

IMPRESSION

**TAKING ON THE WORLD:
*INTERNSHIP STORIES***

***AVIATION IN A
POST-PANDEMIC
WORLD***

TRUONG VIEN HUY
... **MY VATEL MBA**
EXPERIENCE





Mr Chia Tuck Keong
Managing Director
SDH Institute

Director's Note

The COVID-19 situation has gone through ups and downs in the last 6 months. As I write this note, Singapore is preparing to implement stricter social restrictions to slow down rising infection cases. While we are disappointed with the temporary setback, we adjust, adapt, and carry on.

I am really encouraged that the human spirit has always demonstrated strength and resilience in challenging times. While the tourism and aviation sectors took a major hit in this pandemic, many business leaders have pivoted and changed the way their companies do business so that they will emerge stronger when overseas travel eventually resumes.

Admirably, our students too have demonstrated resilience and adaptability by embracing online classes and other safe management measures in school and continuing to learn enthusiastically in this pandemic.

Continuous learning is a crucial attitude that one should have in this digital age marked by rapidly advancing technology. To support and promote continuous education, we launched the Academy for Lifelong Learning (ALL) in April this year. The new unit offers hands-on workshops and professional short courses in emerging areas for reskilling and upskilling. Over time, it is our aim to become a lifelong partner for learning to our students and graduates.

I hope you will enjoy this edition of Impression.

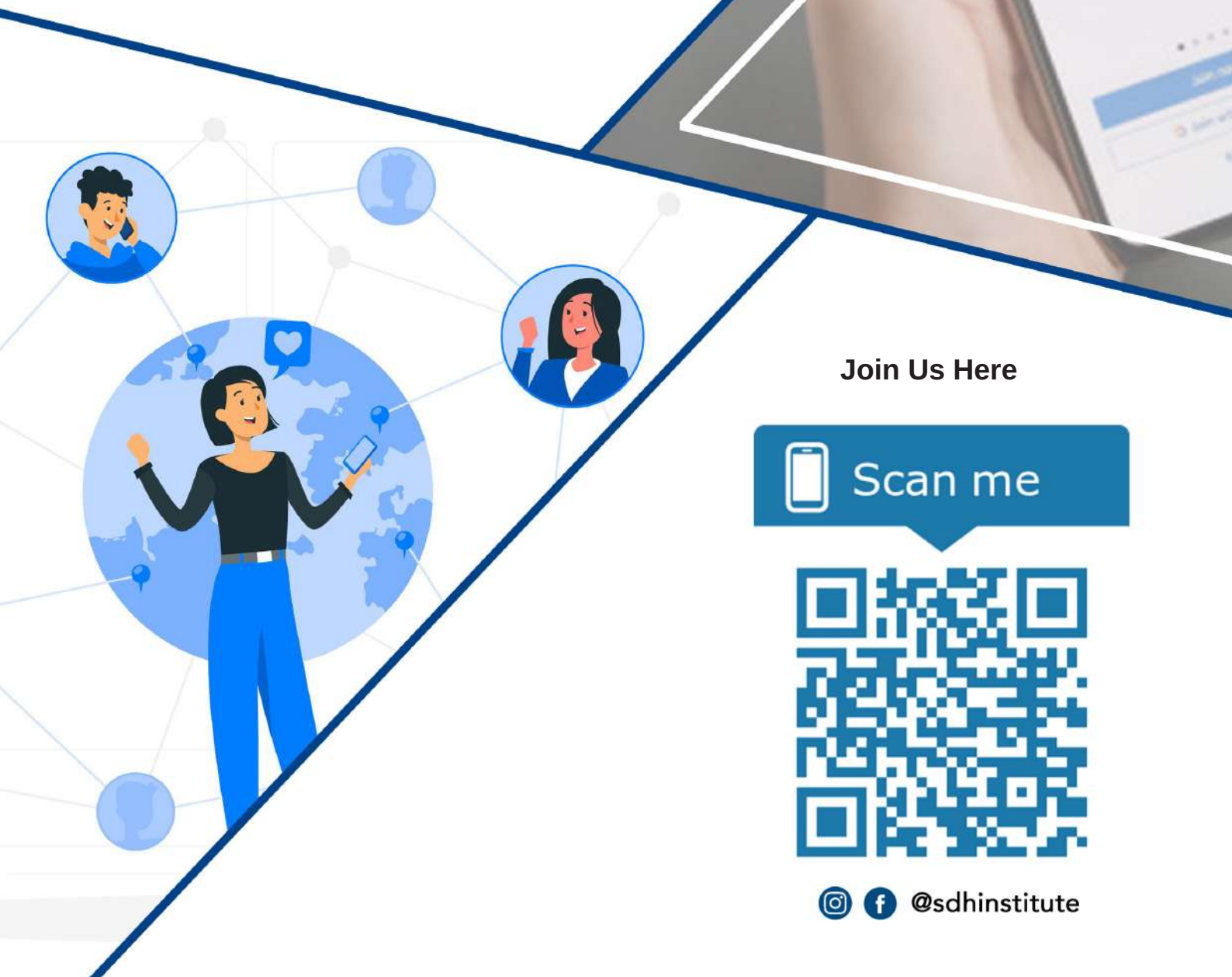
Taking on the World: Internship Stories	06
Campus Chronicles	08
Cover Story: My Vatel MBA Experience	10
Aviation in a Post-Pandemic World : Ms Monica Alsagoff	14

JOIN OUR GROUP

LinkedIn

LinkedIn is a must for your professional future, whether you are a student, job seeker, or an entrepreneur. Leverage the power of LinkedIn to stay ahead of your competition and enhance your employability now. Did you know major players in every industry are now using LinkedIn to source and view the profiles of suitable candidates? This platform also allows you to conduct research, including testimonials and reviews on your dream company.

The LinkedIn Alumni Group is our on-going effort to forge a vibrant SDH community by providing a key point of connection both between and among the school, alumni community and the industry. This members-only group will serve as the social media platform for our students and alumni to expand their professional network, as well as to keep themselves up to date with the latest news and developments of the industry. They can also keep apprised of the latest management best practices, professional development courses and career opportunities from our industry partners.



Join Us Here



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TAKING ON THE WORLD: INTERNSHIP STORIES

SDH Institute and Vatel Singapore students receive ample prospects for local and overseas internship. Many utilise this opportunity to further immerse themselves in a different environment and assimilate to new cultural experiences.

WU KA MAN

Vatel Bachelor's Degree in
International Hotel Management



ROSEWOOD HOTEL, HONG KONG

Currently doing her internship as F&B Trainee at Rosewood Hotel, Hong Kong, Ka Man has received glowing reviews from her supervisor. She has been given major responsibilities and is often in charge of overseeing operations for the entire dining lounge in the residences department.



NGUYEN VU THUC NHI (LUCY)

Vatel Bachelor's Degree in
International Hotel Management



FULLERTON HOTEL SINGAPORE

Lucy is currently doing her internship at the Jade restaurant, The Fullerton Hotel Singapore. She is embracing her internship experience wholeheartedly. Under the expert guidance of Assistant Manager, Mr Wayne Khor, Lucy is also picking up some Mandarin along the way.

HUYNH NAM ANH (HAZARD)

Vatel Bachelor's Degree in
International Hotel Management



TWO CHEFS BAR

One month into his internship and Hazard is on his way to mastering the recipes of 20 cocktails, 4 mocktails and 3 smoothies! "I would like to say thank you to the school for helping me to secure this internship placement. Mr Barry, Mr Craig and Mr Murali have been very helpful, and through them, I have learned how to work with people from different countries and generations. I hope I am able to apply the knowledge I gained to my internship at Two Chefs Bar!"



VO XUAN HAO KHUYEN (KAREN)

Vatel MBA in International
Hotel Management



METROPOLITAN YMCA

Karen is our #Vatelsg MBA student and currently an indispensable member of the F&B team at Metropolitan YMCA, Stevens Road. Pictured here with her supervisor, Mr Andrew, Karen is making the most of her internship. She is described as extremely hardworking and passionate to learn everything she can "My MBA studies have helped me to understand the importance of operational procedures and how they contribute to smooth running, even when things are pretty crazy," she shared.



JEREMY TOH

Vatel Bachelor's Degree in
International Hotel Management



PARKROYAL COLLECTION PICKERING

Jeremy Toh has been doing his internship at PARKROYAL COLLECTION Pickering. Things have been pretty turbulent as the hotel transitions back from a dedicated SHN facility, to once again accepting regular guests. As a result, Jeremy has had the unique experience of cross-departmental training. It's hard work, but his learnings in the Vatel bachelor's degree have taught him that the more frenetic the situation is, the more opportunity you have to learn, provided you stay focused and continue to analyse the situation.



SYLVIA WANG

Vatel Bachelor's Degree in
International Hotel Management



FULLERTON HOTEL SINGAPORE

Sylvia is diligent and desires to learn new skills every day. For her, the greatest difference between learning in school and learning on an internship is the need to be professional when dealing with real guests in a business situation. According to her supervisor, Mr Wong, "It is essential that interns are given the opportunity to bring what they have learned in school and utilise it in the workplace. This accelerates learning, and equips interns with useful skills"





In today's fast-paced business environment, continuous training and development is quintessential for personal and professional success. Even as you pursue your career path, you should not miss out on the opportunities to learn new skills, hone existing skills, and diversify your skillset.

In line with the national movement to provide Singaporeans with the opportunities to develop their fullest potential throughout life, Academy for Lifelong Learning (ALL) at SDH Institute welcomes learners who are eager to up-skill or re-skill to gain a competitive edge in the highly competitive workplace.

With a diverse suite of courses in the hospitality and tourism fields, ALL enables you to gain deeper skill sets and knowledge, from Baking and Bar Mixology hands-on workshops to E-commerce and Revenue Management professional courses.



For the past few months, our students have adapted to alternating between attending classes on campus and home-based learning. Indeed, online learning has become a fundamental part of education, functioning in a new norm amid the COVID-19 pandemic.

Our dedicated lecturers have continued to give ongoing support by providing students with access to online learning materials, making sure that learning continues to take place.

Sometimes a good education is like a fruit smoothie - it makes more sense when it's blended. Authentic experience is a wonderful teacher, we have been working hard to adapt to such a fluid situation and keep it real. Let's see what our dedicated students have to say on the subject.



Nguyen Bao Viet (Christian)

Advanced Diploma in Hospitality and Tourism Management

Due to the complicated situation of Covid-19, we are studying online at the moment. I miss the time we can gather with friends and meet our dear school staff. I try my best to stay focused during lessons by communicating with the lectures, answering as many questions as possible.

6 hours looking at the laptop screen can be extremely tiring, therefore, during breaks I usually play some music and stand up to do some stretching exercises to release the tension. Hopefully, everything will be back to the new normal soon and we can get out of this together. Meanwhile, let us try to stay safe and study hard!



Li Pei Hang (Flora)

Vatel Bachelor's Degree in International Hotel Management

I really enjoy online classes. For me, online classes can save me two hours of travelling time, and I get to choose my own learning style and pace.

Online class will not affect the quality of teaching, and if I have any questions, the lecturer is prompt in answering my queries! What's more, online classes can be recorded, which makes it convenient for me to review after class.



Phay The Su (Rose)

Vatel Bachelor's Degree in International Hotel Management

As the school originally planned to implement a shifting scheme, most of us were mentally prepared for the transition to home-based learning. The transition from classroom to online was seamless, with little to no problems on the technical side.

Despite moving to home-based learning, the class discussion remains active which was unlike what I was expecting. It is likely to be due to the efforts of the lecturers, who manage to make the class engaged and keep it lively. In my opinion, there is not much change from classroom-based learning.



COVER STORY

MY VATEL MBA EXPERIENCE

Truong Vien Huy, Steven

In this issue, we are featuring Vatel MBA student and 2021 Student Council President, Truong Vien Huy, Steven.

Steven is from Vietnam, and he has been in Singapore for more than 2 years! Before coming to Singapore to pursue his studies, he has had vast experience in the hotel industry, having previously worked for global hotel groups such as Accor Hotels, Marriott International and Le Méridien Hotels & Resorts.

Having acquired new skills and knowledge, he went to become a consultant and ensured smooth operations for a few boutique hotels in Vietnam for hotel owners who did not have any experience in the hospitality industry.

Read on to find out more about his story!



Tell us more about yourself!

Presently, I am managing my own F&B Business in Singapore, mainly focusing on Vietnamese and Thai cuisine. I have opened 3 outlets across Singapore at strategic locations to attract various target groups. Unfortunately due to the COVID-19 pandemic, I have temporarily closed these outlets while awaiting the new regulations from the government. At the same time, I am doing some freelancing as a hotelier for hotel setups.

What motivated you to study for an MBA? And why Vatel Singapore?

The COVID-19 pandemic has put my business on hold, and I decided to attend some courses to upgrade myself. I have selected Vatel Singapore as it is under the Vatel Worldwide group. I decided on studying in Singapore as the country is an international Asian hub, and there are various diversity and cultures, so I get to interact with different groups of people here as well.

What do you like most about the MBA programme?

Firstly, the programme is very practical and hands-on. We get plenty of opportunities to work with case studies. From there, we were taught how to apply our newly gained knowledge to real-life situations and our future careers.

What did you learn in the MBA programme that you are most excited to implement in your career?

For me, I am not very strong in my marketing skills. Taking the Marketing Management module has allowed me to acquire the concepts and tools to improve my company branding, as well as targeting the right customer in the right area. The Financial Management module I took was also very helpful as I recently expanded my team to take care of the accounting role. I can implement what I have learnt in my business.

As the President of the Student Council, you work alongside your Vice-President and the members to represent the student body at school. What is the biggest challenge you have faced so far?

Being a leader takes hard work, striking a fine balance between being lenient and strict, making decisions that no one likes to make, as well as convincing our peers to work towards a common goal. As we have an international student body, it is important to be able to articulate a vision and to be able to adapt to a variety of different communication styles.

My Student Council team consists of different races and ethnicities, including French, Singaporean, Vietnamese, and Filipino. To get my message across effectively, I have to speak clearly and concisely, and most importantly, have good cross-cultural communication skills! I also try to get to know as many of the students on campus on a semi-personal level as possible. This will help me determine the best way to speak with these different people.



What are your thoughts about the hospitality industry?

I think it is very diverse, and I am still very positive about this industry despite it being a challenging time. Even during this unprecedented time, with Singaporeans unsure about travelling overseas during this period, hotels are coming up with staycation packages for the local crowd. Travelling and accommodation are still in good demand in my opinion.

Any advice to students who are keen on the Vatel MBA programme?

Be ready, prepare yourself as you have to do a lot of self-reading, analysing and writing of articles.

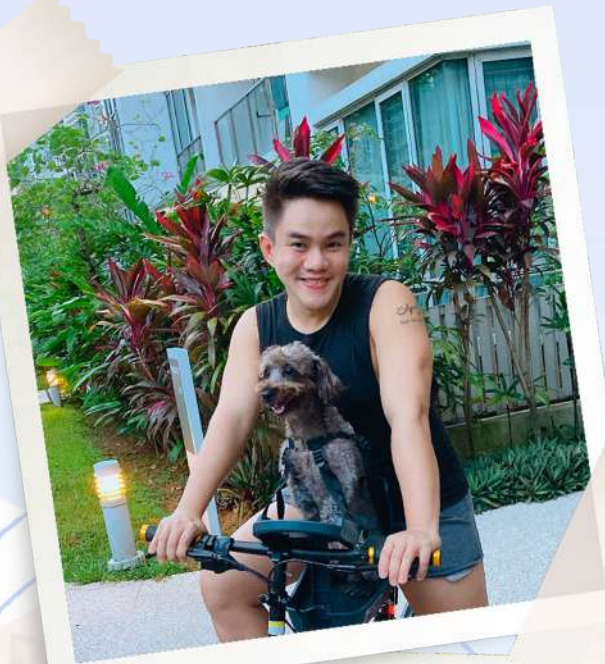


What is your childhood dream job?

I was not sure what I wanted to be when I was a child until I had the opportunity to travel with my parents. I remember a particular moment when I had the chance to stay at a luxurious hotel in Vietnam, I saw the hotel receptionist interacting with the guests, and I wished to be like them. To me, being in the Front Desk Department was like working on a theatre stage, and the staff are like members of the cast. From then on, I told my parents that I would love to be like them, and I fulfilled this dream of mine at the age of 22!

Are you a cat or dog person?

I am definitely a dog person! I have adopted a cute maltipoo puppy, he is very smart and emotional and often shadows me around the house and surrounding areas. I will bring him along when I go cycling and I let him sit on the dog basket in front of me to let him enjoy the views. Sometimes I take him to the beaches with my friends!



Aviation In a Post-Pandemic World

In this article, Ms Monica Alsagoff, Country Head of Singapore and Head of Marketing (Asia) & Business Development at A2A Safaris & A2A Journeys, answers questions posed during an exclusive Q&A session on the topic of COVID-19 and the post-pandemic recovery plans for the Aviation industry.

A visionary leader, Ms Monica has over 25 years of experience in establishing brands, developing 360° marketing and communications strategies and cultivating global networks across diverse industries in Asia Pacific and Middle East markets. Ms Monica has headed two award-winning integrated marketing, PR and events boutique consultancies, one of which she founded.

Ms Monica Alsagoff is a familiar face to most of our students. Frequently spotted on our social media feed as a guest speaker, she is part of our Industry Advisory Board, which helps to ensure that our curriculum reflects current developments and industry skills requirements.





How optimistic are you on the post-pandemic recovery plan for the Aviation industry?

Singapore's brief history has always been marked by crisis and vulnerability, and we have always shown ourselves to be vigilant and determined to survive as a nation. The pandemic is proving the ultimate test for Singapore, our tiny city-state that has a reputation of reinventing itself during times of crises. If any country could do it, it would be Singapore. So, I am pretty optimistic about the post-pandemic recovery plan for the Aviation industry.

Which aspect of travel will recover quicker in your opinion, leisure or business?

Business travel will lead, and leisure will follow. Leisure travel may not be on the cards yet due to ongoing travel restrictions, but with the vaccine programme rolling out globally, travel agents are starting to see bookings and enquiries for outbound travel coming in from mid and end-2021 onwards. Travellers will look at 'Fresh Air' social distancing destinations and destinations with world-class Covid-19 safety protocols, like Africa, Latin America and Antarctica for post-pandemic trips. Most of our clients at A2A Safaris postponed instead of cancelling their trips.

Many are keen to travel to nature and wildlife destinations as soon as lockdowns, quarantine and travel restrictions are lifted, flights are back in service and lodges reopen. So, we are prepared and ready to serve our clients; as long as it is safe to travel and clients are willing to travel, our clients will be able to do so almost right away and we will make it happen.

“
...we have always shown ourselves to be vigilant and determined to survive as a nation....”

Is this crisis an opportunity for airlines to increase their direct e-commerce channel share?

We don't know exactly how long flight restrictions will last, but we do know that the airline industry will recover eventually, as it has done through major social and economic disruptions in the past. Most airlines would have strategised a series of post pandemic "restart" plans to return capacity to the market as they will need to react to the ever-changing market-by-market environments as COVID-19 numbers, practices, and regulations changes.

What are the career opportunities with a degree in aviation?

I would say that with an aviation degree, it offers careers in every field whether it is a technical field or non-technical field. There are many facets of a career in aviation which includes airlines, training institutions, regulatory authorities, air traffic control, aviation maintenance and airport and airline management. It also prepares students for work in diverse and challenging professional tasks, for example in service and experience design, human resources, customer relationship, sales and management.



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