

# BIZAlumMATTERS

Nov - Dec '20 | Issue #6



## Director's message

We are approaching another year-end!

The pandemic brought disruptions to most of our alumni events. Nevertheless, organising events online allowed us to engage alumni networks across continents and time zones in a single session. Going forward, while safety measures might relax further, we foresee online events to continue to be a part of our alumni engagement channels.

For us to engage effectively with you, staying connected to the NUS BIZ community is key. In the social media landscape, LinkedIn remains the most popular public community platform for people to come together, interact, and to share knowledge and experience. In this issue, we highlighted **three steps** for you to remain in our BIZ community, providing additional avenue for you to receive latest news, alerts, and updates from the school.



**George Heng**

*Head, BIZAlum*

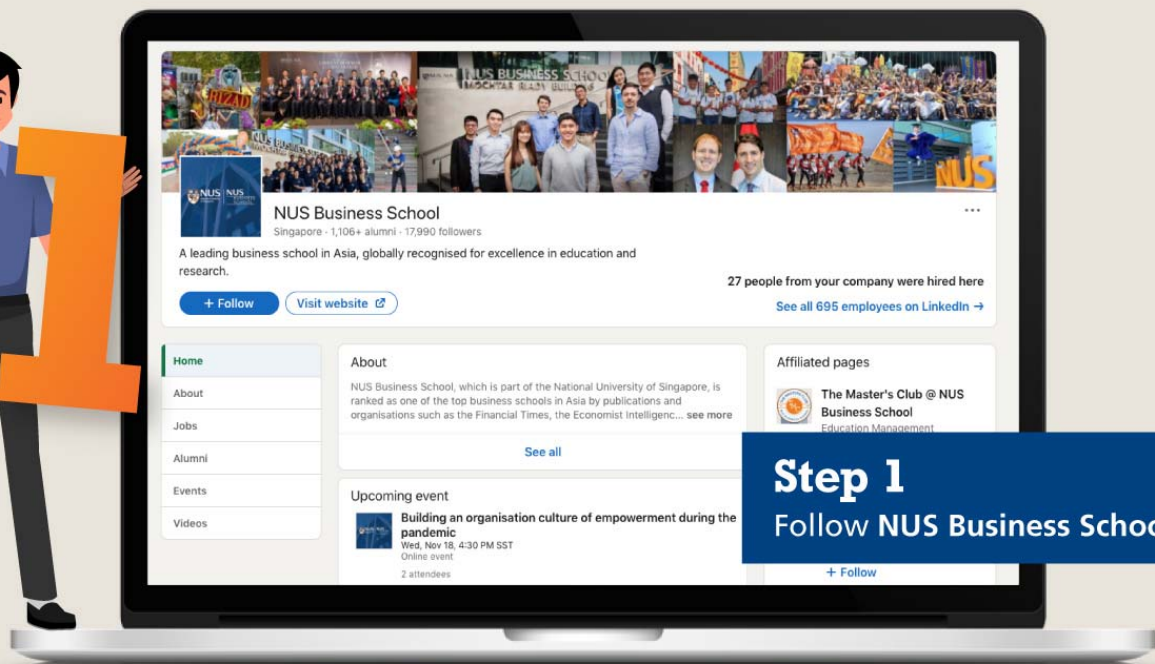
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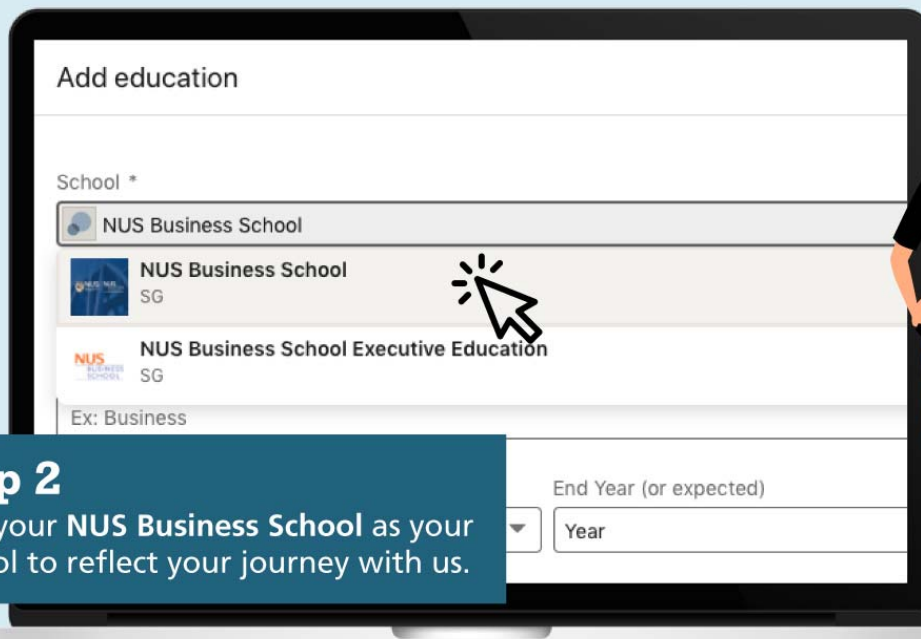
## Features

# Being part of the **NUS BIZ** LinkedIn community is as easy as **1-2-3**

Take these three simple steps to stay on top of what's happening, celebrate our community's achievements, as well as be part of our growing global alumni network

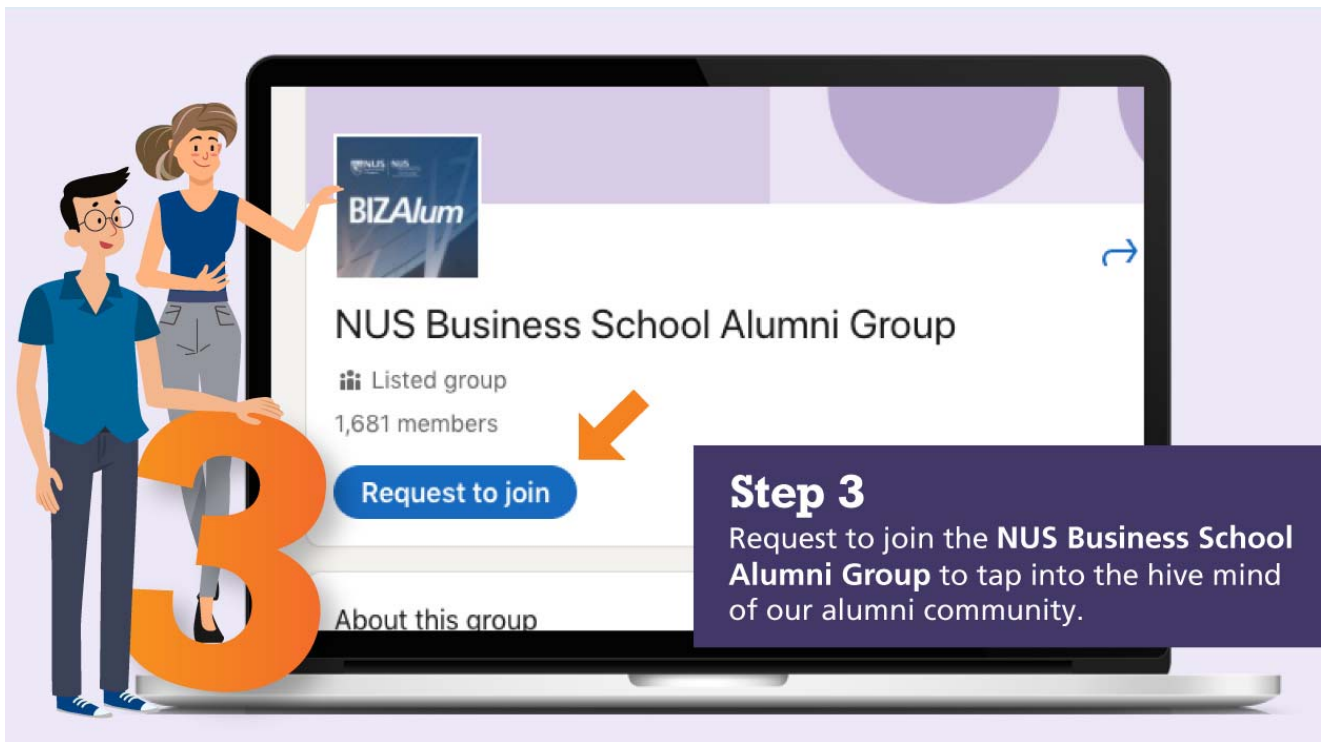


**Step 1**  
Follow NUS Business School



**Step 2**  
Add your NUS Business School as your School to reflect your journey with us.





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## Voices

In this column, alumni share their personal views on a given topic. In this issue, we invited BIZAlum to share with us **their biggest takeaway this year** as we look back and bid goodbye to 2020.

"2020 has been a very unprecedented year, with many businesses having to adapt to the new normal of working from home, zoom meetings, and safe distancing. The Hangover's biggest takeaway is our diversification of services throughout the year, as we had to quickly adapt to the constantly changing environment. "

Tan Zhen Ying and Charis Low (BBA (Hons) '20)

*Co-founders, [The Hangover](#)*

Read to find out more about their [key learnings](#) from this unusual year and their [entrepreneurial journey](#)!

**A twist in the next issue! Keen to be featured in the column? Interested BIZAlum may [drop us a message](#) for a possible collaboration!**

We look forward to your sharing with the community!

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## Upfront

"The fall of a retail icon: Lessons from Robinsons and the future of department Stores"

In a commentary, **Assoc Prof Prem Shamdasani** (Academic Director, The NUS Executive MBA) (Dept of Marketing) **discusses** the fall of department stores.

"An experiential classroom: Organising the Deans' Challenge"

The NUS MBA Students' Council President **Manav Narang shares** about his experience organising the inaugural Deans' Challenge – a series of tasks to encourage MBA students from Singapore-based business schools to forge a closer network through shared experiences.

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## Interests



### **BBA Field Service Projects' Surveys**

As part of their Honours' curriculum, the current BBA students are undertaking the Field Service Project (FSP) module which will allow them to gain insights and learning experiences through partnering with established organisations in Singapore.

Help them in their FSP journey with the surveys and stand to win attractive prizes!



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