

ECONnect

October 2013 Issue



THIS ISSUE'S SPECIAL:

COMMENCEMENT 2013 FRESHMEN CAMP 2013

We bid goodbye to the
Class of 2013.
And, we welcome our new
batch of freshmen.

ECONnect

A Newsletter by the School of Economics

SUBSCRIBE

FOUR VOLUMES EACH YEAR

CONTACT US

If you have any questions or comments,
email us at soe@smu.edu.sg.

SUBSCRIPTION

If you would like to subscribe to ECONnect,
please join our mailing list
on www.economics.smu.edu.sg,

SUBMISSIONS

Please email all submissions with the
subject header as
“ECONnect - Submissions” to soe@smu.edu.sg.

© 2013 ECONnect

All rights reserved, unless otherwise indicated.
No part of this newsletter, either text or image
may be used for any purposes. Therefore,
reproduction or modification, in any form or
by any means, electronic, mechanical or
otherwise, is strictly prohibited without prior
written permission of the School of Economics.

For permission request, write to the School
of Economics, “ECONnect - Permissions”, to
the email address below.

soe@smu.edu.sg

www.economics.smu.edu.sg

ECONnect is only available in digital format.

It's about
connecting
the SOE
community

CONTENTS

October 2013 Issue

SPECIAL EDITIONS

Commencement 2013	1
Freshmen Orientation 2013	9

FACULTY

Faculty Achievements	17
----------------------	----

SCHOOL

Scholarships, Awards and Dean's List Presentation Ceremony	19
Graduates' Night	21

STUDENT

Achievements and Sharing	23
International Student Exchange	31
Internship Experiences	35

NEWS AND EVENTS 39





COMMENCEMENT
2013
SCHOOL OF ECONOMICS
CEREMONY

COMMENCEMENT Class of 2013

“Your diploma is rather like a passport for your future use, so keep it safe, don’t lose it. It isn’t a ticket, however—it doesn’t tell you where you’re headed and it doesn’t guarantee that you’ll get there. What happens next is mostly up to you.”

- Dean, Profesor Bryce Hool

On 25th July 2013, Singapore Management University held the annual commencement at Resorts World Sentosa. On this joyful occasion, the School of Economics celebrated the graduation of 241 graduates – 2 graduates from the PhD in Economics; 2 graduates from the Master of Science in Economics Programme by Research; 28 graduates from Master of Science in Applied Economics programme and 209 graduates from Bachelor of Science in Economics. We were honoured to have the President, Professor Arnoud De Meyer, and Provost, Professor Rajendra K Srivastava, to present the school awards to the awards winners. This celebration was not only about the graduates but also their family members, partners and peers, who had been giving them their utmost and unconditional support.

The DBS Bank School Valedictorian Award in Economics this year was awarded to Lim Wei while the Monetary Authority of Singapore Academic Excellence Award/School Salutatorian Award went to Foo Jie Kai. Lim Wei and Jie Kai were selected by the School based on their stellar academic performance, leadership qualities and active co-curricular records. The winners of the SMU CIRCLE award from the School of Economics were Eugene Heng Yi Sheng and Shawn Lau Run-Yang.



COMMENCEMENT 2013 - SCHOOL OF ECONOMICS CEREMONY.

“Commencement marks the significant end of a great journey. For these talented and promising individuals, the last 4 years have been dotted with many defining experiences. Nevertheless, learning does not stop here. It is the start of a new journey which is far more exciting. We are certain that you would build on these experiences to achieve greater heights. Congratulations and all the best for your future endeavours. We look forward to seeing you back at SOE. Let’s stay in touch!”



COMMENCEMENT 2013 - SCHOOL OF ECONOMICS CEREMONY

Best wishes to the Class of 2013





OIKOS CAMP 2013
SMU ECONOMICS FRESHMEN ORIENTATION

FRESHMEN ORIENTATION 2013 APOCALYPTO - The Age of REVIVAL

The best freshmen camp of 2013 came to a wonderful close at Sentosa, leaving everyone with nothing but smiles, memories and friendships. Everyone had the time of their lives. Despite the fatigue accumulated over the camp, the freshmen stayed back in Sentosa to take photos with their new friends. This shows how thoroughly they enjoyed the OIKOS camp!

While the usual game segments like Amazing Race, Dirty Games and Fright Night continued to serve its due purpose in providing the freshmen with fun, this year's camp had several new highlights too. There was Laser Tag incorporated in the Amazing Race segment, which freshmen and facilitators thoroughly enjoyed. During the Food Hunt, the OIKOS family members introduced the freshmen to the cheap and good food available around the campus. Everyone got to enjoy different types of food - varying from main courses to pastries, desserts and snacks. The freshmen and facilitators enjoyed the bonding sessions over the courses of food. None-the-less, the major highlight of the camp was the Performance Night, where freshmen and facilitators let their hair loose, put in their utmost efforts and brought down the stage with their performances. Not forgetting the bands with their beautiful renditions of popular songs, which left the crowd swaying to the beat, requesting for encores.

The organising committee toiled through the 3 days and 2 nights with minimal sleep. Their sacrifices had led to the smooth and successful organisation of the camp. Both the organising committee and the facilitators displayed commitment and ownership, in ensuring that the freshmen of different backgrounds were embraced in the warmth of their new OIKOS family.

Once again, a warm welcome to SMU School of Economics, and we welcome you to the OIKOS Family!♦



FRESHMEN ORIENTATION 2013 WAS PROUDLY ORGANISED BY OIKOS.

ARTICLE CONTRIBUTED BY PRESIDENT OF OIKOS.



FRESHMEN ORIENTATION 2013 - APOCALYPTO - THE AGE OF REVIVAL

APOCALYPTO
The Age of
REVIVAL



Faculty Achievements

Congratulations to the following faculty who were presented with their respective awards.

Professor Kwong Koon Shing

Fellow of Society of Actuaries, Society of Actuaries Educational Institution Grant

In order to earn an actuarial professional designation through Society of Actuaries (SOA) in USA, a candidate needs to pass a particular series of examinations depending on which examination track he/she chooses. After completing all the 18 requirements under the SOA's Corporate Finance and Enterprise Risk Management Track, Professor Kwong was awarded the professional designation Fellow of Society of Actuaries (FSA) and became a qualified actuary in June 2013.

SOA Educational Institution Grant (FSA Grant), which is a recognition of designation attainment by full-time academic faculty, was also awarded to Professor Kwong for the promotion and development of SMU's actuarial science programme.



L - R: SENIOR LECTURER ROSIE CHING RECEIVED HER AWARD FROM PRESIDENT, PROFESSOR ARNOUD DE MEYER

Senior Lecturer Rosie Ching

University Excellent Teacher Award

This award recognises outstanding faculty members who are committed to promoting excellence in teaching and learning, to enhance the quality of classroom experience.

Senior Lecturer Rosie demonstrates up-to-date knowledge of the field, employs exemplary teaching skills that encourage student engagement, and fosters the holistic development of students. She was awarded with the Innovative Teacher Award in year 2008 and 2011 too.

Associate Professor Fali Huang

DS Lee Foundation Fellowship for 2013-14

The award was established in Year 2012 by Dr Della Suantio Lee and DS Lee Foundation. It is given to support junior faculty members for conducting academic and industry relevant research and to participate in international research programs that are crucial to improving the understanding of business.

This award further recognises her research successes, particularly over the previous year (for which she received the SOE Research Excellence Award).



L - R: ASSOCIATE PROFESSOR HUANG FALI RECEIVED HER AWARD FROM PROVOST, PROFESSOR RAJENDRA K SRIVASTAVA

Assistant Professor Christine Ho

University Most Promising Teacher Award

This award recognises outstanding teaching potential among junior faculty members, in particular in the area of providing an enriching classroom experience for students.

L - R: ASSISTANT PROFESSOR CHRISTINE HO RECEIVED HER AWARD FROM PRESIDENT, PROFESSOR ARNOUD DE MEYER



IMAGE COURTESY OF CENTRE FOR TEACHING EXCELLENCE AND OFFICE OF RESEARCH.

Scholarships, Awards and Dean's List

Presentation Ceremony

Congratulations to all awards recipients.

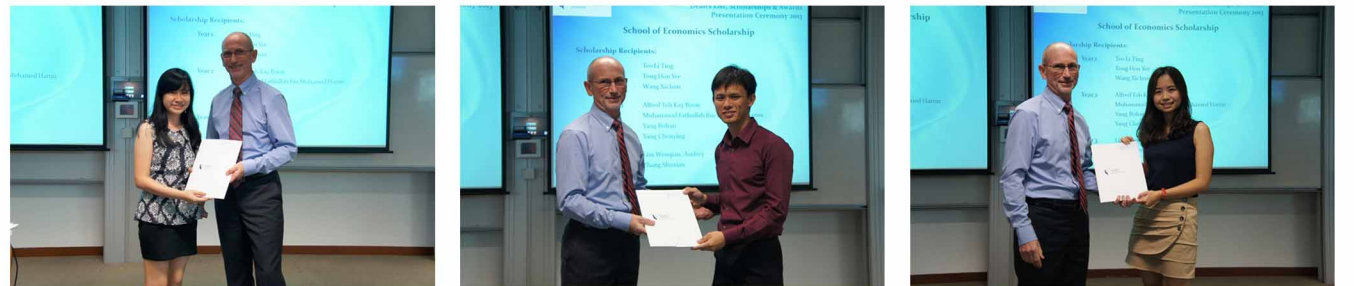
The annual Dean's List ceremony was held on 13 September 2013. The School celebrated the commendable achievements of over 100 students who were placed on the Dean's List in AY2012 - 2013. Faculty and staff were present at the event to witness their accomplishments.



STUDENTS (ADMISSION YEAR: AY 2012-2013) ON THE DEAN'S LIST WITH OUR FACULTY MEMBERS. In addition, the Top Year Awards were also presented to the following students who topped their respective years of cohort:

- Top Final Year: Lim Wei
- Top 3rd Year: Loo Jian-Liang Sidney
- Top 2nd Year: Chan Zi Yin, Sharon
- Top 1st Year: Lee Yuelong

The SOE Scholarships, funded by SOE's faculty, staff, alumni, students and its fundraising activities, were awarded to SOE students with outstanding academic performance, good leadership skills, character records and who are actively involved in CCA and/or community service. This year, 10 scholarships were awarded to students entering into their second, third or fourth year of study. Each scholarship is valued at \$2,000 and is tenable for one year.



TEO LI TING, TONG HON YEE, WANG XICHUN AND SHARON CHAN (BOTTOM) RECEIVED THEIR AWARDS FROM DEAN, PROFESSOR BRYCE HOOL.

The Ministry of Trade & Industry (Economist Service) Book Prize is sponsored by the Ministry of Trade & Industry. The Awards are open to students from the three local universities – Singapore Management University (SMU), National University of Singapore (NUS) and Nanyang Technological University (NTU). This award is given to a top Year 2 student in AY 2011-12 in each University who has demonstrated strong leadership potential and contributed outstanding service to the Singapore community. The award recipient this year from SMU is Chan Zi Yin, Sharon. ♦



TOP LEFT: MAE STUDENTS ON THE DEAN'S LIST WITH OUR FACULTY MEMBERS.



TOP RIGHT: STUDENTS (ADMISSION YEAR: AY 2010-2011) ON THE DEAN'S LIST WITH OUR FACULTY MEMBERS.



RIGHT: STUDENTS (ADMISSION YEAR: AY 2011-2012) ON THE DEAN'S LIST WITH OUR FACULTY MEMBERS.

Graduates' Night 2013

Fun, joy, and lasting memories - this aptly sums up what the newly minted graduates experienced at the Graduates' Night 2013, which was held at the Marina Bay Sands Convention Center, Peony Ballroom on the 27th of July.

With games, performances and attractive prizes to be won, the graduates were having the time of their lives, relishing and reveling in the atmosphere and company.

Graduates were taking photos fervently and furiously with one another, hoping to capture as many memories as possible of their final prom night, before they head out to take on and succeed in the working world. The beaming faces of everyone present at the Graduation Night were testament that the graduates indeed enjoyed themselves.

It was double happiness for one of our very own graduate, Shawn Lau- for he was one of the lucky graduates who managed to bring home not only the memories and happiness of the Graduation Night, but the 8th prize at the finale lucky draw as well.

Overall, it was a heartening and happy affair for all present, and the OIKOS Executive Committee would like to wish all of the graduates the very best in their future endeavours - keep in touch!♦



GRADUATES' NIGHT 2013 IS ORGANISED BY SINGAPORE MANAGEMENT UNIVERSITY ALUMNI ASSOCIATION.

ARTICLE CONTRIBUTED BY OIKOS.

SOE Graduate Students' Achievements

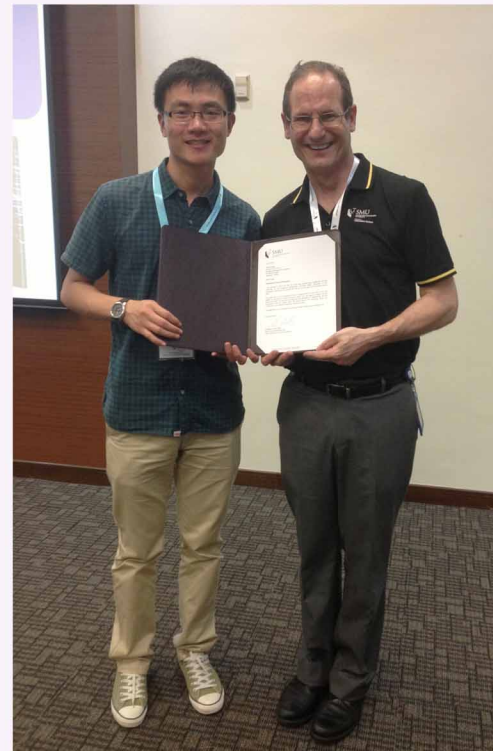
Zeng Tao has joined the Sim Kee Boon Institute for Financial Economics (SKBI) at SMU as a research fellow since July 2013.

His research interests lie in Bayesian model selection, Bayesian hypothesis testing and Bayesian estimation of the Dynamic Stochastic General Equilibrium models. He had co-authored a paper with Professor Jun Yu, Professor of Economics and Finance, Director of SKBI and Co-Director of the Centre for Financial Econometrics, SKBI, and Professor Yong Li from Renmin University, entitled 'Robust Deviance Information Criterion for Latent Variable Models' and which was awarded the SKBI Institute PhD Summer Camp Honorable Mention of Research Award in 2012.

Zeng Tao was also awarded the inaugural SMU Presidential Doctoral Fellowship in 2013.



ZENG TAO



Dong Yingjie has been awarded the SMU Presidential Doctoral Fellowship from 1 August 2013 to 31 July 2014. Recipients of this competitive Fellowship are selected from the top five per cent of PhD students across SMU.

In addition to the higher monthly stipend that Yingjie will receive, he will also be sponsored up to S\$3,000 for a research trip.

Congratulations to Yingjie on receiving this prestigious award!

YINGJIE (LEFT) RECEIVED HIS FELLOWSHIP FROM PROFESSOR STEVEN MILLER, VICE PROVOST (RESEARCH) AND DEAN, SCHOOL OF INFORMATION SYSTEMS.

Thammasat Undergraduate Business Challenge

The 16th Thammasat Undergraduate Business Challenge (TUBC) 2013 was held at Centara Grand, Bangkok, Thailand from August 6 to 10, 2013. TUBC is a prestigious competition that aims to develop global leaders by creating a stage for students to showcase their analytical skills and ideas. Team SMU faced intense competition from 15 other top universities, including Thammasat University, Maastricht University and HKUST. Congratulations to the team from Cognitare for emerging as the first runners-up for this annual competition.



“Our TUBC experience was truly one to remember. Prior to the actual competition, many welcome activities were organised for us, including a dinner on the Chao Praya River Cruise and a trip to the Rose Garden, a Thai cultural village. We enjoyed ourselves thoroughly during those activities that simultaneously showcased the beauty of Thailand and allowed us to get to know our fellow participants better.

However, things started fizzing up when the actual competition began. Our case for the competition was on Big Cola, a cola produced by a South-American company. This company had set its ambitious sights on the Thai market for Big Cola amidst intense competition from other cola companies.

While the food and beverage industry was not unfamiliar to us, it was crucial for us to contextualise the cola war and come up with strategies specific to the Thai market. In the 30 grueling hours we were given to crack this case, we conducted in-depth research on the cola market in Thailand, and brainstormed for innovative strategies that were based on feasibility and understanding of the Thai consumers. Our efforts eventually culminated in the proposal of a three-pronged strategy

‘Locate, Build and Fortify’ which we believed Big Cola should adopt going forward to win the cola war.

Our zealous performance during the finals was met with tremendous reception. The audience was captivated by our dynamic presentation and remained engaged throughout. The judges were impressed by our strategies that showed great fit with Big Cola’s target market, the youth. They also commended us on our Question and Answer segment, where we showcased our ability to think on our feet as well as show the judges that we had covered all bases. All in all, it was a close fight for the title and while we fell short in the end, we were all very proud of what we achieved.

TUBC was a valuable and exciting experience for all of us. Not only were we able to successfully apply what we had trained so hard for, we also gained a deeper appreciation and understanding of the Thai market and culture. We were so fortunate enough to have been able to experience firsthand the renowned Thai hospitality that made our entire experience an unforgettable one. ♦



ABOVE: TEAM SMU FROM CONGITARE IN THE ACTION.
LEFT: L-R: TING LI NA (LKCSB), TAY YI LING DAPHNE (LKCSB), PROFESSOR MA KHENG MIN (FACULTY ADVISOR), VIGHNESH KUMAR PATHAK (LKCSB) AND TAN TZE HENG (SOE).

ARTICLE CONTRIBUTED BY TEAM SMU BY COGNITARE.

Western Circuit Sailing Regatta 2013



WESTERN CIRCUIT SAILING REGATTA ORGANISED BY SMU AND RAFFLES MARINA.

For more than a decade, the SMU Sailing Club has been organising the SMU-Raffles Marina Western Circuit Sailing Regatta. Each year, the Western Circuit Sailing Regatta is organised by the freshman sailors, under the helm of a senior who was part of the organising committee in the previous year's regatta. I had initially thought (quite naively) that having organised last year's regatta, plus an added year of experience sailing in numerous regattas both locally and overseas, chairing this year's regatta would be a walk in the park. I was not only faced with the pressures of making the 16th edition bigger and better

than last years, but also felt the incredible strains I had on my budget and logistics.

Our collaboration with the Singapore Sailing Federation to transport 8 more boats from Marina Bay to Raffles Marina drew participants from the US, UK and Australia. Compared to last year, participation numbers doubled, and so did the pressure to succeed.

We were also planning to step up our community service involvement to allow students to interact with disabled sailors from our beneficiary,

Sailability Singapore over the entire summer, as opposed to just three event days. In between my classes, gym training on Wednesday and water training on both Saturday and Sunday, the rest of the days were packed to the brim meeting with key partners like C4SR, as well as the various departments in my committee. This was in addition to my duties as the Logistics Officer in the 9th Exco of the Sailing Club, which oversees the maintenance and repairs of the club's assets.

Thankfully, I had the strong support of my teammates, whom I have had the pleasure of racing alongside and organizing the regatta as well. All of us were willing to make compromises and sacrifices that definitely paid off. Despite our various commitments in summer, be it internships, competitions and student camps, we were willing to commit a part of our busy schedules to making the event bigger and better. On hindsight, despite the obstacles encountered, I gained a lot of skills I would have otherwise missed out on if I spent all my time confined in the library or classroom.

SMU is indeed "A Different U", the Western Circuit being a prime example. Seeing months of hard work and planning come together was a rewarding experience, and ignites my passion for

the sport even stronger. ♦

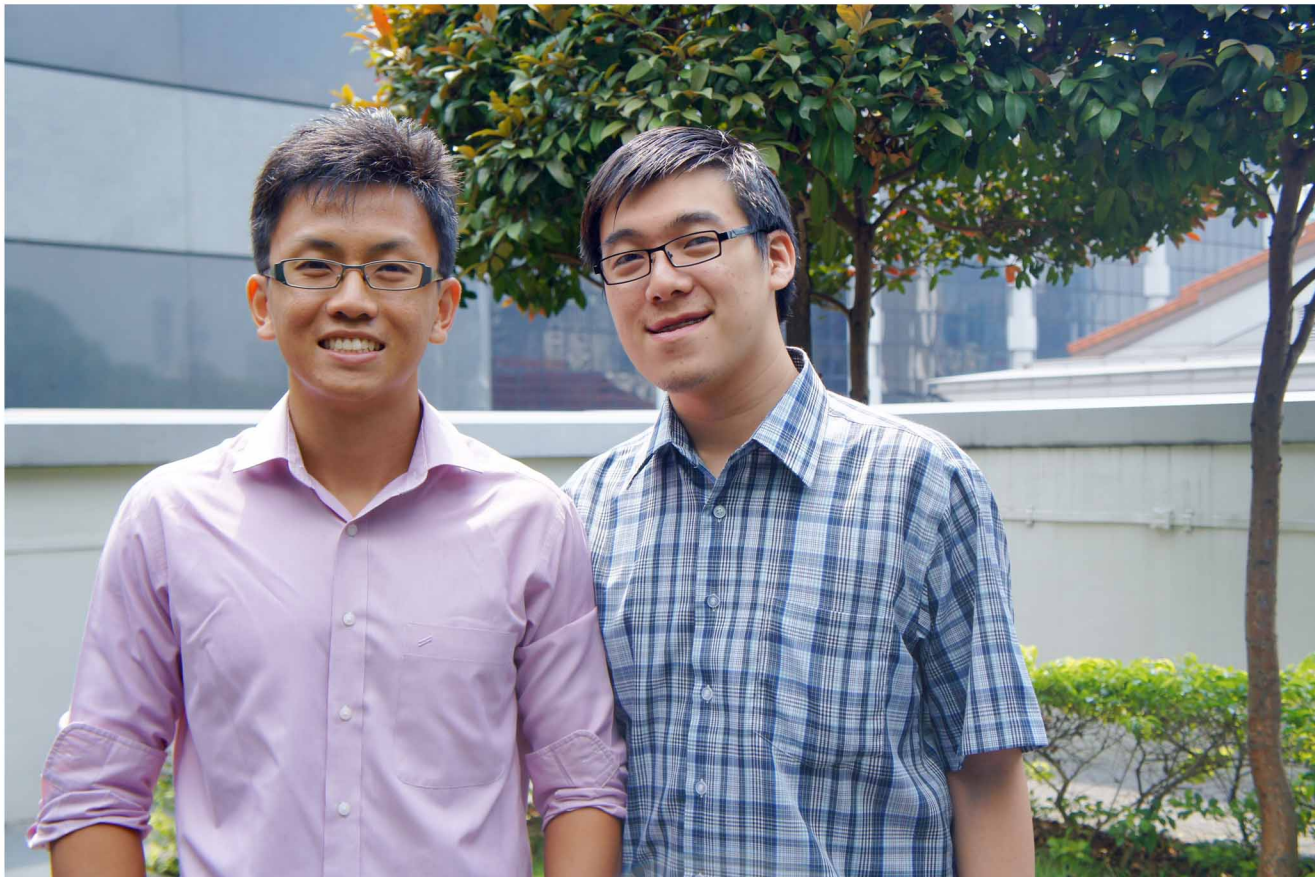


TOP: BOATS TAKING PART IN THE RACE.
BOTTOM: SMU SAILORS FROM THE SAILING CLUB.



ARTICLE CONTRIBUTED BY SEAH YUJIA.

Youth without Borders



L-R: KENNETH YONG GUO WEI (LKCSB) AND JOSEPH TAY JIA EN (SOE) ARE THE CO-FOUNDERS OF YOUTH WITHOUT BORDERS.

“If you went on a journey without a dollar to your name, how far could you go?”

This idea was the start point of the journey taken by Kenneth Yong Guo Wei and Joseph Tay Jia En, then-sophomores in the SMU School of Business and School of Economics. The idea seemed crazy yet interesting, the perfect challenge for SMU students, and little did they know just how far this journey would take them.

So, in December of 2011, a small group of SMU students gathered on the Campus Green, and set off on the adventure of a lifetime. Using simple methods like barter trade, and despite a few initial setbacks, when Kenneth and Joseph set foot on the front steps of Suvarnabhumi International Airport (Bangkok) 48 hours later, they discovered the power of creating something out of nothing, what they could do with just grit and a bit of ingenuity.

Four months later, together with their friend and mentor, Philip Wu, they created Youth Without Borders, an organisation with a philosophy guided by the Singapore Pledge. Why did they chose the Pledge? “The Pledge is a promise that every Singaporean has made, and we felt that it was time that Singapore collects on it,” comments Joseph. “I have to admit, I initially rejected the idea,” Kenneth remarks, “But after observing the way things are going in Singapore, it is probably the best thing we have to rally everyone in Singapore around and to use as a basis to guide our actions.”

The first project created was Project One More Thing, a social media initiative to get netizens to grant the wishes of the elderly in Singapore. The concept was simple - find out what the elderly wished for, tell the world about it through social media platforms and make those wishes come through via collective action. “We felt that Singaporeans did not show enough appreciation to the elderly who spent the better half of their lives building what we enjoy today,” Joseph remarks.

Similar to how the duo made their way to Bangkok, the journey was rarely smooth. One time, Kenneth was even scolded for over an hour by an older volunteer for his lack of experience. The experience made Kenneth and Joseph resolve to improve their methods, and to always remain humble.

Nevertheless, they have received their share of successes, with the group being featured on TODAY in its National Day feature on young people trying to make a difference in Singapore. Kenneth and Joseph wish to bring more and more young people into the fold to work on projects to shape Singapore’s future, as they personally feel it can be, as it has been for them, a tremendously enriching learning experience.

Looking ahead, they foresee a lot of new challenges. “The concept of using the Singapore Pledge as a guiding principle is still not sexy,” as Kenneth aptly puts it, “But we have yet to come across anyone who could convince us that there were better alternatives. When you ask people why they do what they do, you get mostly self-serving reasons and we want to change that by getting people to work on making the Singapore Pledge come alive.”◆

“IF YOU WENT ON A JOURNEY WITHOUT A DOLLAR TO YOUR NAME, HOW FAR COULD YOU GO?”

You may visit the Youth Without Borders website for more information. (www.youthwithoutborders.net)

ARTICLE CONTRIBUTED BY KENNETH YONG AND JOSEPH TAY.

Pusan National University



by Wilberg Tan Kian Wee



WILBERG TAN

“Pusan, a city that many have heard of but also not everyone might visit when they travel to Korea. Seoul is often the city that many people associate with Korea and would choose over Pusan. I was no exception when I applied for my student exchange in Korea and felt hesitant when I got into Pusan National University (PNU). However, I did not regret choosing PNU as my choice for my exchange.

I had a great time in PNU as I enjoyed the company of my fellow SMU and NTU friends, as well as my international friends. The Koreans in the class were also friendly and would meet up occasionally for dinner and a bottle of Soju, a type of alcohol that is very popular among the Koreans. The school has good buddy system and through this system,

we met a lot of other Koreans.

I had travelled to different cities such as Jeju, Gyeongju, Yeosu, Seoul, etc. with my friends. We concluded that Pusan citizens are the friendliest. There are many interesting places around Pusan and trust me, most major cities and streets around the universities have the same street concepts. Korea has good transportation service and you need not worry about getting from one place to the other.

I guess many people will reconsider their exchange option if they are not offered their first few choices. Pusan was my 4th choice and looking back now, I did not regret choosing PNU as part of my choices. I had a memorable time there and what I want to

share is, don't feel demoralised if you do not get to enrol in your choices of university. Enjoy the culture which the country has to offer and be open to changes as exchange isn't merely a semester in your life, it's a life in a semester. Embrace the experience; I am sure the journey will be equally memorable!♦”



WILBERG ENJOYED HIS EXCHANGE PROGRAMME TOGETHER WITH HIS FRIENDS.

Aalto University School of Business

by Zheng Shouqiu



ZHENG SHOUQIU

Gently touching one extreme side of the world map, I was determined to explore a country that is totally different from Singapore, both in terms of weather and life style. My original intention was quite simple – to uncover the veil of a mysterious country whose citizens enjoy the first class welfare and offer one of the best education systems in the world. Doubtless, Finland was the best choice I could make.

A small population, cold air and a slow pace of life are what constitute Finland. Aalto University School of Business is located in

the center of the capital, Helsinki. That was where I went for my exchange.

At the beginning, I was delightful to “escape” the heat and humidity. However, my happiness was gradually consumed while the temperature dropped steadily, as the days became shorter and shorter. In December, the sun came up for 5 hours and 1 foot of snow would build up. It was freezing outside, but the awesome heater warmed me up, making me feeling cozy and comfortable.

Finally, I had adapted to this new environment. Sometime, I will have a cup of tea, look at the snow and embrace the lull. At other times, I would go out and build snowmen with my friends. It was funny to see everyone looked like Rudolph (the red nose reindeer) with freezing and shivering hands!

Not that I was not expecting this, but, there is nearly no language barrier in Finland. Thanks to the influence of American music and movies, most of the Finnish people can speak English, even though some of them could only understand it slightly. It definitely helps a lot when you lose your way or stand in front of the price tag, but have no idea which tag indicate the price of the food in the supermarket. Trust me, you would appreciate this, and, especially after I had travelled to countries like Italy and Spain.

Certainly, the opportunity to travel around Europe was another reason I chose Finland as my destination. I tried to arrange most of my courses in the first term of the semester so that I could have more time to

travel.

I met people of all walks of life and heard a lot of interesting and strange stories. After going to over 10 countries and talking with different people, I reflected on my life and studies. Some issues that used to cause me distress or restrictions had become of importance. I felt that I have grown more

mature and gained different insights and experiences.

I truly appreciate the experience which the exchange programme had brought me. Without it, I will never know what the world really looks like. Without coming to Finland, you would never imagine how magical this religious country is.♦



SHOUQIU AT PRAGUE SQUARE.



SHOUQIU AT THE HOME TOWN OF HANS CHRISTIAN ANDERSEN.



SHOUQIU DOING SMU JUMP WITH HER FRIENDS.

SHANGHAI Ocean Aquarium

by Caleb Tan Qing Yuan

“What is more attractive than being able to travel while working in an organisation filled with fishes, sharks, penguins, and people who come to work every day with a smile? I had chosen Shanghai Ocean Aquarium (SOA) for my internship during my third summer in Singapore Management University (SMU) and I was attached to the Marketing Department.

My internship in Shanghai had been one of

the most fulfilling experiences I had in SMU. During the first week of my internship, I had to move out of my comfort zone to meet new people and search for my own lodging. I slightly resented my choice of completing my internship in a foreign country. However, as time goes by, I found myself truly immersed in the new environment, enjoying every single day of my internship.



CALEB TAN

At SOA, I was given the opportunity to learn about the operations and marketing campaigns of the Aquarium. I also shared with them some marketing strategies of Singapore’s tourism industry which could be applied to their marketing efforts. Additionally, I was assigned to draft new articles for the Aquarium’s marketing campaigns (in mandarin of course) and to execute some of their marketing campaigns. As part of their marketing campaigns, I managed to fulfill my dream of dressing up as a mascot too. I would take some time off to relax my mind, by taking a stroll at the aquarium and enjoying the company of the beautiful aquatic creatures.

Other than my internship experience in SOA itself, I got to travel within Shanghai after working hours. I spent most of my free time meeting new people, tasting Shanghainese cuisines and roaming around the beautiful city. Together with newly met travel buddies, I took the opportunity to travel to Nanjing, Beijing, Suzhou, and Hangzhou. Tasting exotic cuisine, visiting famous lakes and palaces, and taking an overnight train were just some of the many unique experiences I had while travelling.

Overall, completing my internship overseas was definitely one of the best decisions I have made in SMU. ♦



CALEB WITH HIS COLLEAGUES AND FRIENDS.



Khoo Teck Puat Hospital

by Muhammad Firdaus Bin Jamel

“The healthcare industry has long been an area of interest for me. This interest was sparked when I worked part-time at a hospital upon completion of my national service. Moreover having family members and relatives working as clinicians or administrators in the healthcare industry only fuelled my interest further. During my frequent interactions with them, I was pointed to the growing potential in the healthcare industry. This potential is especially true in Singapore given the problem of an aging population and thus, a growing need for healthcare services.

I was delighted when I was given a chance to intern at Khoo Teck Puat Hospital (KTPH). I was attached to the Geriatrics department (clinical operations), which deals with the elderly, and was assigned to their Transitional Care (TC) project. Every hospital in Singapore faces the problem of insufficient beds in wards and KTPH is no exception. The TC project looks to address this issue as TC aims to provide a seamless integration back into society for patients upon discharge from wards. Patients who are keen and eligible for TC services will be visited by nurses and doctors at their homes to receive basic healthcare needs. This has reduced unnecessary visits to the Emergency Department and hence admissions, freeing up more beds for more acute cases.

One of my main tasks as an intern was to create a system and database for patients under TC. Data and records were previously captured in hardcopy format (forms) and this complicates matter in data collation at the end of a particular period for reporting



MUHAMMAD FIRDAUS BIN JAMEL

or analyzing purposes. Moreover, with TC being relatively new in KTPH compared to those in other hospitals like Changi General Hospital (CGH) and Tan Tock Sheng Hospital (TTSH), many work-flows and work processes were not fully established while some required streamlining to improve efficiency.

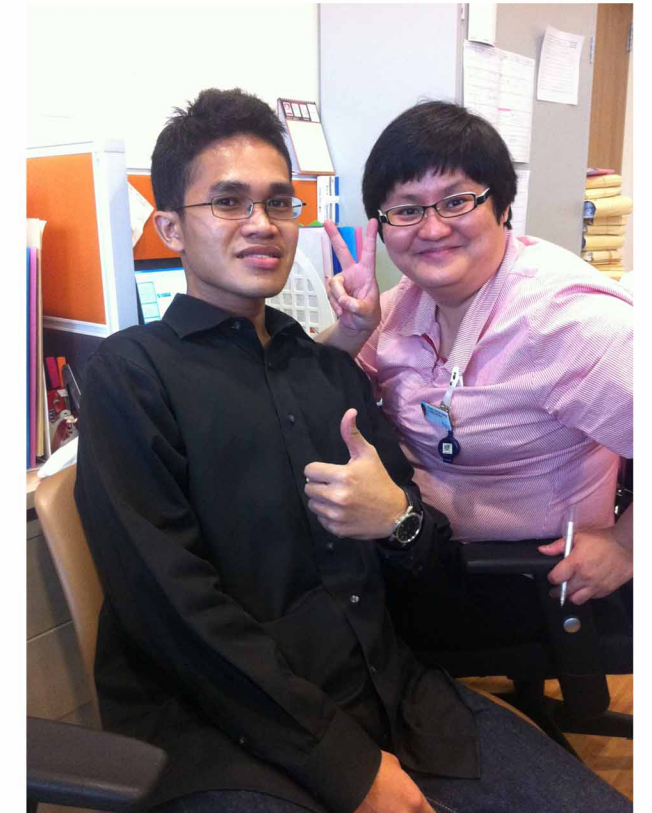
One of the best methods of learning is through a hands-on or “being on the ground” approach and I greatly benefited from this when, on a few occasions, I followed the nurses and doctors on their daily trips to

patients’ home to provide the basic healthcare under the TC project. On these trips, I experienced the difficulties and challenges faced by the clinicians and witnessed first hand the dedication and passion these clinicians have within themselves to provide healthcare to the general public. It was an insightful experience as work processes created subsequently took into consideration the needs of both the patients and the clinicians as well.

My experience at KTPH was truly memorable and enjoyable. I was under the guidance of two really awesome superiors, Kenneth Lam and Ethel Koh. I have learnt so much from them about clinical and healthcare operations as well as healthcare in general. Furthermore, KTPH encourages its staff to constantly keep fit by having jogging sessions and many various activities. This serves as reminder of the importance of keeping fit and healthy. Another unique feature of KTPH is certainly the learning culture it aims to cultivate among its staff. KTPH encourages a reading culture through the many book review sessions at both hospital and department levels. Staff at KTPH are also encouraged to learn from one another as evident from the sharing sessions of those who had gone overseas, on other countries’ healthcare operations. As KTPH grows to become of the top hospitals in Singapore, it strongly believes in giving back to the community as well as the environment.

All in all, my KTPH internship benefited me tremendously in understanding certain aspects of clinical operations. It has also contributed to my personal development as I developed better communication skills through the many interactions with various personnel of different fields like nurses, doctors, management staff as well those of different age groups.♦

FIRDAUS WITH HIS COLLEAGUES AT KTPH.



FACULTY IN THE NEWS

23 SEP 2013

A primer on personal loans
- Adjunct Larry Haverkamp

22 SEP 2013

Will Japan's elderly get burned by 'Abenomics'?
- Associate Professor Tomoki Fujii

31 AUG 2013

Challenge of getting staff to work downtown
- Professor Hoon Hian Teck

28 AUG 2013

Addressing income inequality – Who pays?
- Professor Hoon Hian Teck

20 AUG 2013

Improving the housing status quo
- Professor Phang Sock Yong

12 AUG 2013

Group calls for HDB units to be injected into REIT
- Professor Phang Sock Yong

8 AUG 2013

Academic paper supports housing curbs for PRs, foreigners
- Professor Phang Sock Yong

3 AUG 2013

Entrepreneurs and service staff are valued: Poll
- Professor Hoon Hian Teck

15 JUL 2013

Tips on buying and financing a car
- Adjunct Larry Haverkamp

STUDENTS IN THE NEWS

17 SEP 2013

Replacing old Hong Kong buses will save hundreds of lives, says study
- Leung Weiwen

30 AUG 2013

'Important to create enough good jobs'
- Alex Loo

27 AUG 2013

International Connections Camp
- Alice Nguyen

23 AUG 2013

PM dialogue: Community spirit topmost on youths' minds
- Moses Mohan

22 AUG 2013

Scholarships provide a glimpse at business opportunities
- Mohd Razali Mohd Anwaar

9 AUG 2013

Running high on passion
- Joseph Tay

30 JUL 2013

IVP Wakeboarding: Andy Huang of NUS rips through competition to take home Men's Freeride title
- Jasmine Ng

26 JUL 2013

Giving back to society
- Marcus Wong

26 JUL 2013

Outstanding SMU student delayed graduation to accompany cancer-stricken father on last six months of his life
- Eugene Heng Yi Sheng

23 JUL 2013

Six for a shot at glory
- Kimberly Chan

10 JUL 2013

Website for projects to put pledge into action
- Joseph Tay

SEMINAR SERIES

4 OCT 2013

John Ham
University of Maryland

30 OCT 2013

Myung Hwan Seo
London School of Economics

1 NOV 2013

Jihong Lee
Seoul National University

22 NOV 2013

Jan F. Kiviet (Visiting Professor)
National University of Singapore

EVENTS

Singapore Economic Policy Forum

Singapore Economic Policy Forum 2013

Date: 25 OCT 2013, Friday

Venue: Orchard Hotel, Level 3, Ballroom 3



6th Australasian Public Choice Conference

Date: 6 DEC 2013 & 7 DEC 2013
(Friday & Saturday)

Venue: Singapore Management University,
School of Economics

This issue's CONTRIBUTORS

MUHAMMAD FIRDAUS BIN JAMEL

mfirdaus.j.2010@economics.smu.edu.sg

Contributor

Internship at Khoo Teck Puat Hospital

SEAH YUJIA

yujia.seah.2011@economics.smu.edu.sg

Contributor

Western Circuit Sailing Regatta 2013

LOUIS TAN LOH BOON

louis.tan.2012@economics.smu.edu.sg

Photographer

Commencement 2013 SOE Ceremony

CALEB TAN QING YUAN

qingyuantan.2009@economics.smu.edu.sg

Contributor

Internship at Shanghai Ocean Aquarium

WILBERG TAN KIAN WEE

wilberg.tan.2010@economics.smu.edu.sg

Contributor

Exchange Programme at Pusan National University

JOSEPH TAY JIA EN

joseph.tay.2010@economics.smu.edu.sg

Contributor

Sharing about Youth without Borders

KENNETH YONG GUO WEI

kennethyong.2010@business.smu.edu.sg

Contributor

Sharing about Youth without Borders

ZHENG SHUOQIU

wilberg.tan.2010@economics.smu.edu.sg

Contributor

Exchange Programme at Aalto University

OIKOS

Contributor

Freshmen Orientation 2013 and Graduation Night

TEAM SMU FROM COGNITARE

Vighnesh Kumar Pathak

vighneshp.2011@business.smu.edu.sg

Daphne Tay Yi Ling

daphne.tay.2012@business.smu.edu.sg

Ting Li Na

lina.ting.2012@business.smu.edu.sg

Tan Tze Heng

tzeheng.tan.2012@economics.smu.edu.sg

Contributor

Thammasat Undergraduate Business Challenge

WE ARE
LOOKING for
CONTRIBUTORS
Do you have what it takes to be one?

ECONnect is an e-newsletter published quarterly to engage stakeholders of the School of Economics. We accept changes and improvise the newsletter constantly. We are always looking for dedicated personnel to contribute to our newsletter. Faculty, alumni, students and staff are all welcome to be part of ECONnect.

Are you.....

- a person who feels that ECONnect can do better and have plenty of suggestions to voice out?
- someone who have overflowing passion about writing a column about economics but yet does not have a platform to flaunt your talent?
- the one who just had a very enriching overseas exchange programme and want to share?
- able to create a meme about economics?

If you are that person, **WE WANT YOU!** (Having a good sense of humour is a bonus.)

You may also want to *volunteer* your friend, who may happen to be the man of the moment. Your identification would be kept strictly anonymous.

If you are interested or have any queries, you may contact us at this email – soe@smu.edu.sg with the subject header as ECONnect.



School of Economics
Singapore Management University
90 Stamford Road, Singapore 178903

 **Email** soe@smu.edu.sg