NUS BUSINESS SCHOOL



NUS Business Lead

May 2004

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

Staff News

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.

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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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

A monthly e-newsletter of NUS Business School

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** for details.

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Coming Events

NUS Newsletter

James Quek Editor: Aw Beng Teck Writers: Chelsey Chen Wendy Goh Ng Suan Esther Tok-Lee Contributing Writers: Iyengar Satish

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

Kee Peow can be reached at <u>keepeow@kaplen.com.sg</u> and details of his ventures are available at <u>www.kaplen.com.sg</u> and <u>www.</u> <u>innostyletech.com</u>.

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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

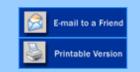
NUS Entrepreneurship Program 7-11 June 2004

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**



For more information about our programs, please click on the following: BBA | MBA | IMBA | APEX-MBA (English) | APEX-MBA (Chinese) MSc / PhD | Executive Education | UCLA-NUS EMBA For further enquiries, please e-mail askbiz@nus.edu.sg or visit our website www.bschool.nus.edu

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