

ECHOES

MBA NEWSLETTER | FROM MBA NEWSLETTER TEAM

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By James Qu

Dear MBA friends,

Welcome to the July Issue of ECHOES Newsletter! As we reach the end of this academic year, we're excited to bring you a collection of articles that reflect the dynamic experiences and achievements within our MBA community. July marks the conclusion of one chapter, and with August, we embark on a completely new academic year filled with fresh opportunities and challenges.

In this issue, you'll find insightful reflections from our classmates as they look back on their experiences during Special Term 2 and share their aspirations for the upcoming semester. Winn has captured these reflections beautifully in her piece.

We also feature captivating stories from those who participated in various short exchange programs. Jiayun provides a detailed account of the short exchange to Germany, while Frank and David take us through their experiences in Sweden. Additionally, Angel shares his enriching journey in Canada.

In our beloved "Getting to Know Your Cohort" section, Joy introduces you to Amalia, an MBA student who shares her enthusiasm for the Venture Capital class, her challenges adjusting to life in Singapore, and her thoughts on the MBA program at NUS. Lastly, we cover the Healthcare Club's recent visit to the DxD Hub, with an overview provided by Gladia.

We hope these stories inspire you and offer valuable insights as you prepare for the new academic year. As always, we look forward to hearing your feedback and contributions to future editions of ECHOES.

Warm regards,

James Qu

Chief Editor of the MBA Newsletter Team

Voice from MBA: Insights from ST2 and Aspirations for Year2 Sem1

by Winn Mar Saw

As SpecialTerm2 draws to a close and our second year of the MBA program approaches, I took the opportunity to connect with several classmates to gather their reflections on the past term and their aspirations for the upcoming semester.

Personally, I had the privilege of engaging with one of the standout modules, Sustainable Web3, led by Professors David Lee and Zhiguo. This course was indeed a transformative experience, reshaping our perspectives on Web3, AI, the Metaverse, and Blockchain. The one and only one MBA module ever which not only met but also exceeded my expectations! Kudos to Prof. David and Prof. Zhiguo! I wholeheartedly recommend the Sustainable Web3 module to future cohorts as an essential component of their studies.

Rather than extending this introduction further, I invite you to dive into the stories and insights shared by our peers. Together, let's reflect on the lessons learned from SpecialTerm2 and set our sights on the opportunities that lie ahead in Semester 1 of Year 2."



Julia: In ST2, I went on a week-long exchange at the University of Mannheim in Germany to study entrepreneurship and crowdfunding. It was a great opportunity to collaborate with international students and explore the European town. For the August semester, I aim to find a part-time internship to enrich my study experience.

Olan: Squeezed in a quick trip to Tokyo and Mt. Fuji between Special Term 1 and 2, which was absolutely amazing! Now, I'm gearing up for the long haul with Special Term 2 and then straight into Semester 3, all the way until November. Feeling a mix of excitement and a bit of stress, but ready to tackle it all!



Him HO: My summary of ST2 experience: In ST2 I took 2 fascinating electives - each takes 6 hours per week but you'll never feel bored. In Digital Marketing, search optimization and pay-per-click were all new concepts to me. Prof. Eugene An even demonstrated how to deepfake ourselves!

In Tech Disruption in Finance, Prof. Yen Teik went delved so deep into tech, that he spent half a class on asymmetric encryption!

Apart from classes, my preparation as assistant faculty for the next LYT also goes into full swing. Oh, the magic of LYT - how to turnaround from a losing situation on the negotiation table! I'm really looking forward to share the profound lessons I've learned to the incoming MBAs!

Quan LU: For the upcoming August semester, I plan to delve into the subjects of negotiations and conflict management, and the consulting project as well. My goal is to develop a strong foundation in these soft skill areas, which are crucial for my both personal and career growth. I am also super excited to welcome new batch to our big MBA family!



Short Exchange to University of Cologne

Doing Business in Germany (Sustainable Transportation) 06 - 17 May 2024

by Liang Jiayun



The programme was perfectly organised and provided insightful perspectives from lectures by EWI (Institute of Energy Economics at the University of Cologne), diversified company visits and cultural excursions.

The two-week programme was enriched by inspiring interactions with various stakeholders in Germany's transportation sector. These included Deutsche Bahn AG, where we had strategic discussions with a representative from Germany's national railway company; Climeworks, where we engaged with the leading player in direct air capture technology; and Rhein Energie, where we visited power plants that supply energy to Cologne and the surrounding areas.

At Nürburgring, we had an exclusive tour of the famous race track and went go-karting. We also visited RWTH Aachen E.ON Energy Research Center and Siemens e-Mobility, where we participated in a case study discussion with the Global Strategy team. We met with Germany's gas industry lobbyist, Zukunft Gas, and received an exclusive tour of the Tesla Gigafactory Berlin-Brandenburg.

At Mercedes-Benz, we toured a wind tunnel, received strategic insights, and visited the museum. Additionally, we had interactions with the Ministry of Economic Affairs & Climate Action. The programme provided a comprehensive understanding of the German mobility sector, allowing us to discuss topics such as e-mobility, synthetic fuels, Germany and the EU's plans for climate neutrality, and the future of transportation in depth.

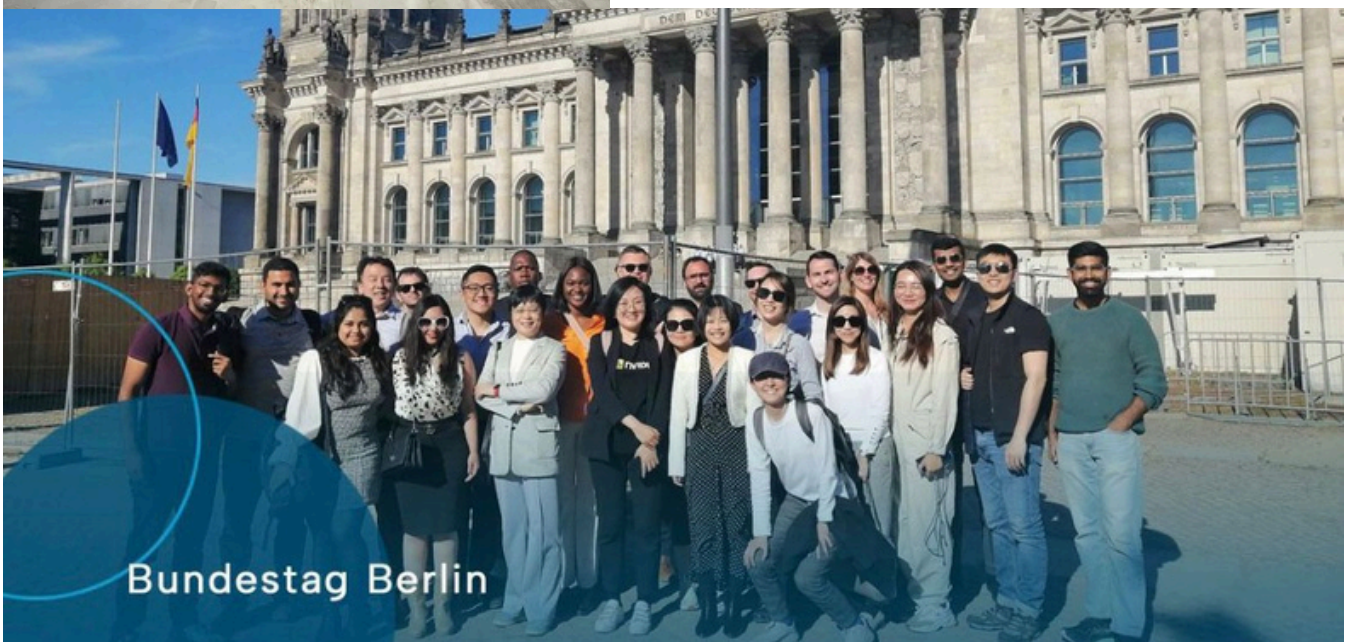


I also had a lot of fun exploring various cities in Germany, such as Cologne, Berlin, and Stuttgart, with new friends who are MBA and EMBA students from around the world. These individuals come from diverse professional backgrounds but share a common passion for sustainability and mobility.

The programme provided a closer look at Germany by organising cultural excursions, including dinners in traditional beer houses, walking tours of Cologne's old city, and a visit to the top of the Bundestag in Berlin. As part of the GoGreen Challenge, aimed at adopting sustainable practices throughout the program, each participant walked approximately 100 km across Germany during the two weeks.



I have no doubt that this exchange experience will be unforgettable for me and the other participants, thanks to the insightful discussions, unique field trips, and the invaluable friendships formed along the way.



Short Exchange to Stockholm School of Economics

Driving Innovation in Society: The Swedish Context 14 -24 May 2024

By Frank Zhang and David Chew



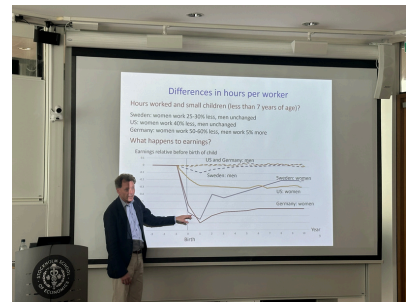
This intensive short exchange programme seamlessly bridged theoretical knowledge with practical applications, enriching participants' understanding of innovation within the Swedish landscape.

Programme Highlights

The programme commenced with Prof. Pär Mårtensson setting the tone for a collaborative and respectful learning environment. His guidelines for classroom interaction and group projects fostered a spirit of cooperation and mutual respect.



Prof. David Domeij's session on macroeconomics was particularly illuminating, focusing on Sweden's economic strategies. He emphasized the balanced welfare state and its pivotal role in driving innovation. This session provided a comprehensive understanding of how economic policies can foster a conducive environment for innovation.



Dr. Sebastian Krakowski's discussion on Sweden's reputation as a "unicorn factory" sparked lively debates. Topics such as work-life balance, welfare, immigration, and competitiveness within an egalitarian culture were thoroughly explored, providing deep insights into Sweden's unique approach to fostering innovation.



Pia Engholm's session on angel investing was enlightening. She detailed what investors look for in startups, including transparency and viability, and highlighted traits to avoid. Her practical advice was invaluable for aspiring entrepreneurs.

Dr. Kathleen Burke focused on the impact of digital innovation on the entrepreneurial ecosystem. She emphasized the importance of developing human capital and robust infrastructure, painting a comprehensive picture of Sweden's approach to fostering digital innovation.

Company Visits

The programme included visits to two prominent Swedish companies: Scania and Ericsson. At Scania, participants gained a comprehensive understanding of the automotive industry's focus on sustainable transport solutions. The tour of their manufacturing facilities highlighted Scania's innovative approaches to reducing carbon emissions and enhancing fuel efficiency.



The visit to Ericsson delved into the world of telecommunications and technology. Participants explored Ericsson's research and development labs, gaining insights into the future of connectivity and the Internet of Things (IoT). The visit underscored the importance of innovation and adaptability in a rapidly evolving technological landscape.

Networking and Cultural Experience

The cultural experiences in Stockholm were equally enriching. A history-themed tour of Gamla Stan provided a glimpse into the rich history and architectural beauty of Stockholm's Old Town. Participants walked through narrow cobblestone streets, surrounded by medieval buildings, immersing themselves in the historical ambiance of the city.

A visit to the Vasa Museum offered a fascinating case study in historical maritime engineering. The museum showcased the famous Vasa ship, which sank on its maiden voyage in 1628, and its subsequent restoration. Reflecting on the Vasa case, participants drew parallels to modern management skills, emphasizing the importance of thorough planning and execution.

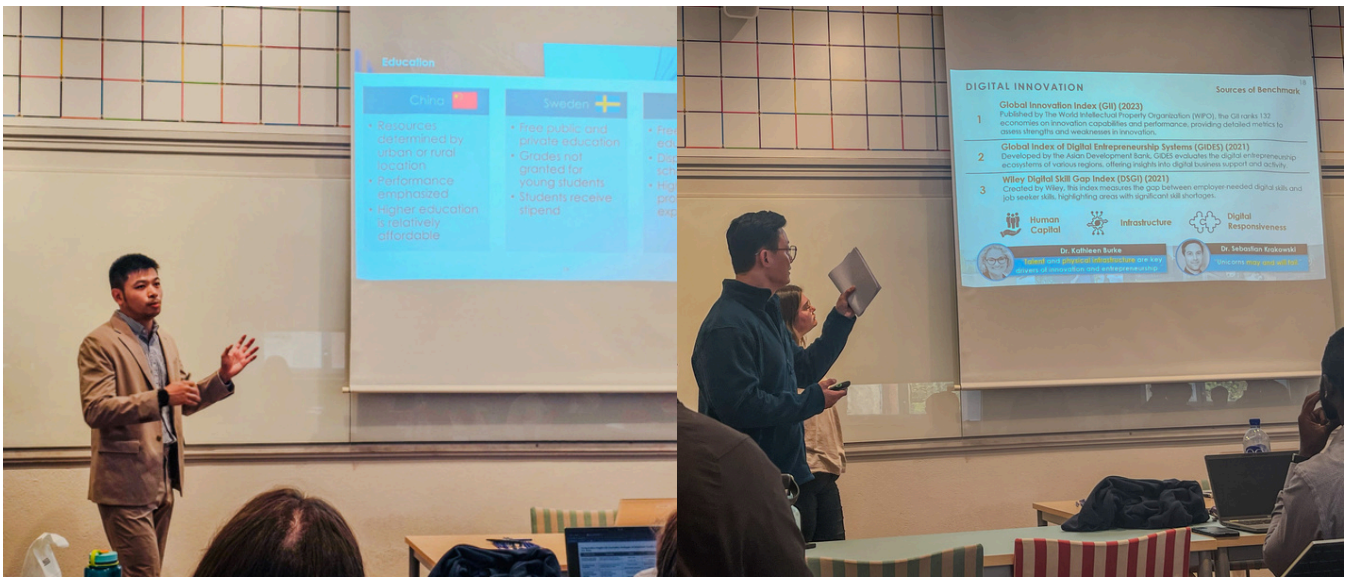
The visit to the Nobel Prize Museum was particularly impressive. Participants explored the legacy of Nobel laureates and their contributions to various fields, from peace and literature to science and economics. The exhibits and interactive displays inspired participants to strive for excellence and innovation in their own endeavours.



Conclusion

The programme concluded with group presentations, where participants articulated comparisons of different innovation themes covered in the programme with the context of their home countries. They also provided recommendations on areas that could be adopted in Swedish society to further elevate its environment for innovation and entrepreneurship.

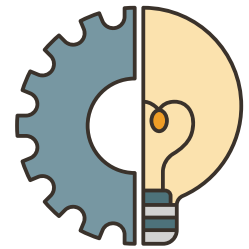
Overall, the "Driving Innovation in Society: The Swedish Context" program was a truly memorable and educational journey. It offered participants valuable reflections and actionable insights, painting a comprehensive picture of Sweden's approach to fostering innovation and entrepreneurship.



Short Exchange to **York** **University**

Intelligent Innovation Ecosystem Design 3 -14 June 2024

By Angel Andres Roca Vera



I recently had the pleasure of participating in a short exchange at the Schulich School of Business. The course covered a wide range of topics essential for understanding and nurturing tech and innovation ecosystems. We explored the "Innovation Wheel" framework, which helps analyse and foster regional innovation through creation, building, and sustainability.



Our learning was enriched by visits to tech giants like Microsoft and innovation hubs such as MaRS and DMZ. These visits provided invaluable first-hand exposure to how corporate innovation, incubators, and accelerators function. The programme also emphasised the importance of diversity, equity, inclusion, and mental health in creating a vibrant and successful innovation environment. Engaging lectures by Cherry Rose Tan and exceptional organisation by the Schulich team made this experience truly memorable.



Networking and cultural experiences were also highlights of the programme. We connected with a diverse cohort of professionals from around the world, including lawyers, engineers, and angel investors. Memorable activities, such as a Harbour tour, a visit to Niagara Falls, and a farewell dinner at The CN Tower, added a cultural dimension to our journey.



I am grateful for this invaluable experience and the connections made and I highly recommend this programme to future students.

Study, Work, or Recharge? A Chat with Amel about MBA Summer Plans

By Joy Tran

With the NUS MBA program hitting its halfway mark, students are diving into a summer full of opportunities. I caught up with Amel, an MBA candidate, to hear about her plans and her take on the program so far.



Joy: Amel, how are you planning to spend your summer?

Amel: This summer, I'm mixing things up. I've enrolled in a couple of intensive courses but also making sure to carve out downtime to recharge. It's been a hectic year, and I want to balance staying on top of my studies and relaxing.

Joy: What courses are you taking?

Amel: One of the courses is Financial Statement Analysis. It's challenging since I don't come from a finance background, but I believe it's important to step out of my comfort zone. I'm also considering electives that align with my career interests.

Joy: How has your experience been with the program overall? Any areas for improvement?

Amel: The program has been transformative, but it hasn't been without challenges. The investment classes were tough given my non-finance background. Sometimes the guidance feels more like what you'd get as an undergrad—more hand-holding than I expected at the MBA level. I'd love to see more focus on fostering independence and tackling real-world challenges. More diverse course options would also help tailor the program to career goals.

Joy: How would you sum up your time at NUS so far?

Amel: The NUS MBA offers flexibility, a diverse group of classmates, and real-world experience through internships and exchanges. But there's room to enhance the program by making it more challenging and reflective of the autonomy we'll need in our careers. Fine-tuning these aspects would better prepare us for the complexities of the working world.

Amel's experiences provide a genuine look into the life of an NUS MBA student, highlighting both the positives and areas where the program could evolve. Her insights underscore the importance of preparing for real-world challenges and enhancing the transformative journey for future MBA students.

HealthCare Club DxD Visit



By Gladia Hotan

On 19 Jun 2024, the Healthcare Club visited DxD hub, Singapore's National Platform for Diagnostics Development.

We were hosted by Rahul Pandey, a Principal Manager of Outreach and Training. Rahul presented slides showcasing DxD's work in productizing medical test assays, working with healthcare regulators, and deploying workable test kits in hospitals in Singapore. We were also pleasantly surprised when our fellow MBA student, James Qu, joined in the presentation to talk about clinical partnerships as well. Our students had the opportunity to ask questions and network after the event. Thank you Rahul and James for the informative session!





Baby Fatima Talha Khan

Proud Dad: Talha Ameer Khan (Class of 2022)



In case you didn't know, there is a **MBA baby romper giveaway!** Perfect for our littlest MBA enthusiast aged 6 to 12 months! Redeem a baby romper for your little one via this link [here](#)

Already redeemed your romper? Submit photograph of your little one(s) in the baby romper by emailing the MBA Programmes Office (mba_programmes@nus.edu.sg), and be featured in the ECHOES Newsletter!

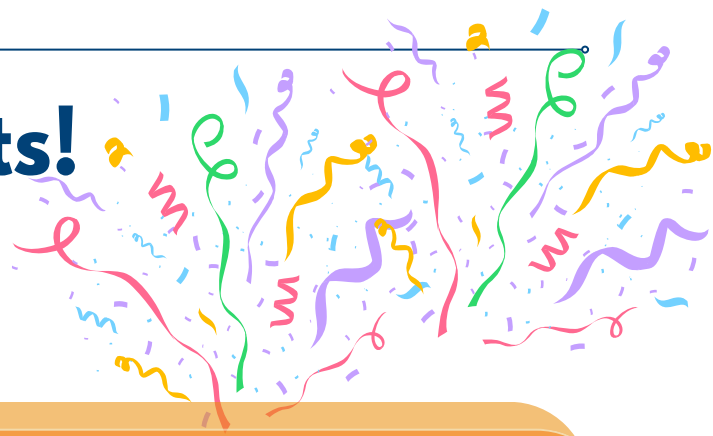
This giveaway is open to all MBAs and MBA Alumni.





Birthday Shoutouts!

July MBAers



Happy Birthday To

**BALASUBRAMANYAM AJAY
KISHORE**

CATO ANDRE GULLICHSEN

DHRUV MADAN GOPAL

ELIOT KEITH CURTIS READ

GLADIA CHORK HOTAN

HAN WEI

HIRANMAYI RAJU

JAGDEEP SINGH RANDHAWA

KENICHIRO KURATAKI

LIN KUAN-PING

MAK HENG CHWIN

MAKI OKUDA

MIN KYUNG LEE

NGUYEN LA THANH NGUYEN

RAHUL BIJU KUMAR

TADASHI SEKIMUKAI

TEH TZER HUI

WEI ZHOU

ZHANG FENGQI

ZHU YUMING

KOYA HAYASAKA

LEE JIA JUN

LIM SZE TER

LIM AN QI

**CHRISTYL CHIN HUI LI (ZHEN
HUILI)**

BANSAL PRIYANKA

MASASHI HORIO

NG ZHAO MING

SEAH WEN YI WENY

CHENG ANQI

