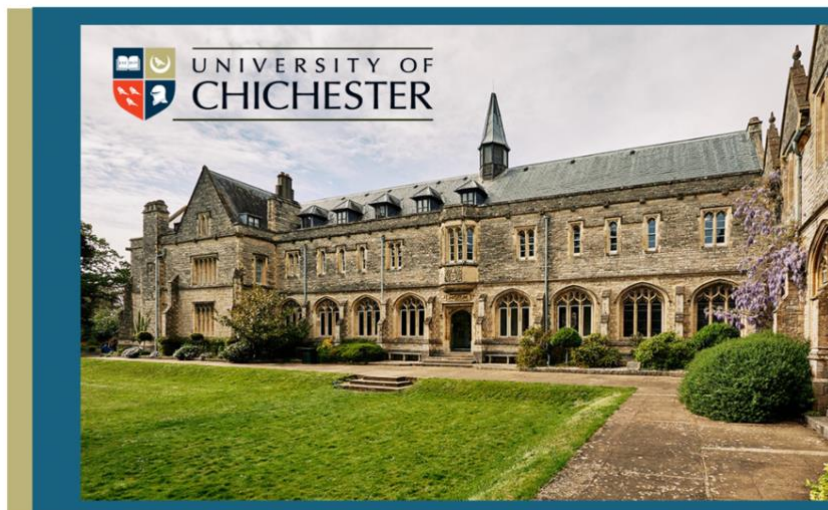


ERCI Newsletter

- Successful Launch of the University of Chichester Programmes in May 2021

We are proud to announce that ERCI has successfully launched several business-related specializations such as Business Management, Marketing, Human Resource Management, and finance on undergraduate level along with MBA and MSc in International Business on post graduate level in collaboration with our university partner, University of Chichester (UK), Top-25 universities in UK under the Guardian University Guide 2022. We had organised a warm welcome orientation for first batch of students. [CLICK HERE](#) to watch the video of our Welcome Orientation.



Activities in ERCI

At ERCI, we do everything we can to guarantee that our students have great exposure in the corporate world while they are studying. All these efforts are aimed at ensuring that our students have a better understanding of how businesses operate, difficulties that they may encounter in the near future, and, in a larger sense, how businesses began, evolved, and survived in the competitive real world.

We've revived two essential programs: Guest Speaker Series and The Capstone Project. These programs are critical in allowing students to visualize the corporate world while also giving them hands-on experience in resolving a real-life problem from organizations as a mandatory school project.



- Guest Speaker Series

During the period of pandemic, the industry visits were halted, students were unable to visit any of our corporate partners. As a result, ERCI started the Guest Speaker Series to bring firms from variety of industries to our campus and share their perspectives on the ever-changing business environment with our students. This is an excellent opportunity for students to hear directly from business professionals and gain a better understanding business concepts applicable in various firms.



• The Capstone Project

The project undertaken is with an industry partner. Students are expected to utilize their learning and apply the theories they learnt throughout the course of core units and specialization to solve real world business issues. Students will have to carry out primary and/or secondary research to gather relevant information to make a feasible and practical recommendation to the industry partner. An assessment panel will be available at the end of the course to evaluate their presentation on students' findings and recommendations. It's a real good first step for the students to experience the real working world and the experience is unparalleled.



• Guest Speaker Series Episode 2: “Emerging Technology Trends and Its Impact on Business ” Founder and Executive Director of Vision Group Corporation – Mr Hui Jie, Lim.



In the month of May 2021, we have invited the technopreneur - Mr Hui Jie Lim, the founder and executive director of Vision Group Corporation. Mr Hui Jie Lim shared with us about the emerging technology trends and its impact on business. This sharing session covered the trends of technology disruption, how companies should incorporate technology into their operation, and sectors that must be meticulously addressed, such as cyber security issues.

That is not all, Mr Lim also shared about the blockchain industry, Artificial Intelligence and how these technologies affecting everyone's daily lives. [CLICK HERE](#) to watch the Guest Speaker Series Eps 2.

• Guest Speaker Series Episode 3: A Journey of Entrepreneurship that makes F&B Re-Imagined – Kitchen Haus, by Chief Executive Officer, Mr. Patrick Chan.

In this episode, we were honoured to have The CEO of Kitchen Haus, Mr Patrick Chan, to share with us on his entrepreneur journey of starting up a F&B catering business. Brave husband and wife team up and started operating a single company canteen in 1980. Over years, it expanded into operating 30 canteens island wide then now getting into the catering business with more than 7 companies under its umbrella to target on catering needs in the market with vary requirements.

The company does not stop there. It is constantly innovating, adopting new technologies, pivoting to suit market demands, embracing sustainability and diversifying into urban farming to get their own supply.





- **Guest Speaker Series Episode 4: McDonald's – Product Innovation and its business impact."**

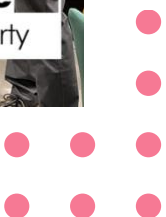
We're excited to announce that the fourth episode of our guest speaker series has been confirmed and will be held on 16th November 2pm at ERCI Campus, featuring Mr. Marc Pochert, the Director of Global Development, and Mr. Benjamin Boh, the General Manager of McDonald's Singapore. They will discuss the importance of product innovation and its business impact as a long-term business strategy with us. Students are encouraged to attend the session in person from campus.



- **"Awfully Chocolate" Mingling Tea Party**

ERC Institute always ensures that our students have direct access to the corporate world! On June 8th, we took our students to a tea party hosted by a brand "Awfully Chocolate". Awfully Chocolate has demonstrated how they have transformed the traditional interview session to a mingling tea party that let the potential candidates meet and mingle with HR Managers, Store Manager, Retail Design Personnel and the Founder herself.

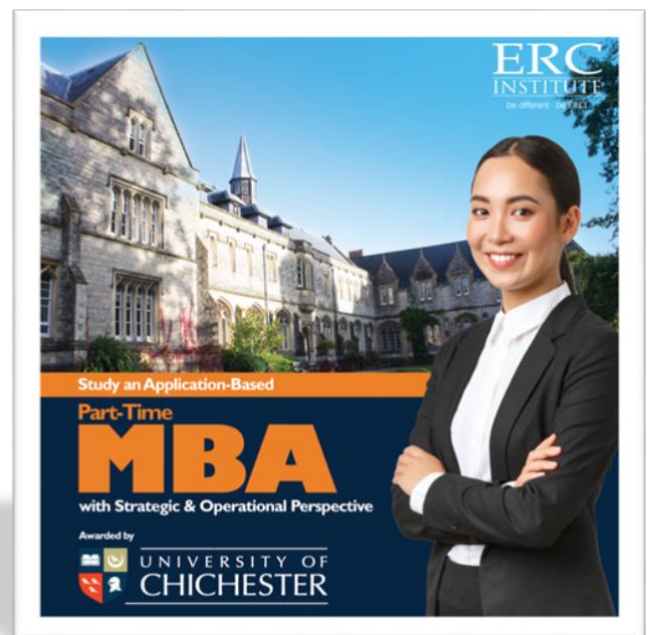
We are also grateful to have met the founder of Awfully Chocolate, from whom we have learned a lot about how she conceptualized her business and the way she implements out of the box thinking, which has helped the brand stand out among competitors and achieve success.



Career Talk by Changi Travel Service



The above-mentioned preparation components are essential to equip students for the real world. ERCI have gone above and beyond to facilitate students by hosting career talk on campus. Our corporate partners Changi Travel Service, a subsidiary of Changi Airport Group, redefines travel experience by providing curated travel solutions to corporate clients and mass consumers' needs beyond Singapore Changi Airport. During the Career Talk, several topics were addressed such as Dos and Don'ts in an Employment Interview, , Industry outlook in 2022, Post Covid employment horizon in Singapore and followed by a Q&A session. Last but not least, all available vacancies at Changi Travel Service were shared to our students.



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