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 Latest Window to Management
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In Touch, In Tune

We would like to hear from YOU ...

We welcome feedback
 and suggestions.
 Please e-mail us at
askbiz@nus.edu.sg.

Calling all Bizaders: Stay
 in touch. Please update
 your contact details at
<https://www.alumni.nus.edu.sg/NASApp/web/verifv.jsp>

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 Development Office,
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 Managing Editor:
 James Quek
 Editor:
 Aw Beng Teck
 Writers:
 Wendy Goh
 Ng Suan
 Lee Choo Ching, Esther
 Contributing Writers:
 Asst Prof Tan Hwee Hoon
 Wilfred Hee
 Juliana Khoo
 Lim Yan Tyng
 Gwendolyn Tan

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Special Feature

Don't Just Dream Dreams, Act on It!

Remember the times when you dreamt of doing something and those individuals who tried to convince you that you were naïve and not thinking straight? Well, current BBA Year 2 student Alex Wang did. But that did not deter him from moving on to realize his dream, as BIZ Leads finds out.

If you have met him in your tutorial class, you might have labeled him a "slacker" who sometimes does not complete his tutorials. But before we slap such a label, we must remember that life is more than studies. In fact, there is a lot more to life than the way many of us narrowly view it.

Alex Wang is one such person who doesn't fit into our stereotyped idea of how a student ought to behave. He has been proactive in making his life, in his own words, an "impacted life". Doors were not exactly opened but he has knocked hard. And for his hard work, he now has his own web design company and debut album while still in his second year of studies in NUS Business School.



Since the age of 15, Alex has dreamt of becoming a singer. But unlike those who only dreamt and did not actively pursue their dream, Alex set-up a web design company to finance his dream of cutting his own album. He had his share of setbacks when he was convinced by two friends that they would help him cut an album. But this fell through and he was left with no album and \$8,000 poorer. His parents were also not exactly too enthusiastic about his singing dream. Despite these odds, Alex successfully cut his album in August 2003.

Alex recounted how he juggled his work schedule and school workload of five modules. He started preparing for his album in March 2003 and persevered through his exams in April. He forked out more than \$20,000 of his hard-earned money to cut this debut album. He wrote the lyrics, composed the music and sang all the songs. With his self-taught guitar and digital synthesizer, he created his own music without being able to read musical scores. He designed his own album cover and also did his own distribution. Finally, he also designed and maintains his official album website (www.alex-wang.com).

Profit making does not appear anywhere on his priority list in producing this album. He is in it for the learning process -- from conceptualization to music composition to marketing and distribution. To him, there are things that cannot be taught in the classroom. "You just got to go out there and do it, and learn in the process."

Alex has chased after a dream and made it come true. When asked how he did it, he said: "Think about your development and then think of the way to get there. You're your contemplation. Prioritize and just do the things you want to do." It was not easy. Many have advised him that dreaming to be a singer will not get him anywhere and have called on him to give up. However, his brother and close friends are his sources of motivation.

This new year, try doing new things and pushing your horizons or limits. Pursue your dream. Act on it. And begin to see things from a different perspective.

Alex Wang's debut album "Someday" is now available in HMV stores.

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Perspective

 JOURNEY to the
 LAND of the
 Morning Calm

Remember the team of six Bizaders who won the Blue Platinum Prize at Samsung DigitAll Competition 2003?

Wowing the judges with their analysis of the mobile phone youth market, the team won on a five-day, all expenses paid trip to South Korea.

Team member **Wilfred Hee** gives a first-hand account of the trip.

<Read On>

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Coming Events

Stardust

13 February 2004

MBA Alumni AGM

14 February 2004

Asia in the Global Economy

17 February 2004

Look Before You Leap!

19 February 2004

NUS Career Fair

19-20 February 2004

NUS-SID Signing Event

20 February 2004

Book Launch

24 February 2004

Bizad Bowling

6 March 2004

NUS Open House 2004

13 March 2004

Run for Funds

27 March 2004

Night Cycling Event

30 April 2004