

**School Notes**

Admissions Criteria Revised to  
 Better Serve Incoming Students  
 Cutting Edge Goes Online  
 Fish & Co Donates \$35,000  
 Bursary  
 Indonesian Dons Visit NUS  
 Business School

**Student Highlights**

A Better Tomorrow for IMBA  
 2004 Graduating Class  
 New Office Bearers of MBA  
 Club  
 Terrorism Threats Spur  
 Innovative Business Plans  
 Teams Battle it Out to Start Man  
 Grooming  
 MBA Office Launches  
 Newsletter  
 How to Ace the Job Interview

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Dr Heracleous Wins Best Action  
 Research Paper Award  
 Keep Up The Good Work,  
 Urges Prof Tang  
 New Book  
 New Appointments  
 Staff Movement

**Alumni Updates**

Bringing NUS Technologies to  
 the Market  
 Notice of NUSBSA AGM  
 Upcoming MMP (Mandarin)  
 Alumni Activities

**In Touch, In Tune****We would like to hear from YOU ...**

We welcome feedback and  
 suggestions.  
 Please e-mail us at  
[askbiz@nus.edu.sg](mailto:askbiz@nus.edu.sg).

**Calling all Bizaders:** Stay  
 in touch. Please update  
 your contact details at  
<https://www.alumni.nus.edu.sg/NASApp/web/verify.jsp>

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 NUS Business School.  
**Managing Editor:**

**Perspective****Do What You Love**

*Given the choice of an internship with an MNC or pursuing his passion of starting his own business, Mr Chua Kee Peow opted for the latter. Now one year after graduating with a BBA, he is the proud owner of two start-ups. The young entrepreneur shares how the School has contributed to the path he's taken.*

Coming from a Science background, joining Business School was indeed a big move for me. Looking back, I'm glad I made that decision. My stay in the School had been wonderful. Given a choice, I'd love to relive the entire experience.

I can still remember vividly the professors and what they taught me. The curriculum provided me with a wholesome perspective on business issues, ranging from legal, marketing, operations to accounting. The teaching methodologies used emphasized applicability and were effective. Doing group projects and giving case presentations not only developed my critical thinking ability, but also enhanced my interpersonal and communication skills. I also became a better team player.



The many opportunities the School created for the students to interact and network with people from various industries has certainly helped me in my career. I remember meeting a lawyer alumnus at one such event, who provided me with great insights on the patenting process for a start-up business.

After finishing my second year, I was caught in a dilemma. On one hand, I wanted to pursue my passion and set up a company to maintain and service personal computers, believing that such a set-up has tremendous business potential. On the other hand, there was this opportunity of doing an internship with a reputable MNC. In the end, I took my sister's advice. She reinforced my belief in doing what I love. That was it! I proceeded to establish Kaplen IT Services in June 2002, which offers customers the convenience of having their computers problems solved professionally at their doorstep.

Innostyle was my second business venture. This was set up in December 2003 with two other partners whom I met at an event organized by NUS Business Incubation of Global Organizations. We were having some conversation and discovered that we actually had something complementary. After spending four months drawing up a business proposal, we approached the Technopreneurship Incubation Program at the Faculty of Engineering and they agreed to incubate our venture.

Starting a business is a great experience, but one should not rush into it. Total commitment, devotion, research and groundwork are needed before embarking on a project. A business education helps to provide a good headstart for an aspiring entrepreneur. In addition, the need to approach people for help also means that entrepreneurship can be a humbling experience. Great patience, unwavering perseverance, and excellent listening skills are essential for success. You also have to be

**In Memoriam****The Parting of a Dear Friend, Fellow Colleague and Teacher**

Dr Jennifer Mao, former Academic Director (Asia-Pacific Executive MBA Chinese Program) and Associate Professor (Department of Finance and Accounting), passed away peacefully on the afternoon of 24 April 2004.

In memory of Dr Jennifer Mao, the School will be setting up a bursary fund in her name. Interested donors, kindly refer to the **attached form** or contact Mr James Quek, Corporate Development Director, at Tel: 6874-8711 or [jquek@nus.edu.sg](mailto:jquek@nus.edu.sg) for details.

&lt;Read On&gt;

**Perspective****Do What You LOVE**

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&lt;Read On&gt;

**Coming Events**

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prepared for the non-regular paychecks. However, with proper managing, you can be sure to earn it back.

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**NUSBSA Annual General Meeting**

29 May 2004

**Annual Golf Tournament**

Modern Management Program

(M) Alumni

4 June 2004

**Annual General Meeting**

Modern Management Program

(M) Alumni

5 June 2004

**NUS Entrepreneurship Program**

7-11 June 2004

**Launch of Saw Centre for Financial Studies**

10 June 2004

**Social Entrepreneurship Forum/Exhibition 2004**

11 July 2004

**Le Commencement Dinner**

28 August 2004

For a comprehensive list of events, kindly refer to:

[Calendar of Events](#)



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