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THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

NAIHE CONNECTIONS

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Welcome Message

Hello, Connections magazine readers!

I'd like to extend a warm welcome to the sixth issue of Connections, the Newcastle Australia IHE Business Club magazine, which is now accessible online. This issue, unlike the previous five, contains stories set against the backdrop of the Covid-19 pandemic. Despite these muddled virtual and face-to-face narratives, the NAIHE Business Club continued to host and engage in events and activities that enabled them to maximize their potential beyond what they learnt in class.

The group dynamics, as well as the constraints imposed by virtuality, will indeed serve as a laboratory for them to practice becoming a more reasonable response leader and team member in the future. These experiences also aided them in developing a more balanced personality and inspired them to continue learning about their unique strengths and weaknesses throughout their education and lives. Individuals' component of themselves that enables them to create a fulfilling job based on their qualities and passions.

The sixth issue reveals a wide range of creative abilities possessed by all business club committee members. Despite all the challenges, they were able to complete their tasks on time and showcase their works in this magazine. Thank you to all 2020 – 2021 BC committee members, including ex-Presidents and Secretaries, as well as others in the committee structure, Rushil Khera, Bhupen Batra, Akshita Bhasker, Wang Jianxin, Sriharini Madhavan, Jiang Yiting, and Liu Yingyu, for their dedication in enabling the publication of this issue. Additionally, I am delighted to announce that the University of Newcastle (UON) has improved its quality yet again, climbing positions in the QS global world ranking. The UON is now ranked 197th among the world's top 1000 universities.

DR. RITA PIDANI

**NEWCASTLE AUSTRALIA IHE
BUSINESS CLUB ADVISER**

LI DAN

Hello there. My name is LiDan, and I am originally from China. My previous bachelor's degree in international business was obtained from the University of Newcastle. I've been a member of Business Club for almost a year, and my role is event manager. This platform provides me with more opportunities to develop relationships and socialize in the future. I also learned how important teamwork is and how to improve my communication skills. Thank you to all of the teammates and leaders!

EVENTS MANAGER



COMMITTEE MEMBERS . COMMITTEE MEMBERS . COMMITTEE MEMBERS



ASST. MARKETING MANAGER

LIU JIA YING

Hello, I'm Liu Jiaying from Xinjiang. Now I am an MBA student at UON. Previously, I studied at PSB Academy in Singapore, from language to bachelor's degree. My four years here have made me more self-reliant. This year's study in Singapore will help me clarify my goals, broaden my perspectives, and enrich my thoughts and life. So I joined our UON/NAIHE Business Club as an assistant marketing manager. Our students can use the business club to develop their leadership and entrepreneurial skills. We can learn from books and theories, but also get more practice than regular students. Although the epidemic has caused us many problems, and we come from different countries and cultures, associations have strengthened our bonds, and our activities will continue. We all came here to finish the work we enjoy, and these experiences will become my most valuable assets in my future life and work. This makes everyone appreciate their work in the community, and we hope more students will join us!

CHEN HAO

Hello, everyone! My name is Chen Hao, and I'm from the Chinese province of Jiangsu. I am currently a UON/NAIHE undergraduate student and the Assistant Marketing Manager at Business Club. In this family, the business club has seen many talented students and excellent teachers. Because I am a newbie with many deficiencies in both social communication and problem solving, being a member of this club is my first challenge for this year. Meanwhile, I believe I will be able to use this courage to face new challenges in the coming days. In particular, I can learn a lot of soft skills and make a lot of nice friends in this club. I am honored to be a member of this club and believe that this time will help me mature as a person. I also hope that more students join this wonderful big family and have a great time.

ASST. MARKETING MANAGER



COMMITTEE MEMBERS . COMMITTEE MEMBERS COMMITT

ASST. MARKETING MANAGER

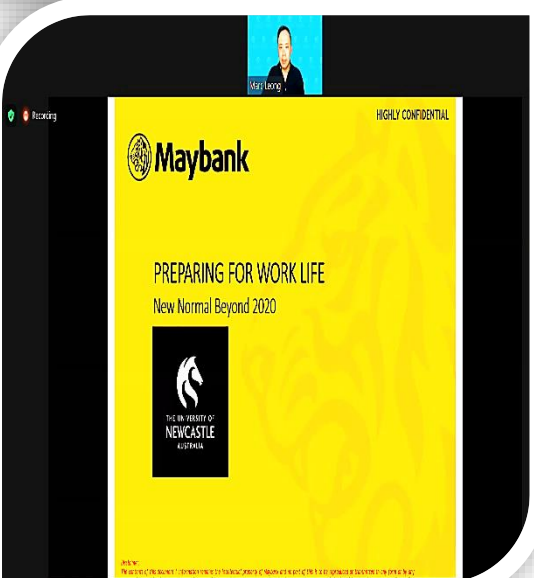
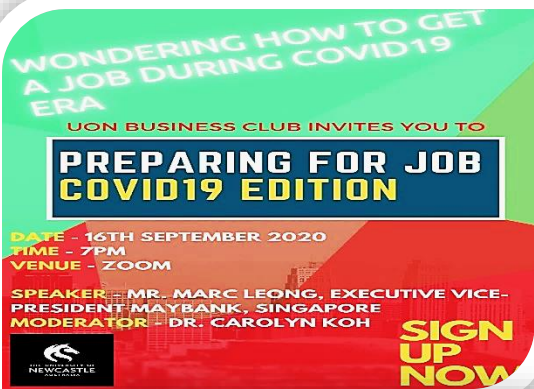
TANGXINYU

Hi, I'm Tangxinyu, a self-driven, career-driven individual who loves to live life to the fullest. My MBA is from the University of Newcastle in Singapore, a world-renowned university with highly qualified faculty and talented students. The UON/NAIHE Business Club organises various activities to learn about future career prospects from experts in various fields. Every day is a learning day, and the Business Club was no exception. Being a member of the club gave me a lot of knowledge and experience. Now I have more opportunities to network, support and collaborate with other clubs. Working with other students and staff members to learn, improve, and contribute when needed was a rewarding experience for me this term. This year's team has been great to work with; everyone has their own unique talents to contribute, providing a platform to improve my communication, leadership, networking, and other employability skills.



Activities

WEBINAR ON PREPARING FOR JOB COVID19 EDITION



The UON Singapore Webinar on Job Preparation, Covid-19 edition took place on 16th September 2020. This was the first time the UON/NAIHE Business Club hosted a virtual career information session. This virtual session was designed to give students valuable insight into the types of materials they should prepare in order to gain a competitive edge when applying for jobs in the world of work. This event featured Mr. Mark Leong, Executive Vice President of Maybank Singapore, who shared extremely valuable insights into the most sought-after hard and soft skills that employers look for in a prospective candidate or new hire, particularly during these difficult economic times. These types of events are beneficial in that they provide students a forum for reworking their personal profiles and charting their new routes. The occasion was worthwhile.

Activities

BASIC 'R' PROGRAMMING CLASSES

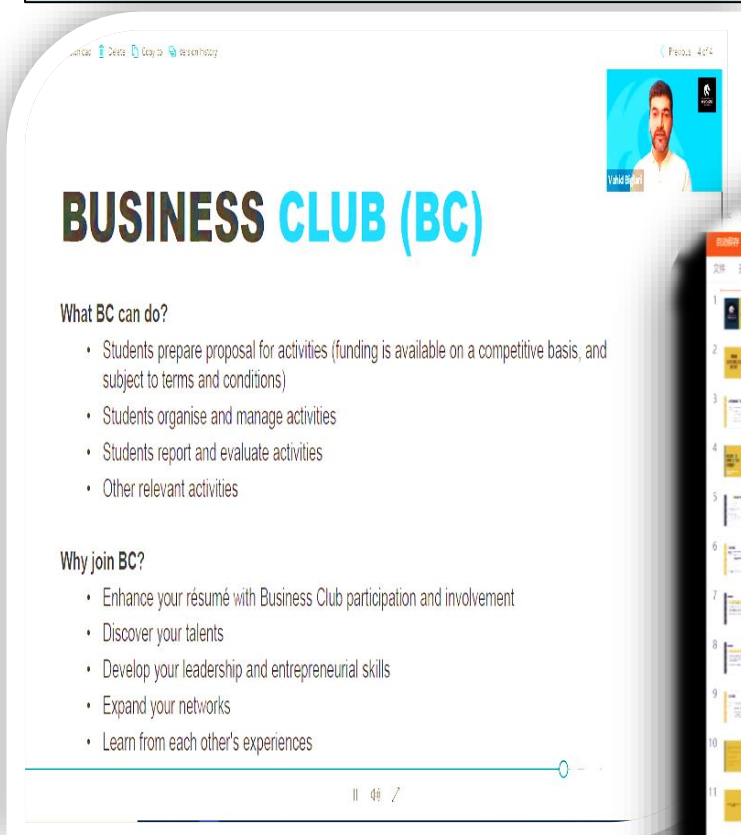
The UON/NAIHE Business Club offers introductory classes in "R" programming as one of its initiatives. The following is what Akshita (former secretary of the business club) and Bhupen (former president of the business club) had to say: "Large organisations are utilising Business Analysts to decipher their generated data and derive actionable insights as the world moves toward big data. Thus, the company can forecast and prescribe effective measures, as well as determine the best or most efficient outcome by utilising these findings and insights ". This argument prompted them to offer basic classes on "R" Programming every week. This language is extremely useful when working with large data sets and creating graphics. Students had to download the R programming language from <https://rstudio.com/products/rstudio/download/> before coming to class. This event's goal is to give young minds the skills they'll need in the future to tackle big data issues. Being a member of the University of Newcastle Business Club has numerous benefits and opportunities.



Activities

ORIENTATION: NAIHE VIRTUALLY GREETES THE NEW STUDENTS

A virtual orientation for the new UON/NAIHE students (T2-21) was held on August 31, 2021, and was organised by NAIHE and Business Club committee members. The session was led by Dr. Vahid Biglari, and then the Business Club took the stage. Thanks to President of our Business Club's President, Wang Junxiong and the entire Business Club committee, this event was made possible. It was Junxiong's turn to talk about Business Club, and he encouraged everyone to join so they could gain some real-world work experiences. Business Club gives students the opportunity to work in a diverse team while also discovering their strengths and developing their skills. It was a very useful gathering.



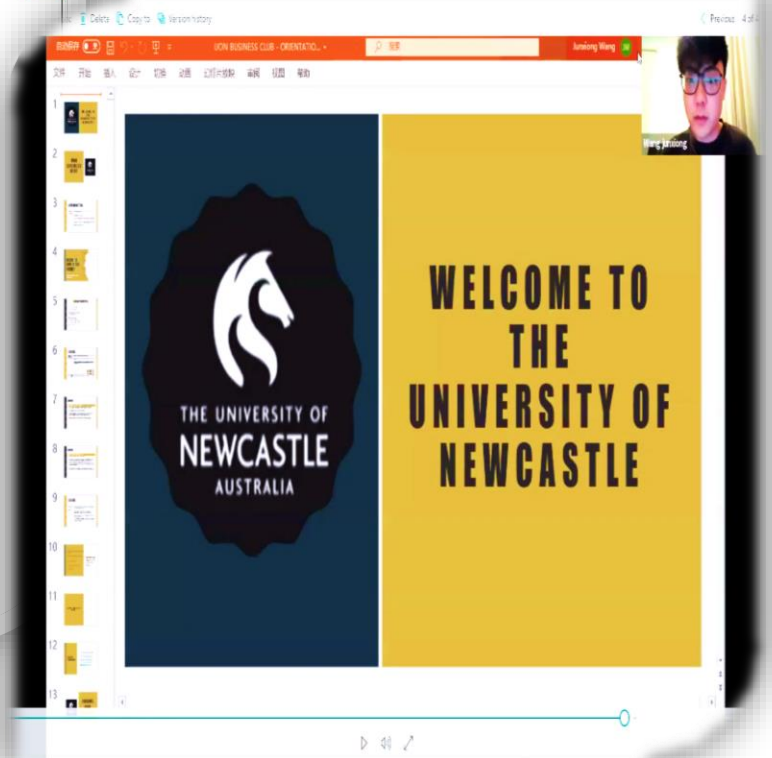
BUSINESS CLUB (BC)

What BC can do?

- Students prepare proposal for activities (funding is available on a competitive basis, and subject to terms and conditions)
- Students organise and manage activities
- Students report and evaluate activities
- Other relevant activities

Why join BC?

- Enhance your résumé with Business Club participation and involvement
- Discover your talents
- Develop your leadership and entrepreneurial skills
- Expand your networks
- Learn from each other's experiences



WELCOME TO THE UNIVERSITY OF NEWCASTLE

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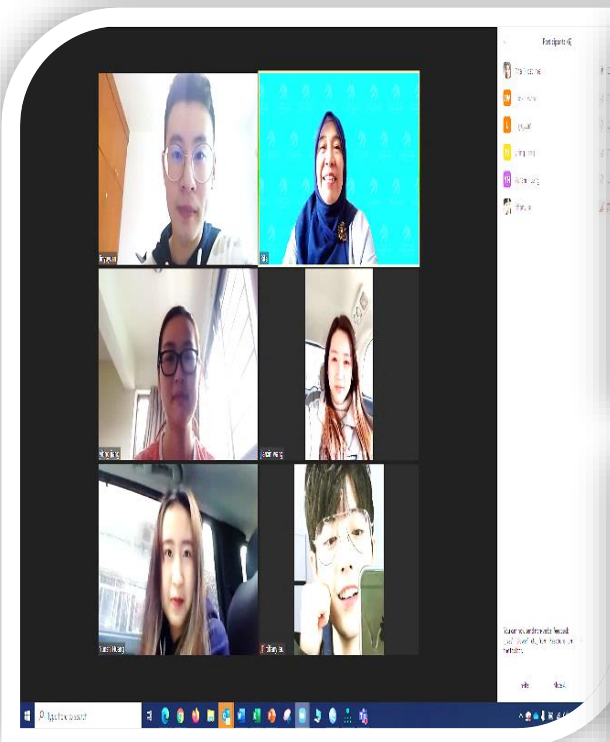


Activities

ICSB'S FUNDING COMPETITION

The International Council for Small Business (ICSB) is a non-profit organisation dedicated to small business management education. The Council was founded in 1955 in the USA on the belief that entrepreneurship is required to stimulate a dynamic and growing economy.

The ICSB's February Funding Competition was held on February 27th, 2020, and the UON Singapore/NAIHE Student Business Club took part. Student and alumnus start-up teams are looking for funding at this event. Customer value proposition (CVP) and supporting documentation proving viability will be considered when evaluating start-ups. The Business Club made an attempt to submit its own Business Proposal but was unsuccessful due to stiff competition from around the world. Despite the negative outcome, the students gained confidence from their ability to collaborate and design a business model with a unique CVP.



Customer Value Proposition Template	One or two bullet points each
CROuTE (give it a name) is a family of (products/services/experiences)	CROuTE GROUP
That (solves what problem)	Utilize left-over fruit and by-products to reduce food-waste at hotels, restaurants and cafés.
For (which target customers) in (which use cases)	All ages: great on its own or as a mixer drink on a hot day!
The specific benefits we expect to provide (name the major benefits in terms of features, performance, quality, price/purchase model)	Mission: to reduce global food waste by 1% by 2020. Wicked le CROuTE: Sustainable, artisan beer made from excess fruit and other food/hotel ingredients. Mystic le COUPRE: non-alcoholic beverages, including our fruit-flavored sparkling fruit-juice, made from fruit waste and losses.
CROuTE is really different than current (competitors/products) because of (why customers will buy it)	An organic health drink for all ages, which is better than carbonated beverages and can help reduce food waste.
Now, put it all together: Enable food and retail companies to turn their food waste and loss into high-value goods. Turn waste to CROuTe! Turn loss to COUPRE!	



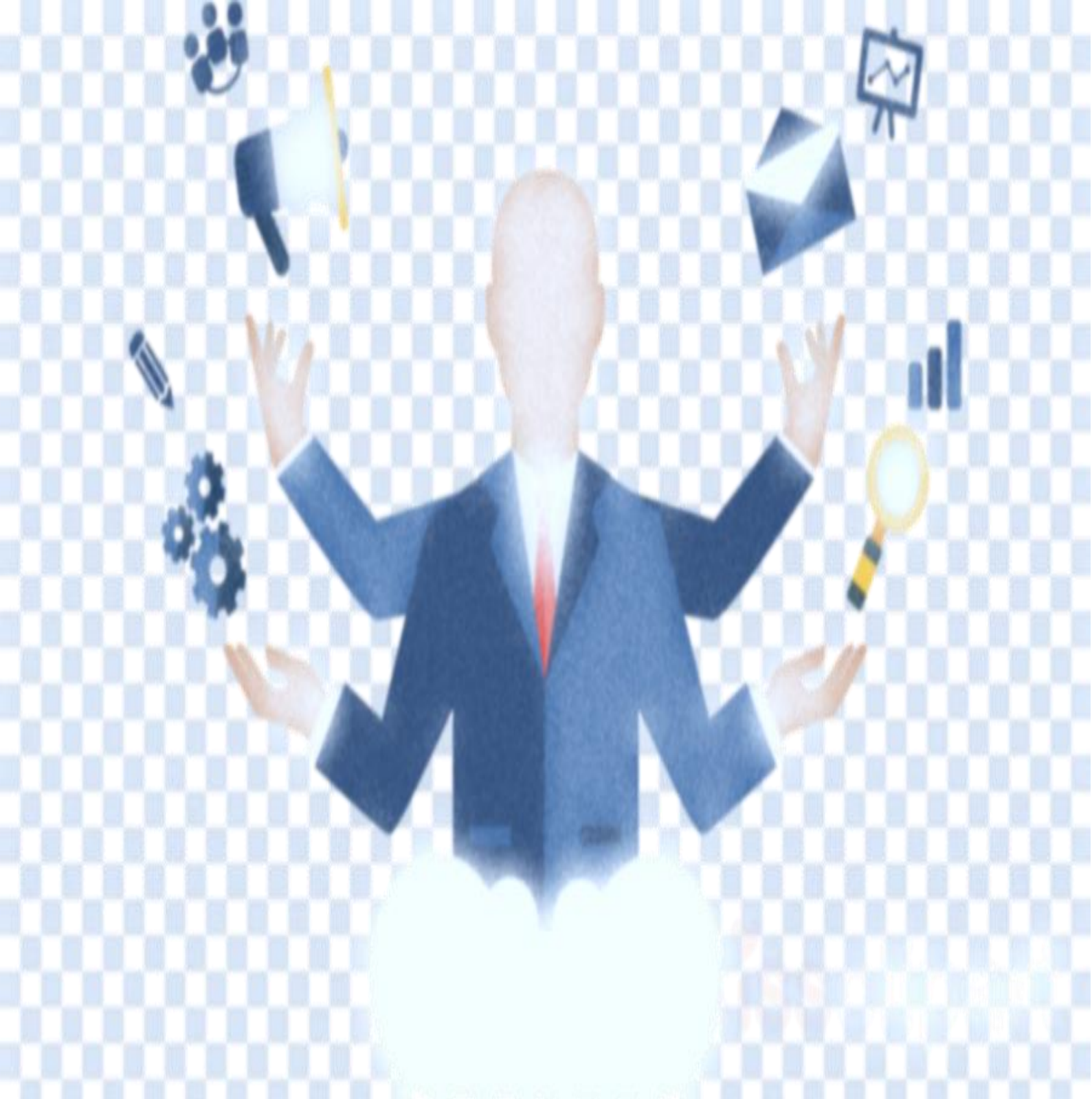
Activities

DIALOGUE WITH RUI MA ON DIGITAL TRANSFORMATION IN 2021

We invited Ms. Rui Ma to participate in a dialogue on 28 May 2021 so that UON/NAIHE students can interact directly with industry leaders and explore the practical application of their training and abilities while also solidifying their classroom knowledge. The dialogue broadened students' vision of possibilities and instill confidence in them as they choose a career and define their personal goals in the digital transformation during this live dialogue session. Ms. Rui Ma has fifteen years of experience in technology and finance, ranging from seed stage to pre-IPO investing in the United States and China, respectively. She founded Tech Buzz China in 2018 to educate and consult investors, funds, and entrepreneurs on the products, strategies, and trends of Chinese technology companies. She previously worked as an investment partner at 500 Startups and spent a decade in Silicon Valley and China in private equity and mergers and acquisitions roles at the Raine Group, Morgan Stanley, and Merrill Lynch. Rui earned a Bachelor of Science in Electrical Engineering and Computer Science from the University of California, Berkeley, as well as additional degrees from Tsinghua, INSEAD, UIUC, and Harvard University. The session was indeed extremely productive and inspirational for everyone who attended.

Digital Transformation in 2021 How business students should plan for their careers?





NAIHE BUSINESS CLUB, SINGAPORE
2020-2021



I LOOK AHEAD