A quarterly newsletter for UniSIM alumni

Connecting UniSIM

iA Alumni
SIM UNIVERSITY

March 2011 | Issue 13 | MICA (P) 078/03/2011

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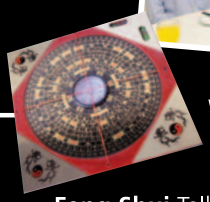

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Editor's note

Entrepreneurship? What is it all about?

Before I begin, let me first wish one and all a very Happy 2011, as well as prosperity and abundance in the Lunar Year of the Rabbit!

I believe that some of you had tried your hands at making your own customised photo frames to give away as gifts, using the simple instructions we had provided in the last issue of Connecting UniSIM. The Editorial team continued to rack its brains to provide something useful that we could share with fellow alumni and after a lot of thought, we unanimously agreed that we should bring forth the spirit of enterprise!

I had to think of how I should craft this note to readers of this newsletter. I've never had lessons on entrepreneurship either as an undergraduate or as a postgraduate student as my course of study did not require me to read up on this subject. I went on to research scholastic papers on entrepreneurship and found a plethora of information on how entrepreneurship is a paradigm shift that highlights to individuals the consequences of their actions. I discovered many frameworks that could guide a budding entrepreneur. In fact, I believe that some of the people featured in this issue might have employed some of these frameworks in building their enterprise.

In this issue, you will get to read about the success stories of fellow alumni who have embarked on their entrepreneurial journey after they graduated from UniSIM. You will also be rewarded with useful information on how you can start up your own enterprise. On a lighter note, you might want to find out more about the recent feng shui talk, especially if you had missed it.

And in the spirit of enterprise too, we took the opportunity to start 2011 with a new look for our newsletter ☺. The new masthead was designed to depict the ongoing connectivity between alumni and our alma mater. We hope that this little reminder will spur all to come forward and participate more actively in our alumni activities.

Last but not least, if you have a fiery spirit of enterprise within you, I encourage you to 'Carpe diem' or Seize the day!

Mohammad Noor | Editor (Alumni Volunteer) | Newsletter Editorial Group

Differences do not hinder success

The lucrative international commerce scene has driven businesses to globalise. If you still believe that English is the lingua franca of the commercial arena, it is time to come out of the cave. In the context of winning a war through a person's heart, the ability to translate articles into a local tongue will certainly put one at an advantage.

By definition, translation and intepretation is a rendition of one language form into another. However, reality demands more than a word for word transaction. It is in fact, the art of harmonising different languages to bring a message close to a person's heart without deviating from its original intent.

Despite coming from different industrial backgrounds, alumni Evelyn Wong, Loh Li Cheng, Chuah Siew Boon and Chan Joon Phui from UniSIM's pioneer batch of BA in Translation and Interpretation (BATI) programme combined their expertise and started Creartive Seeds – a translation and interpretation company.

The seed was first sown during a casual phone call. The four of them then found common interests in setting up a business and discovered a shared desire to apply what they have learnt at UniSIM. A concrete plan was soon formed and they have not looked back since.

Prior to this partnership, Evelyn worked in the business administration and marketing industry. The skills that she had acquired then are advantageous to the operation of Creartive Seeds. She was also one of the Language Services Team Leaders at the inaugural Singapore 2010 Youth Olympic Games. Previously a human resource practitioner in the financial industry, Li Cheng was one of the top students in her cohort, winning the Lianhe Zaobao Gold Award with her stunning academic results. Joon Phui was a professional music instructor and Siew Boon is a retired financial controller.

No matter how detailed one's map is, navigating through the wilderness to reach the summit is inevitable. After all, a road without obstacles leads to nowhere. As the language industry is not an established profession in Singapore, many feel that being bilingual is adequate to perform a decent translation/interpretation assignment. As a result, the company faces stiff competition from other practitioners with low pricing gimmicks. "Due to this myth, we often receive enquiries asking for free services. As a profit-making organisation, we have to turn them down diplomatically," said Evelyn.

Elaborating on the importance of having the right person for the job, Siew Boon said: "This is quite disturbing. Many industries are unwilling to hire professionals to translate their publications; advertisements with poor translations are frequently seen in the media. Therefore, public education on the field of translation and interpretation is vital. Hence, I strongly support the government's move to introduce translation studies at junior colleges."

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Ms Helen Ong autographing copies of her book "Chinese Astrology & Feng Shui: Forecast 2011" for attendees at the end of her talk.

Ushering in the year of the Rabbit

If you were born in the year of Rooster, watch out!

You could be targeted by your boss in 2011. This was predicted by feng shui master, Ms. Helen Ong.

The UniSIM Alumni Relations Department held a feng shui talk on Jan 22, which received overwhelming response from the alumni.

The first half of her talk for UniSIM Alumni discussed the zodiac signs which were deemed to offend the ruling deity ("Taisui") in the Year of the Rabbit. These are namely, the Rabbit, Rat, Horse and Rooster. She highlighted that Roosters were most likely to be penalised by their superiors in the workplace. According to her analysis of the "Yijing Bagua", 2011 is a year of "Sui gua" which means "Follow". She advised the audience to keep a low profile and act prudently at the workplace. Other interesting comments she made included advice that female "cows" should not go for cosmetic surgery for it would "invite" scars to the body and also that couples born in the Year of the Goat are more likely to conceive this year.

The second half of the talk focused on the feng shui advice for 2011. According to Helen, the position of wealth would be in the North-West direction and since 2011 is the "Metal" Year, the North-West of one's home should be kept free from fire and water. If the kitchen or bathroom is located at the North-West, a remedy is to place a yellow rug or towel to signify that the "Fire" is being put out or the "Water" is being blocked by the earth. According to Helen, nations such as Japan and Korea would continue to suffer from economic downturns as the worst direction of the year is the East. She also predicted that 2011 would see a spike in robberies committed and involving casualties caused by sharp metal objects such as knives.

Helen had so much to share that the talk overran by more than an hour.

To learn more about the outlook in 2011, please refer to http://www.senses-asia.com/main.aspx. However, do take such advice in the right perspective as ultimately one's progress would depend very much on one's effort.

Alumni & Students' Gathering with UniSIM Senior Management

Prof Cheong Hee Kiat, UniSIM President, joins the volunteers in the lo hei.

On Feb 16, the Alumni Relations Department celebrated Chinese New Year for the third consecutive year with alumni and student volunteers. Gracing the occasion were Professor Cheong Hee Kiat, President of UniSIM; Associate Professor Yip Woon Kwong, Registrar of UniSIM; the Deans of the four schools, namely, Professor Tan Ngoh Tiong, Professor Koh Hian Chye, Associate Professor Philip Cheang and Associate Professor Genice Ngg and Evelyn Chong, Director, Office of Student and Alumni Relations. The evening started on a festive note with a lo hei followed by buffet dinner. The "Metal" Rabbit also hopped in bringing a pot of "gold" chocolate coins to wish everyone a prosperous 2011.

"Lo hei" is a salad dish with spices and raw fish. The action of tossing the ingredients is to create good fortune, abundance of wealth and long life. This is done traditionally during Chinese New Year for good fortune.

Prof Cheong who addressed the volunteers shared that he was struck by the enthusiasm and self-sacrificing spirit of the grassroot leaders that he witnessed while attending a dinner at the Istana; attributes which are also found in the UniSIM alumni and student volunteers. Although launched in 2008 with only 15 members, the number of volunteers has grown rapidly to 85 this year. Prof Cheong hoped that the numbers would double by 2012. He also mentioned being very impressed by the UniSIM volunteers who had participated in the Chingay procession.

Prof Cheong said that while the UniSIM alumni cannot rival other state universities in size, they could certainly trump them on the strength of relationships and involvement in the University.

This joyous occasion ended with everyone leaving the dinner with smiling faces and a sense of pride and achievement in being a part of UniSIM.

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CREARTIVESEEDS

Despite being a new start up, the company has already seen many success stories. Describing some of the defining moments, Evelyn said: "A client needed an article that was written in English to be translated urgently but he was not proficient in Mandarin. In desperation, he sent me the document at 1am. Not only did I reply promptly, the team delivered the translated document before the agreed deadline. Seeing the appreciative look on my client's face assured us that our work was of tremendous help to him."

Creartive Seeds has also secured projects from Mediacorp where its productions are used on air. "Nothing beats watching your own work on TV. I am so proud of the team," said Joon Phui.

The partners attributed their success to the broad network base that they have built coupled with strong teamwork and a common passion in translation. They also expressed their deepest gratitude to Ms Susan Xu, Head of the BATI programme who has been their pillar of strength.

As the partners work from home, they observe a strict working regime to ensure that everything goes smoothly. This includes, replying to emails promptly and engaging in self-improvement tasks so that they are well-equipped for the requirements of their business.

Outside of work, the partners enjoy a myriad of activities. "I enjoy travelling, visiting museums and galleries, and blogging," said Evelyn.

Joon Phui chimed in that she liked reading, working on jigsaw puzzles and catching up with family and friends over a cup of coffee.

Siew Boon, who is a blogging hobbyist, volunteers in a religious organisation and is also the chief editor of its bi-monthly magazine; while Li Cheng is an active social volunteer who sits on the board of All Saints Memorial Chapel and All Saints Home.

When asked about the future direction of the company, Evelyn said: "We would like Creartive Seeds to be recognised as a firm that provides quality translation services. Concurrently, we are working on expanding our services beyond translation and broadening our customer base.

They are also exploring the idea of collaborating with industrial partners to provide a complete end-to-end service for their clients.

For those who aspire to start up your own business, Creartive Seeds has the following advice. "It is important to have a clear vision of what you want to do. Do your research and assess market demands. Be determined and persevere to achieve success once you start," said Li Cheng.

"Do not be resistant to change. Be proactive and constantly look out for opportunities to improve. To be a successful entrepreneur, you have to focus on your goals and not get distracted by external voices. Most importantly, you have to be practical and frank with your partners. Keeping an opinion to yourself is detrimental to the business. It is important to voice your opinion to iron out all conflicts and differences," added Evelyn, Joon Phui and Siew Boon.

UniSIM wishes Creartive Seeds the very best in their venture.

Tips on starting a new company

To UniSIM's young aspiring entrepreneurs who are inspired by recipients of the Young Entrepreneurs Award in Singapore, and have plans to start a business (e.g., a blogshop), here are some quick tips on how to register your business in Singapore! We shall explore specifically the registration of a sole-proprietorship.

Before the registration of a sole-proprietorship, you should be mindful of the following:

a Generally, your proposed business' name should follow Accounting and Corporate Regulatory Authority's (ACRA) guidelines closely in that it should not be: (i) undesirable; (ii) identical to another business or reserved business names under specified Singapore statutes; and (iii) a name that has been directed "not to be approved" by Minister.

b If a sole-proprietorship earns a yearly net trade income of above S$6,000, the sole-proprietor has to top-up his CPF Medisave Account and ensure that the top-up status is up-to-date. Details of the top-up may be found at www.cpf.gov.sg.

c The sole-proprietor should notify the Registrar of Businesses of his place of business (e.g., whether at a proper business office, HDB flat or private property). In the case of a home business, the relevant authority's consent and approval should be sought if necessary (e.g., HDB's or URA's consent or approval). Details of the relevant authority's consent or approval may be found at www.hdb.gov.sg or www.ura.gov.sg.

Registration of a Sole-Proprietorship (by a Singapore Citizen or Singapore Permanent Resident):

Step 1: Register your proposed business via BizFile on ACRA's website www.acra.gov.sg or BizFile's Kiosks. The business owner's identification number and SingPass are required to proceed further with the registration.

Particulars such as the business activity, business commencement date, business name, place of business and owner particulars are also required to successfully complete the Bizfile form for the registration of a new business.

Step 2: Upon completion of Step 1, you will need to make a S$65 payment for the Name Approval and Business Registration Fees. Online registration of the sole-proprietorship usually takes some 15 minutes.

Please note that the tips shared above were made in close reference to information found on the ACRA website and are meant as a guide only. For detailed information, please refer to www.acra.gov.sg.

New Chinese Programmes

BA in Chinese Communication

The School of Arts and Social Sciences will be launching Singapore's first Chinese-English bilingual communication degree programme in July 2011. The Chinese Communication Programme is designed for students who wish to hone their Chinese and English communication skills.

Graduates from this programme are well-positioned to be employed as Chinese media practitioners, media relations officers at government agencies, and corporate communication personnel in local and transnational corporations.

BA in Chinese Language Education

In July 2011, the School of Arts and Social Sciences will also launch the BA in Chinese Language Education - a joint degree programme with the Singapore Centre of Chinese Language (SCCL). This new programme uniquely combines the strengths of UniSIM and SCCL to equip those non-degree holders in the teaching profession to attain their first degree in teaching Chinese language to Singapore school students.

School of Business Kicks Off Brown Bag Seminars

The School of Business has just kicked off a new series of Brown Bag seminars in 2011. Professor Koh Hian Chye, Dean of the School of Business, inaugurated the series on Jan 28, by acknowledging the strong support from faculty for such a mode of academic interaction.

The first talk on "Ethnographic Research and Urban Terrorism" which drew a huge crowd, was presented by the Head of the Security Studies programme, Associate Professor Antonio L. Rappa. Tony, as he is affectionately known, shared his research experience from around the world including Central and South Thailand and talked about his work on the concept of Protest Culture and Urban Terrorists that was featured in an article by The Straits Times. He also spoke about a few concepts used in political science; as well as the locus of security studies in political science.

The Brown Bag talks will be held once a month and are aimed at providing an additional avenue for Business faculty to indulge their academic curiosity. They may do so by arguing controversial opinions, airing preliminary ideas, describing works-in-progress, exploring the validity of innovative research methods, and sourcing potential research collaborators. At the conclusion of Tony's talk, it was generally agreed that the Brown Bag series has gotten off to a strong start.

Four New Programmes at the School of Human Development and Social Services

Master of Gerontology

The School of Human Development and Social Services is proud to announce the launch of its multi-disciplinary Graduate Diploma and Master of Gerontology programme in July 2011, which is the first of its kind in Singapore.

Professionals such as nurses, managers, social entrepreneurs, occupational physiotherapists and social workers are especially invited to join the programme.

Master of Human Capital Management

The Master of Human Capital Management (MHCM) programme will commence in July 2011.

This first MHCM programme to truly integrate human capital strategy with business strategy right from the start, has the input and support of the Ong Teng Cheong Labour Leadership Institute, the Singapore National Employers Federation, as well as, leading human capital practitioners and academics.

Bachelor of Early Childhood and Chinese Language Education (In Chinese)

The new Bachelor of Early Childhood and Chinese Language Education (BECCE) programme offered by UniSIM in collaboration with SEED Institute and the Singapore Centre for Chinese Language, is the first local degree programme that integrates early childhood content, Chinese Language studies and pedagogy. This programme, commencing in July 2011, is in line with the industry and government's aims to upgrade the quality of early childhood education in Singapore. It provides the opportunity for qualified preschool teachers to upgrade their qualifications and aims to equip them with enhanced knowledge and skills in the teaching of the Chinese language to young children.

Bachelor in Human Resource Management with Military Studies

Also commencing in July 2011 is the new Bachelor of Human Resource Management with Military Studies (BHRMMS) programme. This hybrid structure aims to attract working adults and mature learners who are interested in pursuing a career in HRM while having the flexibility to broaden their horizons by taking up a specific minor concentration. Graduates from the programme will have acquired the knowledge and skills to function effectively as contributors in the Singapore Armed Forces (SAF) and in various organisations. They will be competent in people management and be able to take on challenging roles in the SAF.

For more information on the new programmes, visit www.unisim.edu.sg

Entrepreneur **Wendy Kwek** shares her arduous **journey to success**

Ms Wendy Kwek, co-founder of **Executive Directions Pte Ltd** and **Entrepreneur Action Program (EAP) Pte Ltd,** and several other businesses, has over 15 years of regional training, global sales and entrepreneurial experience. Energetic and down-to-earth, 40-year-old Ms Kwek is also the Lead Trainer and Master Developer of the Entrepreneur Action and Persuasive Public Speaking Programmes.

The Newsletter Editorial Group is pleased to invite this remarkable woman to share her personal experience on entrepreneurship to our alumni.

Newsletter Editorial Group (NEG): How did you become an entrepreneur?

After leaving my corporate job, I was wondering what I could do. That's when I considered being my own boss though I knew then that it would be difficult. However, I started to attend free seminars such as "Money and You", "Business School for Entrepreneur" and many other programmes by Anthony Robbins. This got me thinking about other ways of making a living. Being an entrepreneur meant that we have the freedom to choose what we want to do and also be creative. This is important because it not only provides livelihood for yourself but jobs for others too. It also creates value for customers.

NEG: At what age did you become an entrepreneur and when did you succeed?

I started my business at 30, and it's been 10 years now. I faced challenges such as the SARS crisis when I was 33. It was a major event setback and my partner, Jerome Tan, and me lost a six-figure sum. We considered shutting down the business at that point as many staff members had resigned and left. However, Jerome decided to persevere and rebuild the business. We succeeded when I was 35 and have continued to ride on our success since. Challenges arise every day but instead of seeing them as problems, we see them as opportunities to grow. We find ways to overcome these challenges; be it staff, vendors, customers or the economic situation.

We started off as an event marketing company that promoted third party seminars. After the SARS crisis, we had speakers who did not wish to turn up for their engagements. That was when we decided to start our own programmes, create games and exercises where people get to learn in accelerated ways called the Accelerated Learning Methodologies. That's how we started EAP.

NEG: How did you gain the experience to invest in property?

After we built our business, we focused on the twin engine of success - business and investment. We ventured into property management where we invested in properties. To date, we own about 53 properties. The two key areas I coach people on are entrepreneurship and property business.

NEG: Are you a property agent yourself?

No, I am just an investor.

NEG: What motivates you?

The freedom to decide my own schedule and the freedom to make my own decisions which I must take responsibility for. I am also motivated by financial success. I see it as a measure of experience and intelligence. To me, getting deals done is a challenge and the resulting financial gain is an indicator of how street smart, persistent and gutsy you are.

NEG: What would you say to future entrepreneurs to motivate them?

You are never too old or young to start a business; it's a learning journey. For people who are working for others, go into business with an entrepreneur's mindset and be responsible for growing the business. If you can help grow others' business, you can grow your own business. With power, comes responsibility. My advice is never to take shortcuts. Learn from successful entrepreneurs; learning from your own mistakes is very painful. Tap into the right the network, and continue to develop the mindset and skills of an entrepreneur.

Tap on the Government's initiative - Action Community for Entrepreneurship - which holds monthly meetings and networking sessions. For more information, visit http://www.ace.sg/

NEG: There are many people who want to be their own bosses. What is your advice to them?

The smartest entrepreneur will start their business with little or no money. If you are able to make money with no money, you will be able to make money with money. Most of our businesses were started with very little or no money. We share with people how to start small and how to grow from there. The action programme is a two-week process, where they have to undertake projects to make money with little or no money.

NEG: How does one get started as an entrepreneur?

1. Educate yourself. Be aware, and strive to understand. Attract the right partners. Get the right business mentor. Learn from people who are successful or work with people who have built successful businesses.
2. Continue to educate yourself along the way. You will find that most entrepreneurs behave and execute business decisions in a similar manner.
3. Have a boss' mentality and employ others to get things done while you focus on generating revenue and sales for the company.

NEG: Why do businesses fail?

I believe that it is the lack of an entrepreneurial mindset and skillset. I encourage budding entrepreneurs to check out the free seminar on entrepreneurship found at www.exec-directions.com

OLD SCHOOL DELIGHTS

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- Hair will be blown straight; extra charges for other styling request
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UniSIM shall not be held responsible for any changes in the promotion or quality of the products/services offered.

CONTEST GIVEAWAYS!

UniSIM Wireless Optical Mouse

We have 10 of these to give away. Simply SMS the answers of the two questions below to 9113 6795 in the following format.

Newsletter<space>S1234567X<space>email address<space>answers for Q1 and Q2

Example: Newsletter S1234567X email@abc.com answers for Q1 and Q2

1. **What is the name of the company established by the four graduates featured?**
2. **What are the two upcoming alumni events?**

Closing Date: 17 April 2011

Congratulations to the Contest Winners of Issue 12!

Chan Lai Yong	SXXXX267C
Chua Chon Thye	SXXXX653I
Geetha D/O Baskaran	SXXXX796F
Goh Pei Tian (Wu Peitian)	SXXXX850Z
Lee Soon Cheng	SXXXX859E
Mah Hsin Hua	SXXXX692D
Mazirah Binte Abdul Rahman	SXXXX737Z
Ng Chun Sien	SXXXX639F
Peh Eng Guan	SXXXX990B
Tan Siew Yen	SXXXX921H

For advertising enquiries, call 6248 5782 or e-mail alumni@unisim.edu.sg

Image Workshop

Agnes is a highly sought after image, etiquette & fitness consultant with strong beliefs in wellness and beauty from inside out. Join her for an afternoon as she brings you on a journey on how you can improve your personal image and create your own dressing style.

Her talk will cover the following:

- Being aware of how your professional presence has an impact on personal & corporate branding
- Creating a confident look and personal presentation at your career level
- Understanding professional image quotient for the ladies at International arena with drapes
- Understanding men style & imaging with drapes sampler and matching ties
- Personal grooming and hygiene for men & ladies

Speaker

Agnes Koh
Director, Etiquette & Image International

ETIQUETTE & IMAGE INTERNATIONAL
DEFINE • REFINE

- Image Consultant Certification, AICI
- Business Etiquette & Protocol Consultant Certification, AICI
- Masters in Etiquette & Protocol, IBICA
- American Business Etiquette Trainers' Association Certified Trainer
- Certified Children Etiquette Trainer, US

Date 30 April 2011 | **Venue** SIM HQ, LT1.08 | **Time** 2.00pm to 4.30pm
Fee $5 for alumnus, $10 for alumnus's guest | **Registration** Register at www.unisim.edu.sg/alumniportal

Forex Talk

Having trained thousands of financial advisers in the Asia-Pacific Region, Thomas is highly sought-after for his private coaching and inspirational seminars by companies, financial institutions and universities in the region. A distinguished public lecturer with over 20 years of experience in the financial industry, Thomas will cover the following in his upcoming talk with UniSIM alumni.

- Why everyone should invest?
- How much do I need to invest?
- What should I invest in? What are the Pros & Cons?
- Is Forex Trading risky?
- Do I need any trading knowledge?
- What are the traps to look out for?

Speaker

Thomas Matthew *(MBA, F.S)*
Trainer, Coach and Mentor, ThomasTheCoach Pte Ltd

ThomasTheCoach
EDUCATE, EMPOWER AND ENRICH

Date 28 May 2011 | **Venue** SIM HQ, LT4.20 | **Time** 2.00pm to 4.30pm
Fee $5 for alumnus, $10 for alumnus's guest | **Registration** Register at www.unisim.edu.sg/alumniportal

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