



CAMPUS LIFE UPDATE

Campus Life connects you to what's going on around campus!

A black notebook with the year '2021' printed in white. To the right of the notebook, a silver pen is positioned vertically. The background is a light blue gradient.

2021

Table of Contents



06

Making Employer Branding Digital-possible

2020 has been the year that changed the way of work. New ways are called upon to engage young talent in the workforce. For the month of October, Kaplan Singapore in partnership with Changi Airport Group (CAG) have offered an opportunity for a team of Kaplan students to uncover new trends and ways in which millennials would like to be engaged by companies.

08

The Search for Customer Lifetime Value

Brand loyalty is of the utmost importance to every business. The best companies build mutually-beneficial relationships with their valued customers. Our students at Kaplan caught their first big break - through Kaplan's partnership with Center for Strategic Cyberspace & International Studies (CSCIS) - strong customer relationship.



16

It's Networking Time!

In the month of December, the Kaplan Alumni Club had organized a virtual networking session for both local and overseas alumni members. It was a 2 hours sessions and we engaged a speaker to conduct the event.



04 Editor's Note
10 Bowing Out Gracefully

15 Fundamentals of Python Learning
18 Upcoming Events



Editor's Note

It gives me great delight to bring to your our inaugural CampusLife Newsletter specially designed for our Industry Advisory Board. This spins off a series of quarterly editions that would come your way. We hope that through the reads, you will discover the many talents of Kaplan.

It is such an awesome experience to work with our team and I do not want to keep you away from experiencing it. Driven by passion and the sole objective of enhancing the learning pathways of our students, the team designs and delivers several employability and student engagement activities. Many of our students have expressed that valuable knowledge, insights and experiences have been exchanged through these activities, we invite you to join us and be part of these experiences.

Read and discover the opportunities and encounters of our students, partners and teaching faculties, we had much fun putting this edition together and hope the same for you.

If you want to know more, do more or just laugh more with us, drop us a line and be amazed!

Continue Inspiring!

Yours truly,
Charlotte George

“
it is such an awesome
experience to work
with our team”

MAKING EMPLOYER BRANDING DIGITAL-POSSIBLE

with Changi Airport Group
by Lim Yan Tong

2020 has been the year that changed the way of work. New ways are called upon to engage young talent in the workforce.

For the month of October, Kaplan Singapore in partnership with Changi Airport Group (CAG) have offered an opportunity for a team of Kaplan students to uncover new trends and ways in which millennials would like to be engaged by companies.



Image 1: The student team proposed an immersive 8-bit game to represent a job candidate's journey

Here is a (realistic) Kaplan Industry Project (KIP) journey of what the students went through:



Image 2: Group photo with CAG and student team after the presentation

The project was marked with a huge success and each team member has earned their credit to their comprehensive research on attracting young talent to Organizations.

The team was able to gel corporate concepts with gamification and Augmented reality to arrive at innovative solutions for the client.

Find out what CAG and the students have to say from this experience!

Megan Yeo, Student at Murdoch University Student: https://www.linkedin.com/posts/meganyly_we-are-delighted-to-partner-kaplan-singapore-activity-6739493005197217792-abJu

Clemence Wee, Student Murdoch University: https://www.linkedin.com/posts/clemencewee_we-are-delighted-to-partner-kaplan-singapore-activity-6740517142757814272-gx3U.

Changi Airport Group: https://www.linkedin.com/posts/changiairportgroup_we-are-delighted-to-partner-kaplan-singapore-activity-6739163654115078144-OhR.

WANT to experience real-world opportunities like your peers?

Kaplan industry project (KIP) is an experiential framework that offers Kaplan students the opportunity to collaborate with seasoned practitioners on real-world problem solving and opportunities. KIP process results in business proposals which can be adopted by industries.

Sign up NOW for the next big project: <https://bit.ly/EIE-KIP> or email us at esa@kaplan.com to learn more.

THE SEARCH FOR CUSTOMER LIFETIME VALUE

with Center for Strategic Cyberspace & International Studies (CSCIS)
by Lim Yan Tong



Snapshot on their presentation day.

Brand loyalty is of the utmost importance to every business. The best companies build mutually-beneficial relationships with their valued customers.

Our students at Kaplan caught their first big break – through Kaplan’s partnership with Center for Strategic Cyberspace

& International Studies (CSCIS) – by uncovering what it takes to build strong customer relationship.

Main challenge for the team: Propose cost-effective approaches with a tight budget.

The team has developed a realistic plan to build a three-tiered solutions to engage



OUR TEAM



Each member has taken a pivotal role – with their respective responsibilities – to run the project seamlessly.

consumers. Their solutions comprises of widely adopted freemium products that will ease the burden of huge cost for the client, while addressing the project objectives. The proposal was well received by the client and the KIP journey has likewise, witnessed an incredible change in students’ frame of mind for learning.

Find out what the students have to say from this experience!

Aswani: <http://bit.ly/3bV1OJS>.

Nguyen Huynh Nhu: <https://bit.ly/3sBhmWF>.

Thanh Tam Phan Le: <http://bit.ly/3sFklgG>.

WANT to experience real-world opportunities like your peers?

Kaplan industry project (KIP) is an experiential framework that offers Kaplan students the opportunity to collaborate with seasoned practitioners on real-world problem solving and opportunities. KIP process results in business proposals which can be adopted by industries.

Sign up NOW for the next big project: <https://bit.ly/EIE-KIP> or email us at esa@kaplan.com to learn more.

BOWING OUT GRACEFULLY



Image: Canva.com

BOWING OUT GRACEFULLY

Tips on how to resign from your job professionally.
by Hakim Asfee

There are many factors why a person leaves an organization. It may be due to a better job prospect that a person receives, family commitments or it is just taking a break from professional responsibilities. It doesn't matter what the reason is, but as an employee, the most important consideration before leaving the job role is to leave respectably. Below are some quick tips on how to depart from your organization in a professionally elegant manner.

1. APPROACHING YOUR SUPERVISOR.

When delivering news about you leaving your job to your boss, do not let anyone get between you and your supervisor. You should have control over how the news of your intention is presented. If the information reaches your supervisor from a different source such as gossips or coffee talks, he/she might feel disheartened that he/she is the last to know. Your supervisor should be the first person who should know of your intention.

Make an appointment with your supervisor to speak personally. If your intention is finalized, this is

also the best time for you to submit your official resignation letter. Do not forget to include the starting date of your tender notice.

If you have submitted your resignation letter, it does not mean that you should disregard your work responsibilities. Speak to your supervisor on how you should hand over your ongoing tasks during your notice period.

2. SHOW GRATITUDE AND SAY YOUR "GOODBYES" TO THE PEOPLE IN THE ORGANISATION.

When you resign, you are of course going to say some goodbyes. This does not mean cutting off ties with the people in the organization. The way you say goodbye really matters because that is how your colleagues will remember you.

Take the last few days of your time in the company to have lunch or coffee breaks with them. Speaking with someone face-to-face enables you to make a connection that is both memorable and meaningful. Share a personal word with the people of your organisation to make things clear. An example would be sharing some of the notable projects that you did together and

thank them for being involved in your professional life.

Finally, do not forget to tell your colleagues that you want to stay connected. Remember, if you are embarking out on your own business, you will really need a huge and trusted professional network. Maintain your relationships with the people you are leaving. You will be absolutely glad that you did.

3. THE FINAL DAY AT WORK

Tidy up your workspace and make sure that you've packed up your personal items. Make sure that your desk is clear and ready for your replacement. Keep any sentimental and personal items to take with you. Consider any items you no longer need and give them to your officemates if they can use them.

Send an email to your colleagues. Your final farewell email should be written before you exit the organization. Reflect on your professional experience with the organization and present your personal contact information in case they require assistance. You want to leave your company on good terms with all employees.

Delete personal information from your computer and phone. Clear out your email messages and forward anything important that your replacement or other colleagues need to follow up on. It is important to keep your personal and business information separate, especially during your transition to another organization.

Say your final goodbye in-person to your immediate team members. When you near the end of the working day, you should make your way around the office, give a farewell to your teammates and express gratitude for the time you shared. You can reflect on past moments but remember to remind them to keep in touch.

Finally, go to the Human Resource Department to hand over all company possessions. Whether you are working alongside your replacement or they are coming into the organization after you have left, be sure to do a final handover over all company-related material. This could include electronics like your company-issued laptop, handphone or general office supplies.

Leaving an organization might be an emotional process for you. Especially if you have committed to the workplace for a long period. The time, effort and relationships that you had built throughout the time you were there would have impacted your professional and personal life. After all, quite a significant time of your life is spent at your workplace. Cherish the good memories and keep the lessons that you have learnt. Do not burn bridges. Move on gracefully, bow out with appreciation and full of thankful gratitude.

Hakim Asfee
Career Counsellor
Kaplan Singapore

FUNDAMENTALS OF PYTHON LEARNING

by Aster Heng
Event organized by Kaplan Alumni Club

In the month of November, the Kaplan Alumni Club organized an online workshop on fundamentals of Python. We understand that Python is a high-demand skill in the current market, and the alumni members are interested to learn the basics of Python.

This was a 2-hour workshop conducted via zoom. The trainer gave a brief introduction on Python, the use of variables in Python coding and the various data types for these variables.

After teaching the basics of Python programming, the alumni members got their chance to have some hands-on experience in Python programming. It was tough in the initial part, as most of the alumni members are new to python programming. Despite the challenges faced, the alumni members managed to create a pygame on their own by following the examples that the trainer shared.

It was a fruitful workshop and the alumni members have requested for more Python sessions. We are glad the members enjoyed

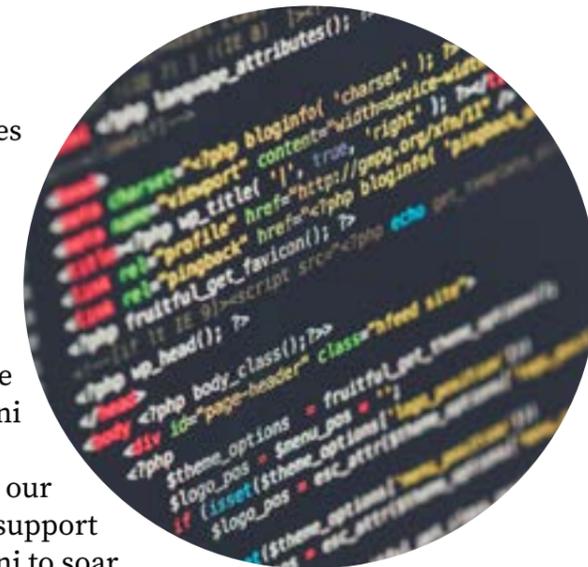
themselves and are thankful for their support.

We can't wait to see our alumni members again! It's our vision to support our alumni to soar greater heights, establish and succeed in their career and in life!

We continue to organize enriching online workshops specially for our Kaplan Alumni Club.

You may wish to check out the following link <https://campuslife.kaplan.com.sg/> to get more information on our events/activities/workshops held regularly.

Join and Like our Kaplan Campus Life Facebook page at <https://www.facebook.com/KaplanCampusLife>, alternative you can follow our Instagram account at <https://www.instagram.com/kaplancampuslife/>



IT'S NETWORKING TIME!

by Aster Heng
Event organized by Kaplan Alumni Club



In the month of December, the Kaplan Alumni Club had organized a virtual networking session for both local and overseas alumni members. It was a 2-hour session, and we engaged an external speaker to conduct the event.

The speaker is a facilitator and life potential coach. He learnt to identify undeveloped strengths and hidden talents in others which were not obvious to them. He works with them to further discover and enhance their full potential. He speaks to inspire people to express themselves with authenticity and

build deep connections with others. At the session, he also shared that in one of his presentations at the Agora International Speakers Club, he spoke about developing confidence, quality connections and embracing vulnerability as a strengths.

The alumni members had a chance to learn from the speaker different techniques on how to sell themselves through networking. He gave tips to expand on individual networking skills. In the session, the alumni members managed to forge new friendship and shared

their difficulties and challenges over the year 2020. Despite losing their jobs, many stayed positive and continued with their job search. The alumni club shared the slew of services provided by the Employability and Student Affairs team. They further shared the importance of career advisory for postgraduate. we believe the new graduates at the session were assured and comforted to know that they can still receive support from Kaplan even after their graduation.

The session came to an end, with lucky draw giveaways. Many of the recipients of the prizes were happy with their treats.

If you have missed out on our previously events, don't fret, we have more upcoming online workshops specially organized for the Kaplan Alumni Club.

You may wish to check out the following link <https://campuslife.kaplan.com.sg/> to get more information on our events/activities/workshops held regularly.

Join and Like our Kaplan Campus Life Facebook page at <https://www.facebook.com/KaplanCampusLife>, alternative you can follow our Instagram account at <https://www.instagram.com/kaplancampuslife/>



Event Poster

UPCOMING EVENTS

Click on image to find out more about the event.

ON - CAMPUS ACTIVITIES

4TH INDUSTRIAL REVOLUTION

DATA STORYTELLING & VISUALIZATION IN POWERBI

6 Feb 2021 (Sat)
9am - 6pm
Zoom
<https://bit.ly/careersh4ir>

4TH INDUSTRIAL REVOLUTION

BUILDING WINNING RELATIONSHIPS

6 Feb 2021 (Sat)
9am - 6pm via Zoom
<https://bit.ly/careersh4ir>

BEYOND LIMITS INTERNSHIP RECRUITMENT DRIVE

SPEAKER: YONQLI HU, HEAD OF DATA SCIENCE

25 Feb 2021, Thurs
3 - 4 pm
Zoom

SCAN TO REGISTER

NOTIFICATION

Kaplan Industry Project
Let's talk: Creating a thought leadership live event on Euthanasia.
Find out more: [Kaplan.com](#)

4TH INDUSTRIAL REVOLUTION

FUNDAMENTALS OF PYTHON

20 Feb 2021 (Sat)
9am - 6pm
Zoom
<https://bit.ly/careersh4ir>

4TH INDUSTRIAL REVOLUTION

FUNDAMENTALS OF PYTHON

20 Feb 2021 (Sat)
9am - 6pm
Zoom
<https://bit.ly/careersh4ir>

4TH INDUSTRIAL REVOLUTION

BUILDING A PERFORMING TEAM

20 Feb 2021 (Sat)
9am - 6pm
Zoom
<https://bit.ly/careersh4ir>

VIRTUAL RECRUITMENT DRIVE presents

AIKEN DIGITAL

19 Feb 2021, Friday
3pm to 4pm
Zoom

SCAN TO REGISTER

Professional Grooming Workshop

24 FEB 2021 (WED)
3PM - 5PM
ZOOM

SCAN TO REGISTER

4TH INDUSTRIAL REVOLUTION

PROJECT & FINANCIAL MANAGEMENT

27 Feb 2021 (Sat)
9am - 6pm via Zoom
<https://bit.ly/careersh4ir>

4TH INDUSTRIAL REVOLUTION

ADVANCED PROBLEM SOLVING

27 Feb 2021 (Sat)
9am - 6pm via Zoom
<https://bit.ly/careersh4ir>



CAREERSHUB

Hire Our Graduates Today

<https://bit.ly/3qTGCFD>

SCAN TO
REGISTER AN
EMPLOYER
ACCOUNT
NOW!



🌐 kaplan-csm.symlicity.com
✉ esa@kaplan.com
📱 [KaplanSingapore](#)