KnowledgE Quest

Reaching New Heights

Ms Laetitia Wong discovers a hunger for success while studying for a degree in Communications at Kaplan

By HER own account, Ms Laetitia Wong (above) was, academically, a lazy bloomer. Nothing too about the polytechnic graduate’s form, until she was time to earn her degree, she says.

After seven months as an intern- reporter at a free news outlet, coupled with various wins in a writing competition, Ms Wong was hired as a content writer in an industry where she would not only be able to write, but also communicate with people from all walks of life. It was then that the 22-year-old felt ready to go back to school and earn the degree that she hoped one day to match modules, and take on as many or as little as my time al- lowed,” she explains.

It helped that the locations of Kaplan’s four campuses are centri- neted and easily accessible by public transport. Ms Wong, who, in fact, has her project for the Cam- paign Management module, for which she was group designed and presented a comprehensive social media campaign for the Singapore Red Cross, will be im- plemented by the organisation this year.

The programme structure and “its portability environment, at the same time, was very unique,” Ms Wong says. “I had to do everything on my own, including taking the ini- tiative to do extra research and planning our own sessions,” she says. In fact, Ms Wong discontinued a “flourishing experience and build my network.”

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Driven by passion

Esther Teo

American-born Janice Liu, 18, who grew up in Taiwan and Singa- pore, has been through differ- ent educational systems.

When the Taiwanese-American was contemplating a universi- ty education, she was drawn to ESSEC Business School’s Indian-education approach and enrolled in its Global BBA programme.

“Indoors, the four-year Global BBA programme imparts man- agement tools and theories, and retrospective exercises make students of the global BBA programme learn to apply concepts on an international platform that includes international exchange or double-degree programmes.

Students who are joining the programme this September can participate in various intern- cations mobility during their second year at any of ESSEC’s four campuses in France, Singapore, and Mauritius. “Students will need to complete at least nine months of intern- cations computing a three-month internship and a six- month managerial internship in each campus,” Ms Liu says.

As a Global BBA student, Ms Liu has already undertaken two inter- nationals — a three-month internship with Kallystée Games, which simu- lates the operations of a gaming company in the business world, and a one-month internship with Kallystée Games’ sister company Kallystée Games, which simu- lates the operations of a gaming company in the business world.

“Students receive assistance in the review of their resumés and cre- ating a link to get work experience,” she says. “I didn’t know what I wanted and so much experience but I want to take on every opportunity to gain as much experience as possible to achieve my career goals,” she says.

Ms Liu hopes to be able to start her own business in the future and deliver ideas that connect with customers and build her network.

“I have been a bit over- whelmed by the opportunity to express myself and build my network, but most of my passions are in dance and business — a dance school for young children,” she says.

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