contest at the club level. She shares, "My Toastmasters experience has been very fulfilling; it has enriched my life, broadened my horizons, expanded my network and helped me develop leadership skills."

Another member, Ms Hong Ley Came shared, "I used to be afraid to speak up, and had no confidence in myself. Joining the MDIS Toastmasters Club has given me the confidence to make myself heard and helped improve my self-image."

Today, there are more than 19,500 Toastmasters Clubs worldwide, with more than 345,000 members.



Members of the MDIS Toastmasters Club

MDIS-VELS INDIA ANNOUNCES NEW INDUSTRY-RELEVANT PROGRAMMES

Accredited courses by MDIS-Vels India provide students with global exposure and the opportunity to intern in the United States.



MDIS and Vels University, India have introduced three new internationally accredited Bachelor programmes from globally recognised University of Sunderland, UK. Students can now choose from a wider range of programmes offered at Vels University, including the new (top up) courses in International Tourism and Hospitality Management, Business and Marketing, and Accounting and Financial Management.

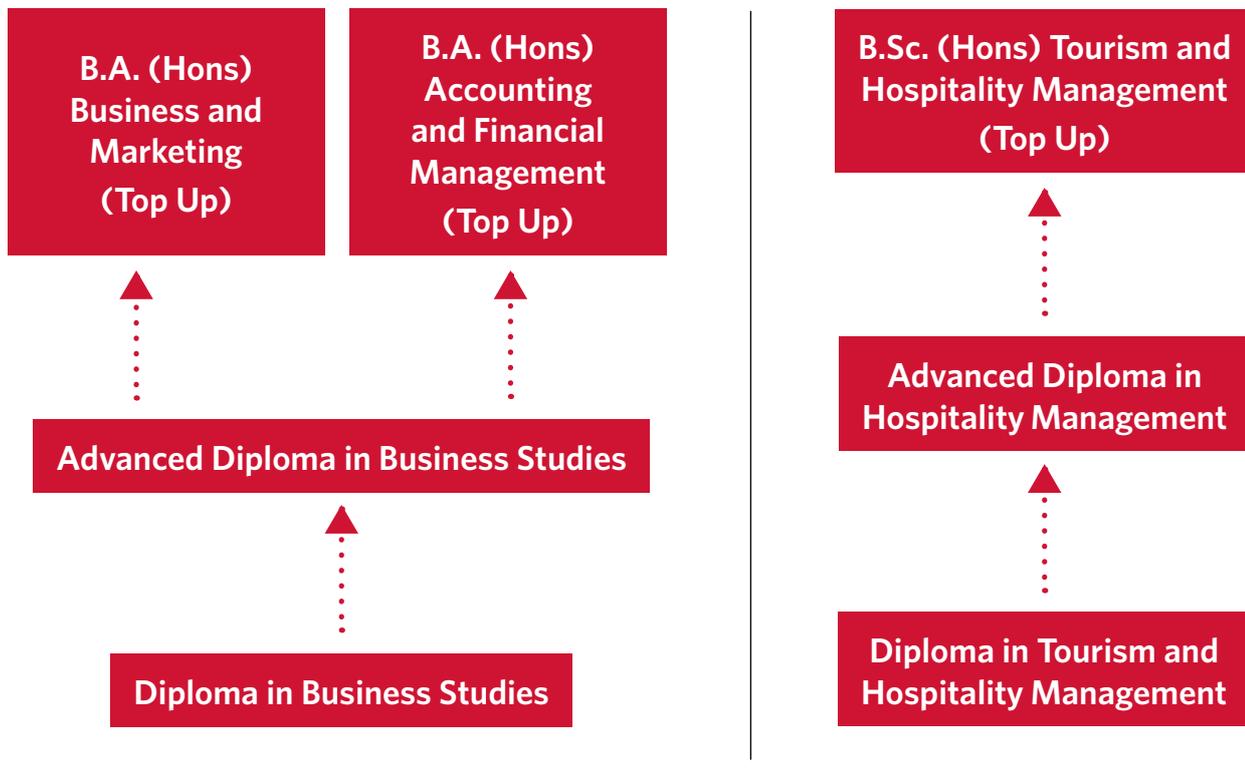
“MDIS has been offering quality programmes in partnership with global universities for 60 years. We remain on the pulse of the industry with programmes that meet tomorrow’s business needs,” shared Dr R Theyvendran, Secretary-General of MDIS. “The industry-relevant courses that MDIS-Vels offers

equip students with skills and competencies that are in-demand by industries now. These will enhance students’ career prospects upon graduation and accelerate their career progression.”

Students will reap the benefits of seminar and training programmes instructed by an international faculty from MDIS Singapore. They will also get to study part of their programme in Singapore, on campus with an international cohort of peers. Those who top their course have the added advantage of qualifying for a 6-month internship in Wall Street, New York City, USA. Additionally, successful graduates from the three courses will receive 100% job placements with multinational companies in India.

For more information, visit www.mdisvels.com.

MDIS-Vels courses include:



MDIS: SINGAPORE BUSINESSES PLAY A ROLE IN STRENGTHENING SINGAPORE-INDIA TIES

MDIS Secretary-General, Dr R. Theyvendran, met Prime Minister Lee Hsien Loong during his visit to India this October.

Dr Theyvendran was part of a delegation organised by the Singapore Business federation, together with SICCI, BCA and IE Singapore, which was in New Delhi to meet with India businesses and Singapore businesses based in New Delhi. The delegation met with Prime Minister

Lee, and attended a dinner which was graced by him. Prior to this event, PM Lee met his Indian counterpart, PM Narendra Modi, privately; the visit was aimed at maintaining co-operation between Singapore and India.



Dr R. Theyvendran (5th from left) pictured with PM Lee

THE FASCINATING HUMAN MIND

MDIS offers a range of psychology programmes from Certificate to Bachelor level. These programmes include the Foundation Certificate in Psychology, Diploma in Psychology, Advanced Diploma in Psychology and Bachelor of Science in Psychology. Our degree programme is offered in collaboration with Oklahoma City University, USA. MDIS' Psychology lecturers are well qualified practitioners and industry experts.

In addition, students pursuing Psychology at MDIS have access to a suite of facilities and resources that include the following:

1) Counselling Room

The Counselling room is connected by video camera to the adjacent room via a one-way mirror. Students will get to practise and observe what it is like to be in a counselling session.

2) Psychology Laboratory

The psychology laboratory is equipped with computers and Statistical Package for the Social Sciences (SPSS) software for students to conduct research and work on analytical projects. Utilisation of these facilities gives students the practical knowledge they need to succeed in the profession.

3) Project Rooms & Lecture Theatres

The school provides a conducive environment for students doing their final project, with project rooms available to students for discussions and brainstorming sessions.

4) Sessions at the lecture theatres to facilitate experiential learning

Students are given hands-on practice that can help them develop critical thinking, leadership, and problem-solving and interpersonal relationship skills.

Interested in exploring the human mind?

Enquire about our next intakes.

"MDIS NIGHT CLASSES ALLOWED ME TO ATTEND CLASS AFTER WORK. THE OKLAHOMA CITY UNIVERSITY CURRICULUM WAS COMPREHENSIVE YET FLEXIBLE FOR WORKING PROFESSIONALS. WITH THE GUIDANCE AND SUPPORT OF MY LECTURERS AND CLASSMATES, I SUCCEEDED IN MY JOURNEY TO OBTAIN A DEGREE."

-NYAM KEE JONG,
BACHELOR OF SCIENCE IN BEHAVIOURAL STUDIES
WITH CONCENTRATION IN PSYCHOLOGY (2016)

The School of Psychology actively contributes to the community. One of its most notable projects is its Volunteerism and Practicum project with Fei Yue FSC through which students conduct research on the needs of the community and work with beneficiaries; assisting children with their emotional needs through its 'Inside Out' project.



Students with Fei Yue FSC staff during a training session



Counselling Room



Psychology Laboratory

A CASE FOR MENTAL HEALTH

School of Psychology lecturer, Christopher B. Jabines (MA Counselling Psychology, MSc Clinical Psychology), gives us a peek into the study of mental health.

It was not until the late 19th century that the concept of mental illness was revolutionised. Up until then, a factor that contributed to the public's lack of priority for mental well-being was the stigma attached to mental illness, with illnesses or conditions that had no obvious physical cause attributed to demonic possession.

This was until Sigmund Freud, Carl Jung, John Watson, Albert Bandura and many known neurologists and psychotherapists, provided an empirical definition of mental disorders through extensive experiments and scientific research. They identified the root cause of many mental illnesses and suggested different interventions to identify and resolve the underlying conflicts that trigger the manifestations of maladaptive behaviours. However, incorporating science into justifying the relevance of mental health enjoyed marginal success in terms of changing the negative perception of people. Today, seeking professional help from psychiatrists and/or psychologists is still not an immediate option for many.

Causes of Mental Illness

Many studies have established a connection between society, culture and the learning of adaptive and maladaptive behaviours. Despite gaps in achieving clear-cut explanations on the primary causes of mental illnesses, many mental health professionals share a common belief in the principle root cause of mental disorders: a complex interplay of biological influences, genetics, psychological and social factors.

1. Biological influences – Psychological symptoms such as depression, anxiety, or stress reactions can be caused by chemical imbalances (i.e., imbalances in neurotransmitters and hormones) in the brain (Nemeroff, 1998).

2. Genetics – Family members of mental patients are more susceptible to inheriting the same disorder.

3. Psychological and social factors – Traumatic life events can have a huge impact in the development of mental illness. Living with a reduced income, in an unsafe neighbourhood, or taking care of a loved one may cause stress that may lead to depression, especially if a person has negative adaptation to stress (Jensen, 2009). Other social events such as war, torture and social conflict can cause recurring memories associated with stress.

Ways to Achieve Mental Wellness

While not many welcome the idea of seeking professional help for mental health, mental wellness can be achieved by making adjustments to one's lifestyle. They include:

1. Involvement in physical activities – This can increase blood flow to the brain and indirectly 'burn off' harmful stress hormones; and boost the supply of mood-enhancing neurotransmitters, like norepinephrines (Hegberg, 2015).

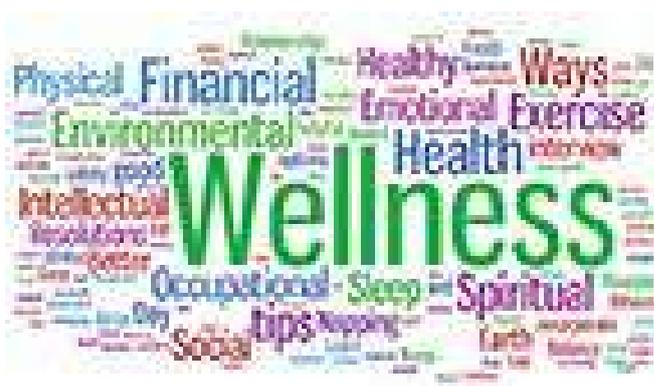
2. Adequate nutrition – Nutrition provides the brain with enough fuel to repair damage caused by stress-induced hormones called glucocorticoids (Thibodeau & Patton, 1999).

3. Stress Management – Studies reveal long exposure to stress can lead to serious physical and mental health problems (Schneiderman, Ironson, & Siegel, 2005). The ability to overcome stress acts as a defense mechanism against the debilitating effects of stress.

4. Maintain a positive outlook in life – This means having a realistic and accepting attitude towards oneself and the world we live in. Inviting positive thoughts can provide strong motivations to do things which are productive not just for ourselves but also for our community (Chen, 2012).

5. Strengthen one's spirituality and faith – According to the research findings of Joshi, Kumari and Jain (2008), in their study about religious belief and psychological well-being, people with strong personal faith are less likely to suffer from depression and have a greater sense of well-being.

6. Establish a strong social support system – This is an effective technique in reducing loneliness (Sippel, Pietrzak, Charney, Mayes & Southwick, 2015). Social support can include companionship provided by pets, participation in church and religious devotions as well as in volunteer activities.



LEARNING THROUGH PRACTICE

MDIS School of Media and Communications' hands-on approach produces award-winners.



MDIS team win 3rd prize at the Supertuber competition

"I wanted to win, but I never really expected that we would actually be winning. And all the effort maximising our school facilities was worth it."

SYED SHIDIQ ALKAFF,
STUDENT (2016)

The MDIS School of Media and Communications (SMC), with its full-facility studios, nurtures creative mass communications talent. The students have done well in recent national competitions.

Its programmes are industry focused, relevant and of high quality. For practical training, MDIS has its very own fully-equipped, industry-standard Television and Radio studios as well as Audio and Video editing suites.

As the pioneer of mass communications programmes in Singapore, the school is the first institution to offer mass communications programmes from an American university - Oklahoma City University (OCU).

Through its programmes, the school aims to:

- Provide educational opportunities in the fields of print media, radio and television, new media, public relations and advertising.
- Allow students to build upon theoretical foundations with practical experience in his or her field of study.

- Stimulate awareness in each student of the rights and ethical responsibilities of those working in the media.

Here, students have the opportunity to practise what they learn within their academic curriculum. They are trained to master essential skills such as handling radio and television equipment, producing content, directing, script writing and video or audio editing.

Students can also join the Media Club which was formed to further enhance students' practical skills. Students can apply their technical skills and participate in activities relevant to the media industry. These are platforms for students to explore their creativity and embrace the latest trends in new media. The club grooms radio DJs who produce their very own lunch time radio show on campus every Monday, Wednesday and Friday. Budding writers are given opportunities to write for school magazines too.

The school's 'Waddup' online YouTube news programme is created by students that not only links-up the various faculties in MDIS, but also features interesting school's activities. The videos can be viewed at the Media club's "AEEChannel Raw" YouTube channel.

A part-time programme from the University of Sunderland (UK) is also available for working adults who are interested to learn more about media, culture and communication.

If you've always wanted to know more about mass communications and be amongst those who have benefitted and graduated from the programme since its inception, do enquire about our next intakes.

- 1. Diploma in Mass Communications**
– 28th November 2016, (awarded by MDIS and validated by Oklahoma City University, USA)
- 2. Advanced Diploma in Mass Communications**
– 5th December 2016, (awarded by MDIS and validated by Oklahoma City University, USA)
- 3. Bachelor of Arts (in Liberal Studies with concentration in Mass Communications)**
– 8th December 2016, (awarded by Oklahoma City University, USA)

For more information about the school and its activities, please visit:
<https://www.facebook.com/mdis.smc/>
<https://www.youtube.com/user/AEEChannelRaw>

MDIS School of Mass Communications (SMC) students win Best Film award

For the first time in four years, students from SMC have won the Best Film award at the 48 Hour Film Horror Project Singapore 2016. Three teams of talented students took part in this contest, with all three teams clinching nominations in many categories, winning the awards for Best Editing, Best Use of Line and Audience Choice, and a Special Mention for Make-Up & Special FX. The Grand Prize of Best Film was awarded to our team's winning short film, "The Curse of Pantianak". The team will represent Singapore in the 48 Hour Project's annual awards festival, Filmapalooza 2017, in Seattle, Washington (USA) where teams from 130 cities worldwide will compete.



Studio facilities and equipment

Placings at recent competitions include:

48 Hour Film Horror Project Singapore 2016	Best Film
Music Video Competition <i>Organised by Zao Bao/Singapore Press Holdings</i>	2nd Prize
Supertuber <i>Organised by Jamiyah</i>	3rd Prize
Singapore Heritage Film <i>Organised by the Singapore Film Society</i>	Top 8
Voices of Courts <i>Organised by the Community Justice Centre, Ministry of Law</i>	Top 4

"Being able to get hands-on experience in the things we have learnt is great preparation for the real world. If it had been all theory, then, at the end of the day, the only thing you have to show for is a degree. But here (at MDIS), I feel like I've accomplished much more than that."
 DIVYHA PRIDHNANI,
 STUDENT, BACHELOR OF ARTS, OKLAHOMA CITY UNIVERSITY, (2012)



MDIS teams took home a slew of awards at the 48 Hour Film Horror Project Singapore 2016

ENGINEERING THE FUTURE

The MDIS School of Engineering has well-equipped laboratories and workshop to arm students with practical experience for work-readiness upon their graduation.



Full-facility laboratories and a workshop at the MDIS School of Engineering offer an ideal opportunity for students to learn and assimilate by means of actual observations of the principles learnt in their programme. Students get familiarised with modern measuring equipment and have a platform with which they can use to prepare themselves for real-world application through hands-on experience; this helps them improve their analytical and scientific report writing skills.

Equipment in the laboratories that support the students' learning experience include industrial grade machines, i.e. Computer Numerical Control (CNC) machine, Volkswagen Polo car engine, Hydraulic benches, Furnace, digital oscilloscopes, 3D printers and more. Lecturers at MDIS are well qualified and come from diverse backgrounds, from industry experts to academicians.

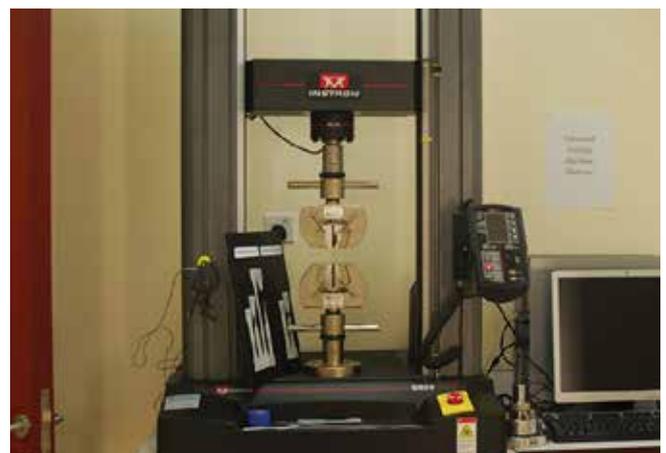
A tour of the MDIS School of Engineering's facilities should be at the top of the list of anyone interested in exploring the fascinating world of engineering.

A range of engineering programmes, from Diploma to Master degrees, is available. Programmes offered are: Diploma in Engineering, Bachelor of Engineering (Hons) Mechanical Engineering, Bachelor of Engineering (Hons) Electrical and Electronic Engineering, Bachelor of Engineering (Hons) Electronic Design Engineering, Bachelor of Engineering (Hons) Mechanical Design Engineering, Master of Science in Engineering Management and Master of Science in Project Management. All Degree and Master programmes are offered in collaboration with the University of Northumbria, UK which is ranked 59th in The Complete University Guide 2017.

There are also opportunities for students to test their know-how. MDIS School of Engineering student, Mr Pham Dang Huy, teamed up with students from MDIS Business School to participate in the Youth Entrepreneurship Competition (YEC). Using the laboratories and facilities available at the school, the team managed to get to the finals of the competition. The competition furnished students with a diverse learning experience; it not only allowed them to apply the engineering and design concepts that they had learnt, but also honed their project management and entrepreneurship skills.

"GETTING A DEGREE FROM MDIS WILL BE A DECISION THAT I WILL NEVER REGRET. I WAS FORMERLY A TECHNICAL EXECUTIVE AND TAKING THE COURSE IN ELECTRONIC DESIGN ENGINEERING ALLOWED ME TO DO MY JOB BETTER AND TO FURTHER UNDERSTAND HOW MEDICAL SYSTEMS WORK."

- KEN GOH
BACHELOR OF ENGINEERING (HONOURS)
ELECTRONIC DESIGN ENGINEERING



Inston Universal Testing Machine



Mazak CNC Quick Turning Machine

For more information about the school and its activities, please visit:
www.mdis.edu.sg/schools/school-of-engineering

MDIS BUSINESS SCHOOL: CULTIVATING GRADUATES WITH REAL-WORLD SKILLS

The MDIS Business School (MBS) offers an industry-relevant and multi-disciplinary approach to education, preparing students for career commencement and advancement in 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, and the United Kingdom: Grenoble Graduate School of Business (France), Bangor University (UK), and the University of Sunderland (UK). The university partners – with reputable rankings – are carefully chosen to provide students with rigorous and thorough knowledge of the field of discipline.

The key academic programmes offered in MBS include business, accounting, banking and finance, marketing, and international business, with upcoming intakes for Diploma and Degree programmes available in November and December 2016.

At the forefront of business and management education, MBS is staffed with a pool of highly-qualified lecturers and experienced professionals, publishes research articles and works with renowned partners to further enhance the learning experience of students.

The School encourages students to participate in competitions to put their skills to the test and make learning fun and enriching. Such ventures awaken the entrepreneurial spirit in students, spur them to become self-reliant and advocate a sense of responsibility to society. Competitions also hone their leadership skills and enhance the student life experience in MDIS. To provide students with that extra edge in an increasingly competitive economy,

and to help them obtain a better grasp of the industry, the School organises seminars, industrial talks and visits and networking opportunities which are also available to alumni. The MDIS Business Club also organises student-led events and workshops for business students.

“My experiences at MDIS provided me with hands-on training that was second to none. I also valued the case-based approach because it required me to have a critical mindset when learning, enhancing my problem-solving skills. I honed my interpersonal skills during the programme, and that was essential for my first job as News Reporter at Metro TV – Media Television, Indonesia.

My involvement in MDIS club activities was infinitely useful, it provided me with practical experience and skills that will be transferable to any profession I choose. Planning large events on campus e.g. the MDIS Financial Cash Flow Competition taught me many things including leadership, teamwork, events organisation and flexibility. There's no better way to experience what work will be like than being active in club activities. As a fresh graduate, it added value to my curriculum vitae and made me stand out from other job candidates. In addition, the ex-chairman of the MDIS Business Club Subcommittee played an important part in helping me secure my current job as a News Reporter.”

CECILIA SATRYO

News Reporter at Media Television Indonesia

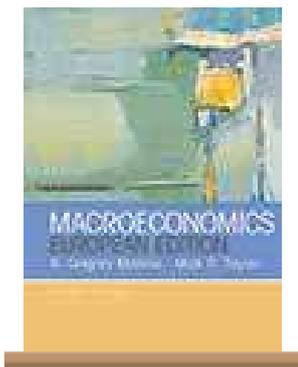
Bachelor of Science in International Business and Management studies from University of Bradford (2015)



BROWSE

MDIS BUSINESS SCHOOL RECOMMENDS

Are you intimidated or intrigued by Economics? Harjinder S. Kairon, Lecturer at the MDIS Business School recommends these course books, from an easy-to-read introduction to Macroeconomics (rich with real-life references), to a detailed practice manual for the advanced learner fascinated by the application of econometric formulas.

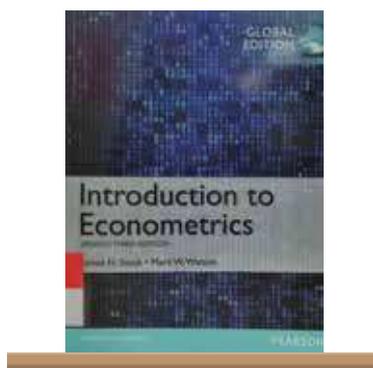


Title: Macroeconomics
Author: Mankiw, N.G. and Taylor, M.P
 (2014, European 2nd edition, Worth Publishers)

“Economics” is a subject that normally sends learners crouching behind safe quarters, as it is known to be a ‘killer’ subject for those who are facing it for the very first time. Contrary to that notion, economics is not as difficult as one might envisage. Macroeconomics is a discipline in economics that looks at the workings of the economy as a whole and deals with unemployment, inflation, income cycles, and government policies intertwined with monetary and fiscal policies.

The above might sound daunting initially. This particular book, however, does justice in making the learning journey a smooth and pleasurable experience. The book is rich in examples that demonstrate theories and concepts very clearly. It also provides real life scenarios that depict actual economic workings and builds on the gradual accumulation of economic knowledge needed for the learner to progress forward to later chapters in the book.

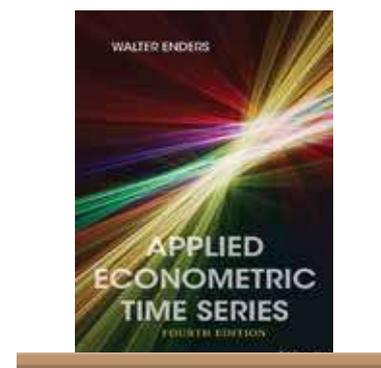
The book also directs learners to other resources both online as well as other external sources of information that complement the learning objectives set out in the text book.



Title: Introduction to Econometrics
Author: F. Scott Fitzgerald
 (2014, European 2nd edition, Worth Publishers)
 Resource Hub: 330.015195 STO

Econometrics represents a blend of economics, statistics and mathematics. In fact, learners who have done economics prior to econometrics would have noticed many models being employed in texts that focus on graphs and relationships between variables. Econometrics takes a closer look at these relationships using a mathematical and statistical approach.

This text provides a brief yet concise approach to the study of econometrics. As the name suggests, it is suitable for those studying Econometrics at an introductory level. Clear and simple worked examples are used, followed by practice questions for added effectiveness for the learner to test his/her knowledge.



Title: Applied Econometric Time Series
Author: Enders, W.
 (2010, Wiley)

A very detailed text for those who have had prior experience in teaching econometrics - “teaching” because this book assumes prior knowledge in mathematics, statistics and economics. The text can be used to complement main texts like Stock J.H., and Watson M.W’s “Introduction to Econometrics (2013), 3rd Edition Pearson.”

This book is ideal for learners who have advanced knowledge of mathematics and statistics, as they will get to work around formulas and appreciate their application. The book also has a rich resource of practice questions. In short, this is a very good practice manual.

MDIS Virtual Career Fair 2016
5 – 9 September 2016
MDIS Campus, Singapore

PREPARING STUDENTS TO BE WORK AND INDUSTRY READY

Attended by about 1000 candidates, MDIS' second Virtual Career Fair (VCF) was a fruitful exchange between participating employers and job seekers.



Panel discussion of industry speakers on the media and digital marketing

The virtual career fair once again proved to be a great success for participating enterprises and students alike. Themed **“Be Prepared and Shape Your Own Future”**, the five-day event organised by the MDIS Career Assistance was targeted at linking students and alumni to potential employers and in preparing them to be work ready for the future.

Aimed at providing career opportunities via a virtual platform, some 25 companies participated in the fair. Staff were at hand to introduce their company and industry, and share information on their company's brand, job opportunities and career progression paths.

Beneficial workshops and talks

Career development workshops were also conducted for candidates to receive insights from industry experts. Speakers provided valuable tips on job hunting, writing a good resume, how to stand out before employers as a fresh graduate with no prior work experience, and the importance of soft skills with regards to interpersonal relations. They also shared the challenges they faced and provided testimonials on how they managed to climb the career ladder. Participants found the information and talks beneficial for their future job search.

Participating companies

Notable enterprises that participated in the Institute's virtual career fair included world-class hotel The St Regis, Jurong Engineering Limited and the Ministry of Food.

Ms Sheeny Chua, recruitment executive from Emerson Consulting commented that the virtual career fair was an excellent platform to market their company collaterals / information via the interactive digital portal. She added that it was a refreshing approach in comparison to typical career fairs.

Mr Steve Cheng, Financial Services Director from Pinnacle Financial Services (Great Eastern Financial Advisers Private Limited), said that the virtual platform was a user-friendly portal.

Ms Lydia from AIA, shared that having a virtual fair instead of a physical one freed up the time needed to be stationed at the physical booth. Ms Sheeny from Emerson Consulting also commented that it was the company's first time participating in a VCF and it was interesting as they were even able to upload brochures and posters onto the booth.

Lucky winners

The virtual career fair ended with a lucky draw and winners, Chen Xiao Na and Anam were each presented with a Sony DSC-W830 camera.

Interdisciplinary Workshop: MDIS Business School
20 September 2016
MDIS Campus, Singapore

'INTERNATIONAL TRADING' GAME TEACHES ECONOMIC CONCEPTS

A country's success despite its lack of resources is often determined by how it interacts with other countries to work out a win-win result through exchange. The MDIS Business School (MBS) introduced basic economic concepts to 20 MDIS College students via an interesting trading game.

At the workshop, the School's facilitator, Ms Sherry Foo, posed questions to students to ponder over. An example of such a question was, 'Why do some countries without natural resources prosper whilst those rich with natural resources remain reclusive'? Students were divided into groups with each group representing a country. Each group was given a unique pack of materials to work on. Their task was to use the materials to produce objects with shapes in exact prescribed measurements, and generate as much revenue as possible by selling these 'goods' to the trader (second facilitator, Ms Michelle Lim).

In their enthusiasm to generate as much money as possible, the groups interacted and negotiated with each other to identify 'goods' and obtain the needed materials for manufacture. During the negotiations, students were also exposed to the theory of supply and demand, which impacted their transactions and what 'goods' they ended up with.

At the end of the game, participants walked away with a deeper understanding of the factors / strategies involved in economics which include:

1. Natural Resources / Materials

Natural resources the country is endowed with, which other nations may need and might pay big money for.

2. Technological Development

Methodologies and equipment required to render the product ready for market consumption.

3. Human Resources

The people involved in manufacturing the product and marketing it globally.

4. Negotiation and Trading

The art of negotiating and trading, which ideally should result in a win-win situation for both transacting parties.

5. Quantity vs Price

When the market price increases, the quantity supplied by the country will increase and the quantity demanded by the consumer will decrease.

Overall, the students learnt, through fun and play, poignant lessons on economic dynamics and strategies in international trade.



Members at work manufacturing their product



Negotiations in progress

Interdisciplinary Workshop: MDIS School of Fashion and Design
18 August 2016
MDIS Campus, Singapore

STUDENTS UNLEASH THEIR CREATIVITY IN T-SHIRT DESIGN

MDIS College students were introduced to the world of fashion via a hands-on workshop, creating their very own T-shirt design at the MDIS Fashion Studio.



Hanna Lai, MDIS School of Fashion and Design lecturer, hosted 33 enthusiastic students at an introduction to MDIS' programme offerings at the MDIS School of Fashion and Design. To sweeten the session, Ms Lai took the students through an exciting creative activity – T-shirt modification. The spread of tools provided to students to create their artistic pieces included:

- White MDIS 60th anniversary T-shirts of various sizes
- Fabric chalk
- Multi-coloured Fabric Markers
- Scissors
- Sewing kits
- Small cardboard design prints

One of the students, Ms Yessenzhanova Aruna, was so enthusiastic that she worked on a T-shirt design prior to the commencement of the workshop. The students were given the time to do some research on their favourite designs. Throughout the interactive session, creative inputs were exchanged.

Here are some tips from Ms Lai on retaining the designs permanently:

- Use only permanent fabric ink markers to draw designs on T-Shirts
- Prior to washing the T-Shirt, place a piece of paper on the T-Shirt and iron over it.

The students were very thrilled and excited, and particularly proud of their very own designs / creations. The next time they adorn the T-shirt and someone compliments them on the design, they can proudly say, "I made it."



Adding colours to accentuate intricate designs

Industry Talk: Reebonz Pte Ltd
23 September 2016
MDIS Campus, Singapore

ONLINE BRANDING AND MARKETING TIPS

Branding and marketing are essential to any business. Ms Sharanjit Kaur, Senior Global Marketing Manager of Reebonz Pte Ltd, shared tips with 30 MDIS students on branding and marketing for online businesses.

E-commerce is gradually gaining wider acceptance in the world of business. Founded by a group of entrepreneurs in Singapore, Reebonz took on the challenge of developing an online platform, Reebonz.com, for the purchase and sale of luxury products. Today, it is one of the most established online luxury sales companies in Southeast Asia¹.

Essence of branding

Ms Sharanjit, Senior Global Marketing Manager of Reebonz shared that, for any brand, branding and marketing go hand in hand, and one cannot work without the other. Branding is at the core of the company while marketing is the action through which the brand builds awareness and drives purchase.

The brand purpose underlines what the brand stands for. The Reebonz brand is articulated through several components including its brand purpose, tagline and brand attributes; these components are:

- Brand purpose - Making luxury accessible by giving you more
- Tagline - Your world of luxury
- Attributes - Trust, Easy and Excitement
 - Trust - providing customers assurance (especially important for online platforms)
 - Easy - uncomplicated and easy-to-use online interface

- Excitement – the experience of receiving the Reebonz black box package

Ms Sharanjit also highlighted the importance of building emotional connections with customers. With reference to the latest craze around Pokémon Go, she showed how customers become fixated and how their interest in rival brands will be significantly reduced once an emotional connection is established. She remarked that marketers have to be flexible and tweak their strategies in order to adapt to worldwide trends and keep interest in their products/services alive.

Marketing campaign objectives should include business goals, promote brand attributes, and build customer advocacy. Ms Sharanjit also shared how customers are making use of social media (YouTube) to create content on their own, showcasing themselves and unboxing their purchases. Such content entices viewers to check out the Reebonz website. This exemplifies the perpetual cycle of branding and marketing, and how customer advocacy helps the company develop brand loyalty.

This article was contributed by Rachel Binte Sirup, who is pursuing the Bachelor of Science (Hons) in Accounting and Finance with the University of Bradford.

¹Source: Wikipedia.com



Ms Sharanjit sharing her insights on online branding and marketing

Rock Climbing
17 September 2016
SAFRA Yishun

SCALING TO THE TOP

Rock climbing is thrilling, exciting and certainly not for the faint-hearted. It takes a lot of courage and endurance to pursue this sport.

Regular climbers relish the challenge of discovering new routes to the top, while novices soak up the ecstasy of defeating the wall. This adrenaline-filled sport is more often than not physically demanding; it involves training one's stamina, fortitude, flexibility and strength.

25 MDIS students received their first taste of rock climbing at SAFRA Yishun. After being briefed on safety measures, the students took on the challenge of scaling the wall. They cautiously mapped out their path while maintaining a firm grip on the hand crimps and footholds when ascending the heights. Contrary to popular belief, rock climbing involves more than just the use of the arms as one's body and legs are also used to propel the body upwards.

The students were stretched to their limits in their attempt to reach the top. Completing what seemed like an insurmountable feat gave them a great sense of achievement!



Walk Through Coney Island
27 August 2016
Coney Island

A DAY OUT EXPLORING NATURE



At the gate to Coney Island after the walk

A group of adventurous MDIS Students got to explore the rustic Coney Island - a 133-hectare island located off the northeastern coast of Singapore within the town of Punggol. The students had a great time revelling in nature away from the hustle and bustle of the city, spending the morning exploring the island's rich history and its wide variety of habitats, fauna and flora.

The island's regular visitors are weekenders who enjoy wakeboarding in the island's waters, and Outward Bound School kayakers who drop by for

a rest stop. This scenic park recently underwent a 15-month makeover with its natural character preserved. A quiet haven from the city, the island is a great place for cycling, bird watching, nature walks and photography.

Did you know? Coney Island was previously known as Pulau Serangoon or Serangoon Island, and was once owned by the Haw Par brothers, who are known for their signature Tiger Balm products. Should you look up Google Maps, you might still find it labelled as Serangoon Island.

LEARNING NEVER ENDS

MDIS Alumna Pheona Chua, an advocate of lifelong learning, pursued her bachelor's degree awarded by the University of Sunderland, UK at MDIS after a ten-year hiatus. She shares how her study experience has empowered her to excel at the workplace.



One individual who lives up to MDIS' core value of embracing life-long learning is Pheona Chua, a working mother with two children. With MDIS, Pheona attained a Bachelor of Arts (Hons) Business & Marketing (Top-up), awarded by the University of Sunderland (UK). Today, Pheona is the Senior Vice President of iGROW CorpHEALTH Pte Ltd, where she provides holistic consultancy services to enhance employees' benefits, health and wellness. She shares with us how her education at MDIS has empowered her to excel at her work place.

Why did you choose to pursue your degree at MDIS?

Pheona Chua: MDIS offered a 12-month part-time programme that is largely assignment-based. As a working mother, I found the programme schedule and duration favourable. It provided great flexibility and allowed me to juggle work, family and studies. My lectures at MDIS were usually scheduled from 7pm to 10pm, and they were pretty evenly spaced out. That was perfect for me since it ensured minimal disruption to my lifestyle and work commitments. The assignment-based programme at MDIS was another advantage as it saved me the hassle of having to study long hours for exams.

Any thoughts on the school culture at MDIS?

Pheona: My fellow coursemates come from diverse backgrounds. This provided valuable opportunities for me to interact with people from all walks of life and broaden my network. Furthermore, the campus is well-equipped with various facilities, such as lecture theatres, a resource hub (library), student communal area and computer labs. It is truly a conducive environment for learning.

What learning opportunities did you enjoy at MDIS?

Pheona: I received ample learning opportunities from MDIS' Blackboard Learning Management system. For example, I could stream recorded lectures and access learning resources such as course notes and supplementary readings anywhere and at any time. When I faced challenges in learning, I turned to the online discussion forum which facilitated peer collaboration. Essentially, this platform made it convenient and effective for me to learn. Apart from that, having a group of dedicated lecturers at MDIS who enthusiastically shared their industry experiences also helped me to glean deep insights. When I require clarification on concepts or have

questions about assignments, the lecturers were always approachable through phone and email. Last but not least, the assignment-based assessments provided room for me to think innovatively and creatively.

Tell us about your job scope at iGROW CorpHEALTH Pte Ltd.

Pheona: I lead a team of consultants to provide consultancy services primarily to mid- and large-sized corporate companies. Essentially, we seek to positively impact workplaces and optimise employee engagement through our avant-garde solutions.

Share with us learnings from your programme that have been useful in your workplace.

Pheona: Completing modules such as marketing strategy, consumer psychology and strategic management has definitely allowed me to hone my business and analytical skills – both essential in making good business decisions. Furthermore, the in-depth research skills I have acquired through this programme have helped me excel in identifying new market segments, a crucial step in my company's growth strategy.

Do you have any advice for prospective MDIS students?

Pheona: It is definitely a choice worth considering. I was pleasantly surprised that this programme had allowed me to make a smooth transition back to studying even after a ten-year hiatus. In the pursuit of knowledge, it is never "too late" to learn. Apart from gaining an amazing learning experience, this degree has given me an edge in my career. Having completed the degree with first-class honours as a working mother, I strongly believe that anyone – with sheer determination – can do the same.

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SWITCHING JOBS: A QUESTION OF 'LOYALTY'?

The decision to make a career change involves numerous considerations. Evaluating the career move objectively with a clear set of career goals is important to an individual's career advancement. This article provides insights on what career move makers should consider before taking the plunge.

Given today's dynamic business landscape, "contemplating a career move" is a very important decision that requires serious thought and consideration. Periodical checks of alignment between plans, aspirations and current job prospects must be realistic and weighed against all alternatives that are consistent with one's overall

career goal. While it is often said that the "grass is greener on the other side", making a good decision requires one to have good self-awareness, clarity of mind and an objective outlook.

If you feel stagnated in your company with little room for progress, how do you convey that to prospective employers without sounding disloyal? "Disloyal" is



a subjective term and the measurement bar varies from employer to employer. Unless it is evident that the individual is a serial job-hopper, the best way to minimise this perception is to communicate in an honest, sincere and transparent manner.

In the discussion with the prospective hirer, share your career growth plan, explain why a change is now required and how you can contribute to the business of the prospective employer. A good prospective employer will respect your self-actualisation needs, and appreciate the sharing as it helps in understanding you better. Avoid discussing company politics or complain about the current job. Focusing on the job requirement and what you can offer will keep the discussion objective and away from subjective perceptions.

Aside from the job scope and salary, here are some things you should consider when building your resume or before accepting an offer:

- 1) In your resume, always focus on explaining your professional experience, strengths and achievements. Depending on the job and company that you would like to switch to, adjust your resume to highlight the parts that are most relevant to the job requirements; helping the resume reviewer find what they need to match the job requirements will benefit you in return. While the need to explain the career change is not mandatory, a short blurb supporting your position will reflect your understanding of the prescribed job requirements. This will not only help to enhance the impression the recruiter has of you, but also offers an incentive for the recruiter to promote you to the client.
- 2) Check if the new job or company offers opportunities in accordance to your career and personal growth plan, otherwise you may be looking out for a new job again soon.
- 3) Have a clear understanding of the expectations of the new job, especially those from the prospective supervisor whom he or she will be working closely with. Typical working hours, overseas travel requirements, support function availability, performance evaluation and career development policies are areas which are important to most employees, but tend to be overlooked. Misunderstandings around such details can lead to frustration, loss of motivation, stressful working relationships, and overall disengagement with the job over time.
- 4) I would not recommend you to accept a counter offer by your present employer after you have communicated your intention to leave. Regardless

of the intention, using your resignation to induce a change (promotion, salary adjustment, etc.) is usually not perceived favourably even though it may have been offered. The question will always be why the change has not been offered before the resignation. More importantly, the individual risks being viewed as indecisive, untrustworthy or even unethical.

5) Lateral move versus Vertical move – a popular debate lies in which move leads to better opportunities for growth within the organisation. Vertical moves are often the preferred progression path, with known tangible benefits such as package adjustments. However, it is often accompanied with the expectation of the ability to take on additional portfolios and deliver; while learning on the job.

Lateral moves should be considered seriously as they offer a list of advantages which are often obscured:

- Opportunities to broaden or deepen one’s experience and skill-sets without additional responsibilities.
- It shields the employee from the risks that accompany vertical moves, which include the need to take on more responsibilities and learn on the fly.
- From the employee’s perspective, lateral progression enhances career satisfaction through new experiences and learning opportunities. It may also lead to the employee finding his/her true calling.

Explaining your frequent moves

Frequent moves carry the stigma of job-hopping and not many candidates have the luxury of the opportunity to explain that he had been head hunted by several potential employers in the past. Additionally, being frequently poached can make prospective employers doubt the candidate’s loyalty. Be open and confident in discussing your career history – convince the prospective employer of your track record of delivering what you have been tasked with. While it would be nice for employers to have team members with them for the long haul, many understand that circumstances may not always allow that. What is more important is to hire employees with the relevant skills and experience which will deliver the necessary results.

This article is written by Yeo Chong Yuen, Senior Consultant and Associate Trainer with the MDIS Management Development and Consultancy department.

JOIN THE CLUB



Christmas Fun Bowl!

Date: 10 December 2016
Time: 10am - 1pm

Experience the joy of bowling in the company of friends and with great food. There will also be a lucky draw at the end of the bowling session!

Venue: Bukit Batok Civil Service Club
Fees : \$15 (Students/Alumni/Members)
\$20 (Public)



Chinese New Year Goodies - Baking Fun

Want to learn to bake some Chinese New Year goodies for your loved ones? Join us in our workshop to pick up the skills and surprise your family and friends! Check the MDIS website for more information.

Date: 07 January 2017
Time: 10am – 12pm



MDIS 3-on-3 Basketball Tournament 2017

Date: 14 January 2017
Time: Whole Day

Calling out to all basketball enthusiasts! MDIS is pleased to present the highly anticipated annual MDIS 3-on-3 Basketball Tournament 2017. Get ready your team of buddies and help MDIS to defend its Championship title. Cash prizes worth \$300 are up for grabs, so register now!

Venue: Check the MDIS website for more information
Fees : \$30 (Students/Alumni/Members)
\$40 (Public)



Kayaking @ Marina Bay

Date: 14 January 2017
Time: 9.30am – 12pm

Missed the last kayaking session? Join our next kayaking session and soak in the Singapore skyline along the way!

Venue: PAssion WaVe @ Marina Bay
Fees : \$10 (Students/Alumni/Members)
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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 Dr Eric Kuan,

“You are really kind and take care of your students. Especially in the review of our assignments - we know that you would like us to pass the modules with flying colours.”

Nyo Mie Win

*Master of Science in Health Sciences (Management),
Northumbria University, UK*

**Dear Cindy Wang of
Student Care and Administration,**

“Cindy the student coordinator is very helpful and friendly.”

Rajendran Akileswaran

*Bachelor of Science (Honours) International
Tourism and Hospitality Management,
University of Sunderland, UK*

**Dear Chong Lee Ing of
Postgraduate Student Services,**

“Good job in assuring and clearing all our doubts.”

Tei Kang Meng

*Master of Science Engineering Management,
Northumbria University, UK*

**Dear Catherine Peh and team from
Student Care and Administration,**

“Compliments for planning the fruitful orientation and the buffet. My thanks to the speakers who gave us an overview of Blackboard, Examination Unit and Resource HUB. It was very important for new students like me. Now, I have a better understanding.”

Margaret Tan Lay Teng

Diploma in International Business, MDIS

Dear Dr Charles Ong,

“Thank you for explaining the concepts and providing real life examples. I have certainly learnt a lot.”

Vaibhav Khicha

*Master of Business Administration,
University of Sunderland, UK*

“You are a great lecturer who knows how to break the ice and guide us well in our studies.”

Amelia Suryani Salim

*Master of Business Administration,
University of Sunderland, UK*

**“WITHOUT SELF-DISCIPLINE, SUCCESS IS
IMPOSSIBLE, PERIOD.”**

- LOU HOLTZ

MEDIA AND COMMUNICATIONS

The **MDIS School of Media and Communications (SMC)** pioneered mass communications programmes in Singapore, and was the first to offer mass communications programmes from an American university, **Oklahoma City University (USA)**.

SMC now also offers a part-time programme from the **University of Sunderland (UK)** for those interested in the studies of media, culture and communication. See how much you know about the industry by taking SMC lecturer, **Muhd Fuadi Rahmat's** quiz!



1) Although Hollywood and Bollywood are most well-known, there is a large spectrum and rich variety of cinematic artistry across the globe. Nollywood is associated to the cinema industry of which country?

- a) India
- b) Netherlands
- c) Nigeria
- d) Namibia

2) The first films made were silent films with music played separately. Did you know that the technology to add sound to film was introduced less than 100 years ago? The first feature film to be presented with synchronized dialogue (movie with sound) was released in October 1927. Which film was this?

- a) Sound of Music
- b) Romeo and Juliet
- c) The Jazz Singer
- d) La Bamba

3) Content has changed through the years, from the printed word to radio to film. Today, the world's most popular media owner that creates no content is _____.

- a) NBC
- b) BBC
- c) Al Jazeera
- d) Facebook

4) The mass communications industry requires many specialists. In a production, a Gaffer is someone who _____.

- a) Handles make-up
- b) Trains the Giraffee
- c) Manages lighting
- d) Manages audio and sound

5) Which module within the mass communication programme at MDIS provides hands on practical lessons and maximisation of studio facilities?

- a) Television and Radio Production
- b) Cultural Theory and Popular Culture
- c) Media Ethics
- d) Behavioral Science

6) The Singapore film industry has recently received a tremendous boost. Today, we also see a resurgence of talent. The first Singaporean feature film to win an award at the Cannes Film Festival is _____.

- a) Money not Enough
- b) The Apprentice
- c) Army Days
- d) Ilo Ilo



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