EASB MAGAZINE (SINGAPORE)

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SMILE EASB
Smiling is a universal language understood by all. A good day starts with a smile! Don’t forget to SMILE!
CHINA EMBASSY INTRODUCES CONSULAR PROTECTION TO CHINESE STUDENTS STUDYING IN OVERSEAS UNIVERSITIES

On 21 June 2013, EASB staff and students were invited by the Chinese embassy to participate in the “Scholarships for Undergraduate Students” forum. The EASB team was warmly welcomed by officials from the Chinese embassy. We were greatly honoured as EASB was the only private school to be invited by the embassy. The other universities invited included SMU, NUS, NTU and SUTD.

Counsellor Yu and Secretary Wang briefly explained to all the rationale behind the forum. He mentioned of plans to award overseas students from different countries with scholarships. This scholarship programme was aimed at both undergraduate and postgraduate (masters) studies. He further explained that the forum was aimed at encouraging overseas students to provide suggestions as to how scholarships should be awarded, the criteria for the award of scholarship, the selection methods and also the amount of scholarship to be awarded.

One of the EASB student representatives, Cen Yongnan, actively participated in the discussion and presented several valuable suggestions for the details and award of scholarships.

Representatives from different schools shared their ideas and opinions on how scholarships can be awarded. The discussions were centred mainly on the purpose and rational for scholarships, the selection methods and process and also the amount of scholarship to be awarded.

Counsellor Yu, in taking into account the proportion of private school students abroad and in Singapore, emphasised that the suggestions from the students at the forum should be considered carefully.

At the end of the forum, Counsellor Yu, on behalf of the Education department of the Chinese embassy, thanked all the students for their valuable suggestions and recommendations.

The views expressed in the articles belong to the writers and may not represent the views or official policy of East Asia Institute of Management.
15TH MAY
CONSULAR PROTECTION ON CAMPUS

WELCOMING CHINESE EMBASSY OFFICIALS IN EASB

On 15th May 2013, East Asia Institute of Management welcomed Counsellor Yu Yunfeng and his wife, Liu Hongmei as well as Mr. Wen Pengshun from the Chinese Embassy in Singapore. The activity, aptly called “Counsellor on Campus” allowed overseas students to understand better the concerns and expectations of the officials from the Chinese Embassy in Singapore. Officials from the Chinese Embassy on the other hand, were given insights into the experiences of students in EASB.

6TH MAY
EASB SPORTS DAY

The 6th of May marked the beginning of a month-long sports carnival culminating with the EASB Sport Day. Some of the events organised during the month included table tennis, captain ball, basketball, badminton, football and billiards. The month-long sports carnival saw five teams competing for various individual titles.

29TH MAY
2013 SWIMMING CONTEST

The second EASB Swimming Carnival was held at Toa Payoh Stadium. Some of the events that students participated in included the 50-100 metres Butterfly stroke, 50-100 metres freestyle, 50-100 metres backstroke, 50-100 metres breast stroke and the 100 metres mixed relay.

27TH JUNE
EASB FREE MASK

The record-breaking 400 PSI reading, caused by forest fires in Indonesia saw EASB taking proactive steps to protect both its staff and students. As an initiative to ensure that both student and staff were not affected by the haze, EASB gave out free masks to all.

28TH JUNE
SPORTS DAY PHOTO COMPETITION

EASB organised a Sports Day Photo Competition where posted photos which received the most comments and forwards were given free movie tickets. Xue Xiaoru won 6 movie tickets from this competition.

2013 EASB BIG EVENT!

2013 TRACK AND FIELD

On 1st June 2013, EASB held its Track and Field event at the Toa Payoh Stadium. The event attracted more than 600 students.

ADDRESS: Toa Payoh athletic field

2013 EASB BIG EVENT!

THE MONTH IN REVIEW
On 1st June 2013, East Asia Institute of Management organised their annual sports day after two months of sports activities which began with the Captain’s Ball competition. With its educational thrust in all-round education and development, the sports meet saw both EASB students and staff compete in events such as outdoor soccer, basketball, captain’s ball, table tennis and various track and field events. Captain’s ball, in particular, attracted the attention and participation of many students. The table tennis competition was also one of the popular choices for students, with up to 30 participants registering for the competition. With the larger pool of participants, the competition was intense. As with every sports meet, the annual event also saw some of top seeds being defeated by younger opponents.

Aimed at encouraging the participation of EASB students in extracurricular events as well as improving their physical fitness and stamina, the sports meet also allowed EASB students, particularly those who loved sports but lacked the skills and experience to get additional coaching and training in different sports.

East Asia Institute of Management went to great lengths to provide students with the full sporting experience by renting the Toa Payoh stadium and swimming pool not only for the actual events but also for training sessions. Despite the scorching sun on the actual sports day, the enthusiasm did not wear out with the four teams cheering for their athletes. Beyond the wins and the heartbreak, friendships were also formed.

As the two months of sports festivities came to a close with the tug of war competition, one message was clear, “Strive for excellence and continue to forge ahead. Never give up!”
During the annual dinner, everyone took responsibility to ensure that it was a splendid and joyful event. As I stood in the corner, taking photographs, Mark came up to me and asked in Chinese if I was a student. I nodded and he then smiled and said, “As a student, you don’t need to work so hard tonight. You can enjoy yourself and chat with your friends.” He then commented that the songs were good and then he asked me again if I was a Chinese student. He laughed and added, “I thought you don’t speak because you don’t seem to understand Chinese.”

With that, my first impressions of Mark were formed. He was about the only one that night to notice my presence and extend his hand of friendship.

Three hours later, as the events got underway and the atmosphere became more electrifying, I noted that Mark was still standing in the corner, making sure that things were in order. I admired his commitment and wondered to myself who this person was.

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In the numerous activities that I have participated in, students have been deeply impressed by Mark. He is meticulous in his work and has corrected us twice in the process of designing posters. He has also found mistakes in details in the school magazine and has taught us what it is to be a professional. He has also given us much encouragement and support.

Mark loves to try out new food and enjoys travelling. He went abroad to study at a tender age of 15 and mentioned that he used to be a shy person. However, he has developed much more confidence through his line of work. Like most of us, he has had a unique journey of life.

The following is my interview with Mark. I conducted this interview via Facebook as he was still in China at that time. I hope this interview will help you know Mark better.

Could you share with us how your parents have influenced you?

Like any child, whatever my parents said or did impacted me. In fact, what you see in me today is largely due
to the values and beliefs that they brought me up with. I learn from others, who are younger or older than me, as well.

I will always remember this Chinese idiom which has had a profound influence on me when I was young. This Chinese idiom states that “天下无难事, 只怕有心人。” It means “Nothing in the world is difficult for one who sets his mind to it.” Never be afraid of obstacles. Learn from it and never to commit the same mistakes. It is also important to positively pick oneself up when things are not going your way and try again when the right opportunity comes. As another Chinese saying goes “留得青山在, 不怕没柴烧。” or in English “While there’s life, there’s hope.”

On a separate note, is 青山 (Green Mountain) a real mountain?

2 You went abroad for studies when you were just 15 years old. Can you share with us your experiences studying abroad?

As a piece of advice to all students studying abroad, even if you are studying in Singapore, never jeopardise your studies by attempting anything foolish that is against the law. I was almost deported back to Singapore while studying overseas.

I was eager to start driving a car and I got an older friend of mine, also a Singaporean, to teach me. However, I was not able to obtain a driving license as I was legally underage. Everything was fine until I was caught making an illegal u-turn on a one-way street. Attending a court session is seriously not a funny thing. All thanks to my lucky star, the judge decided to let me off with a verbal warning. Things could have been really much worse for me.

I learned my lesson well and I obtained my driving license legally before I drove again. I graduated from the university when I was 20 years old and came back to Singapore to serve National Service before I started working. Another 20 years passed by with a blink of an eye.

Could you share with us the short-term plans of the school?

Students come to EASB from all over the world. Currently, we have students from more than 25 different countries, including local Singaporeans, Permanent Residents, expatriates and their families. As Singapore continues to strengthen itself as a preferred study destination for students coming from overseas, the country of coverage for students enrolling into EASB is expected to widen. We are expecting further growth in the student population in the coming years.

Using a student-centric approach consistent with our holistic education model, we have enhanced students’ educational experience through the strengthening of certain areas. For example, we are constantly searching for ways to provide students with a livelier environment to participate in extra-curricula and sports activities. Social platforms will be created enabling the promotion of a healthy student community as well as encouraging more participative interaction between students coming from different nationalities and backgrounds. Communication will be a key area to look at as our students come from diverse cultural backgrounds. We will not only look at managing the communication between the institution and the students, but also enhancing the communication between the students themselves.

This focus on students will not just be short-term as students will always be the central focus for EASB.
This visit allowed officers from the Chinese embassy to not only know more about EASB’s unique education system but also the positive learning environment offered by EASB.

The Chinese Embassy officers listening attentively to what is said.

After the introductory session, Dr. Chua led the Embassy officers on a brief tour around the EASB campus, including the HTTC (Hospitality and Tourism Training Centre), the Learning Centre and also EASB’s library. At the HTTC, the visitors were greeted by the warm smiles of our student representatives.
After the guided visit, Dr Chua invited the officers to the EASB Main Hall for their presentation. The officers were once again greeted by friendly EASB students who applauded them as they entered the hall. Ms. Liu began the presentation with a toast to the EASB community after which Mr. Wen spoke about the roles and responsibilities of the embassy, including ensuring the safety of Chinese students, addressing rental issues and also taking care of student’s emotional well-being and dealing with entry and departure problems.

Reporter: In recent years, what has been the overall trend of Chinese students studying in Singapore?
Counsellor Yu: Singapore undoubtedly plays an important role in both the political and economic growth of Asia. In the field of education, Singapore has emerged as one of the most preferred Asian countries for Chinese students to pursue their education. Chinese students have opted for Singapore as it is safe and is lower in cost compared to studying in Europe, the United States or other countries. Lower cost and high quality education makes Singapore an obvious choice for many Chinese students. In addition to this, the Singapore government also takes a proactive role in protecting the interest of foreign students.

Reporter: What are the employment opportunities for Chinese students upon their return to China?
Counsellor Yu: The employment opportunities for students studying both abroad and locally are the same. However, it must be noted that the demands and requirements for each university is different. For example, NUS pays more attention to academic development. EASB on the other hand, is focussed on providing quality education in hospitality and tourism management. By getting a quality education, a student has a competitive advantage over their peers in future employment. For more information on this and also relevant information about China’s education policy and related matters, students can access the Education Ministry’s website as well as the China Scholars Abroad website.

Reporter: Does the embassy organise activities students can participate in? Can these activities help foster friendship between students abroad as well as help us know more about the embassy?
Counsellor Yu: This is my first visit to East Asia Institute of Management and I am surprised to see so many Chinese students in this school.

The embassy officer also gave the students good advice and thanked EASB for providing an opportunity to Chinese students to get quality education so that these students can then contribute to their home country.
Ask any foreign student what the most familiar place to them is and they would immediately answer ICA (Immigration and Checkpoints Authority of Singapore). This is because the ICA is the place they go to when they need to renew their student passes. Therefore, in order for students to know more about the ICA and also the different immigration rules and regulations in Singapore, on 15th May 2013, EASB invited officers from ICA to brief students on ICA matters.

During the presentation and briefing by Ms. Cai, students were informed that the ICA’s roles and responsibilities included among others, to ensure that both Singaporeans and foreigners alike are well-protected by the law when it come to immigration matters.

Ms. Cai also raised several issues that students needed to know. For instance, she noted that a Bangladeshi worker was arrested by the ICA for trying to bring some workers into Singapore. She also
quoted another example of how an individual tried to bring animals illegally into Singapore to be sold. She highlighted these cases to show students some of the illegal actions that are punishable by law.

Ms. Cai also reminded students that certain kinds of foods, for example, jerky and also medications and magazines required a permit before they could be brought into Singapore. She also emphasised that carrying drugs of any kind is illegal and punishable by law. She added that it is important for students to adhere to ICA rules and regulations.

After the briefing, the students had the opportunity to participate in a Question and Answer session.

Q: Some of the graduating students have plans to work in Singapore. As we need time to first secure a job, does the ICA have processes related to continuing the student pass for this purpose?
A: The ICA would normally allow graduated students a month upon completion of their course. If they would like to prolong their stay, they would need to show the relevant documents to the ICA. They must also allow enough time for the ICA to approve the continuation of a pass. Those concerned must also provide detailed reasons as to why they would like to prolong their stay.

Q: What are the ICA regulations governing part-time jobs?
A: Students studying in Singapore public schools are allowed to have a part-time job. However, they are only allowed to work 16 hours a week except during term break. It must be noted that private school students are not allowed to hold a part-time job. They will have their pass cancelled if they are found to be working part-time. As for tourism students, they are allowed an internship of between 6 months to one year, and should also be paid a salary of SGD 700 to 1000 per month.

Q: Could you share with us about Permanent Residency (PR)?
A: PR stands for Permanent Resident, which basically means that one can live in Singapore permanently and can also be involved in legal industries or business. A PR does not need to have a visa, but only needs to renew his or her re-entry permit every five years. A PR can also live in China but only return to renew his Re-entry permit before it expires. If he does not renew his re-entry permit before it expires, he will have been deemed to have given up his PR.

Q: How long do graduated students have to work in Singapore before they can apply for their PR?
A: One would normally have to wait a year before applying for PR. As Singapore is a small country, there are strict procedures to applying for PR. It is also important that a permanent resident fits in well with the local community. Once one is a PR, he or she will among others enjoy medical, education and other benefits. Before applying for PR, one must be on a long term pass first.

Through this briefing, students gained further knowledge and understanding of the ICA. Before they left, the two ICA officers also left their contact details so that students could email or contact them if they had other enquiries regarding ICA matters.
The rapid progress and development in mobile technology has resulted in the hardware speed of smartphones doubling in recent years. Although this has impacted user experience positively, it has also had effects on hardware configuration.

The transition of smartphone processors from single core, to dual-core and now to quad-core has taken a period of less than two years. With the introduction of the eight-core processor, the hardware war has indeed begun. It can be said that the processor war has come to a bottleneck. However, this does not mean that hardware competition has come to an end. It simply means that with these developments, mobile phone screens will become the next aspect of the hardware war. A frontrunner in this field is the HTC Butterfly, which uses a 1080p HD screen.

2013 boasts of buzzwords for smartphones which include 1080p screens, quad-core, and 2GB RAM. Companies such as HTC, Samsung, and Sony have all launched their 1080p quad-core products. Let’s review these products now.

Samsung GALAXY S4

The Samsung Galaxy SIII and Note II has in the past managed to convert some Apple fans into Samsung fanatics and this trend is set to continue this year.

The Samsung S4 does not look very different from its predecessor, inheriting its appearance. However, it has made great progress in its design and materials. The different upgrades on the system has humanised the operations of the Samsung S4. In addition, as an answer to the industry’s push towards promoting hardware,
5-inch 1080P. The back of the phone is equipped with UltraPixel lens assembly, with an in-built second-generation ImageChip, that supports optical image stabilisation system OIS Innovation and Technology. The HTC One also uses the Snapdragon 600 quad-core processor series and coupled with its 1.7GHz helicopter, plus 2GB RAM, rams up the performance of the phone.

**Sony L36h (Xperia Z)**

Sony L36h (Xperia Z) is said to be the most attractive of all mobile phones in CES2013 due to its thin double-sided glass body coupled with an angular design. This phone also boasts of three defence and protection features mainly that it is waterproof, dust proof and drop resistant. Combined with its flagship-level hardware configuration, the Xperia Z is said to be one of the most efficient of Android phones.

The Sony 36h uses BRAVIA Engine 2 generation technology and with its 5-inch touch screen with a resolution of 1920x1080 pixels, allows for a multi-touch experience. It is also equipped with a 13 million pixel CMOS camera and an Exmor RS laminated-type image sensor which contains LED fill light.

Companies will clearly pursue more powerful hardware to provide the ultimate user experience. This, coupled with eye-catching design and features will see the smartphone market grow even further. Therefore, it is important that a user chooses according to his or her individual needs. For example, for those interested in personalising their phones, the HTC One is the smartphone to have. For those interested in a rough and rugged phone, the Sony Xperia Z, with its distinct features will be the one to go for. For those interested in a phone with additional auxiliary functions and good overall performance, the Samsung S4 is the perfect fit for them. Clearly, there is no such thing as the best smartphone, only the most appropriate one.
After an exhausting and busy examination period, we finally had some time to rest and relax. For the last holidays, I did not return to my home country, but instead went to Phuket, Thailand with my friends. As the saying goes, “Read ten thousand books, and travel a thousand mile.”

I took an early flight from Singapore to Phuket Island. When I looked out of the small window of my plane, the morning sun greeted me in all its radiance.

So I started the trip, amazed by Thai hospitality. During the few days I was in Phuket, I visited Phi Phi Island and Phang Nga Bay. The water in Phi Phi amazed me. It was so clear I could see fishes swimming around us. Never in my life had I thought that the Indian Ocean would be so beautiful. The waves swept in and out, and the soft breeze caressed my skin. Lying on a deck chair and drinking coconut juice, I never felt more relaxed in my life.

Phang Nga Bay was another famous place I visited. Ask anyone why Phang Nga Bay is famous and they would reply James Bond.
Everyone knows James Bond from the 007 movies. Some of the scenes from “The Man with the Gold Gun” were shot at Phang Nga Bay.

It was raining at Phang Nga Bay when we arrived. We were warned not to wear slippers while climbing the stairs of Phang Nga Bay National Park or we may get injured. However, the most memorable part for me was kayaking in the ocean. We passed by huge caves. Some of these caves are home to bats. We also saw small and narrow caves. We actually had to lie down on our kayaks to go through these caves. We had a Thai guide and he was nice enough to make us, girls a rose from banana leaves. I found that a very sweet gesture.

In Phang Nga, you could also try Thai massage which is a good way to relax yourself.

For food lovers, Thai food is an epicurean delight. Some of the Thai dishes that should not be missed include Fried Rice with Pineapple, Thai fried noodles and Tom Yum Goong.

In a blink of an eye, our magical four-day trip to Phuket came to an end. As I stepped out of Changi Airport and looked at the familiar Singapore streets, I knew that it was back to reality.

I will forever hold the memories of Phuket close to my heart and will miss the beautiful place tremendously.

Surviving Thailand
1. Remember to exchange enough Thai Baht before you leave Singapore.
2. Remember to bring sunblock if you are going to Phuket.
3. Use local travel agencies for trips to Phi Phi Island or Phang Nga Bay. The price is reasonable and you will have an enjoyable time.
4. Tip as it is polite to tip in Thailand.
MACARON OR MACAROON?

DBM student, India
I am a free-minded guy who loves to have fun with friends. I love to chat and also love to travel. I am in EASB because it is here that I found the true meaning of education.

#1 PUNJAB GRILL BY JIGGS KALRA: A HISTORICALLY FINE DINE

Would you like to nibble on the elaborately done kurkuri?
One of the newest players in the Indian fine dine market is also one of the most researched, lightest and European-leaning. Set up by culinary show host and former Times of India food columnist Jiggs Kalra, the revered “Classic Cooking of Punjab” author serves up historically accurate dishes from the region of Punjab. Quality ingredients and modern presentation delivered at Kalra’s only overseas outpost (this is his sixth outlet) takes diners on a journey through cities like Lahore and Rawalpindi. Past the wine cellar is a modern black-and-pale-yellow-colored crystal-chandeliered space befitting of the the culinary progressive plates that come out of the glass-fronted kitchen where three large tandoor ovens preside. The street-food-originated golgappa platter (papadum-like whole wheat shells, S$15) is served resting on shot glasses; the fenugreek-flavoured palak paneer (S$32) is a rich but light combination of spinach and cheese; and Punjab Grill’s signature, the guchichi pulao -- native Indian seasonal jumbo morels stuffed with royal cumin-spiced milk cakes hidden under basmati rice cooked under a layer of puff pastry -- is fragrant and teeming with spices and flavor. Equally extravagant are the foie gras and lobster which have been given the tandoori treatment (S$45) -- we won’t lie, it is an oddity but extremely yummy.

Address:
B1-01A The Shoppes at Marina Bay Sands, 2 Bayfront Ave; +65 6688 7395; www.punjabgrill.in. Daily 11 a.m.-midnight. Main courses from S$30-S$55.

#2 ANANDA BHAVAN RESTAURANT: THE OLDEST VEGETARIAN EATERY

With a spread like this, who needs meat? Not much has changed and tradition is still going strong at Ananda Bhavan Restaurant, a 1924-established vegetarian restaurant along Selegie Road.

Address:
221 Selegie Road, +65 63393643; www.anandabhavan.com. Daily 7:30 a.m.-10:30 p.m. Main courses around $5.
**#3 ANNALAKSHMI: VEGETARIAN WITH A SOCIAL CONSCIENCE**

The spread is plentiful at Annalakshmi so be sure to compensate them generously. A free meal? We hope not. This international chain is a volunteer-run, buffet-style, not-for-profit vegetarian restaurant that exists as the culinary arts arm of the Temple of Fine Arts (TFA) who believes in serving, loving and giving, hence the “eat-what-you-want, give-what-you-feel” concept of payment. Housewives, doctors, teachers, technicians and a whole host of other benevolent individuals prepare tray after tray of dhals, soups, curries, yoghurt dips, rotis, papadums and jugs of lassi from cuisines that originate all over India to satisfy a three-hour lunchtime throng, a congregation that comes mostly from the surrounding CBD. Pick up a four-compartment metal tray, fill up as you walk through the assembly-like line and then share a plastic-sheet-covered table with fellow lunchers. The dish selection depends on who’s cooking that day, but in line with its altruistic intentions, you can always count on the offerings at Annalakshmi to be homely, filling and food-coma-inducing. Make sure you repay the favour, try not to give anything less than S$5.

Address:
104 Amoy St., +65 6223 0809; www.annalakshmi.com. Monday-Saturday 11 a.m.-2 p.m. Payment by donation.

**#4 GAJALEE: A TRUE BOMBAY DUCK**

Fresh seafood is cooked with a lot of spice and curry at Ga jallee. Fresh seafood is the order of the day at this Malvani-style Mumbai-originated restaurant that former President Nathan used to frequent. In India, Gajalee is akin to Singapore’s Long Beach, and Jumbo chain of restaurants: fresh seafood caught and cooked to order served in family-friendly air-conditioned surrounds. Its only overseas branch has subdued, neutral-toned walls, wooden tables and upholstered brown banquettes; a foil to the vibrant ly-spiced Maharashtra-style Indian cuisine. Around half the menu is made up of dishes like fresh clams in coconut and coriander masala; plump New Zealand oysters in curry; chargrilled lobster tandoori; butter pepper kapri pomfret; and of course, the Bombay duck -- a lizardfish native to the waters around Mumbai, which comes either marinated in turmeric and dipped in a masala batter to be fried, or stuffed with plump prawns and green chutney. For a dish more familiar, stick with the fragrant prawn biryani. And seafood-averse/allergic diners can still pick from mutton, chicken and vegetarian options. Desserts, like the options of spice level (“medium spicy” or “spicy”), come only in two forms: caramel custard or kulfi. Fortunately there is solkadi, a refreshing and tangy drink of mangosteen-infused coconut milk.

Address:
32 Holland Grove Road, Henry Park Apartments. Tel: 6468 6700
The prospect of interning with a company such as Deloitte is frankly a chance that not many would have. I was fortunate enough to get this opportunity which has helped me to further develop my professional skill sets as well increase my confidence in the context of the corporate world in Singapore.

My responsibility at Deloitte involves me and my colleague Ritesh, who is also from EASB developing an online interactive game for the employees of Deloitte. This game is aimed at grooming and inculcating in them values related to client servicing and service excellence. The game is also developed in a way that is interesting as well as enjoyable for the employees.

Another project that I am involved in requires me to analyse and report gaps in the processes and risks in a new project undertaken by a major real estate company in Singapore. The project has provided me with avenues to communicate, understand and address the specific needs of the client which I am happy I have been able to do successfully. Through this internship I have been lucky to experience the corporate world of Singapore first hand and I would specially like to thank Dr. Eric Lim for helping me secure this internship.
Human Resource is essentially about planning, attracting, developing and retaining staff.

What is Planning? As a HR manager, you have to plan for the future staffing needs of the company. For example, you need to plan ahead of time to hire more employees as your company expands in size. Another key aspect of planning is Job Design, which basically means the designation of duties and responsibilities of an employee.

After planning has been completed, the focus shifts to attracting. Attracting means hiring. The HR manager has to interview potential staff and select the worker who best fits the job. Generally, good candidates are found by offering jobs with competitive salaries and attractive benefits.

Developing staff is the process of helping a staff fit into a company and understand the company culture. This is achieved through organising orientation programmes for the new staff. During these programmes, the staff will learn about the roles of all the departments, the way the company is run and what is expected of them in the company.

Last but not least, the focus should also be on retaining quality staff once they have been adequately trained. If a company has good staff, the HR manager must be able to keep them in the company. Usually, one of the best ways to retain good staff is by offering attractive remuneration and benefits. Alternatively, some companies create such unique work environments that the staff do not want to leave the company.

In conclusion, the four aspects mentioned above are integral to human resource management.

Ivy Ren Jingyan
English student, Singapore

My Chinese name is Ren Jingyan and my English name is Ivy. I come from Zhejiang Province, China and have been in Singapore for almost four months. I am currently studying the Certificate in Business English course under EASB’s Preparatory Programmes. My hobbies include swimming and watching science fiction movies.
On 19th April 2013, I packed my personal belongings and set off for a short study trip to Malacca. We boarded the coach on a Saturday morning and it was a really long trip of at least four hours. We put on extra layers of clothes inside the bus because of the strong air conditioning. With the anticipation and excitement, we finally arrived at our destination.

Subsequently, we checked in at Ramada Hotel and had a wonderful buffet lunch. The most important part of the journey was the Amazing Race in Malacca. In that activity, we had to finish the tasks using the given clues and cooperated with our group members. The clues were all written in English. Fortunately, I was assigned to Madam Sheila’s group, which means that our group had the language advantage because she spoke the local language. During the Amazing Race, everything was under control and our group progressed fast. The other group sent their spy to find out our location so that they could catch up with us! It was without doubt who won the Amazing Race challenge.

The real objective of the trip was to introduce us to the major attractions of Malacca. We also learned the meaning of teamwork as we interacted with our peers and lecturers, Mr Foo Wee Kiat and Madam Sheila Ngalimen, in English. Besides that, I think it was good physical exercise because we walked the whole afternoon.

My friends and I bought a wealth of souvenirs from Malacca such as small ornaments, handmade soaps and even clothes. We had fun shopping! The next day, it was time to pack up and head back to Singapore. It was really a good study experience because I learned about history and enjoyed the unique Malaccan culture.

Thank you Malacca for the wonderful memories!