AMITY
GLOBAL INSTITUTE

AMITY IIRIS 2022

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ABOUT AMITY GLOBAL INSTITUTE, SINGAPORE

Amity is part of the leading world-wide Amity Education Group, which has over two decades of experience in education. Amity Singapore offers Industry Oriented Management Programmes in partnership with U.K. Universities: The University of London, University of Northampton, University for the Creative Arts and Teesside University designed by leading academicians and corporate world members. In addition, Amity provides several industry-relevant short courses for personal and professional growth, all of which are structured to help students prepare for career opportunities and strengthen their long-term employability. Benchmarking with the latest content and teaching methodologies across the world, the Programmes are an ideal platform for launching one's career or getting on to the Fast-Track. Backed by professionals with decades of experience in the corporate world and in the education field, Amity Global Institute provides the best mix of practice and theory to ensure your success.

EDITORIAL TEAM

It gives me immense pleasure to know that our first-year publications for "AMITY IIRIS" has been appreciated by the students, staff and other community members. I congratulate the editorial team members for their hard work and dedication in doing outstanding work. On behalf of management and my co-editors, Wendy Yeo, Jaishree Manuferan, Patrick Yu and Rachit Agarwal, I am delighted to announce the e-publication of the second year inaugural issue Amity Global Institute (AGI), Singapore Journal – **"Amity IIRIS".**

The word "IIRIS" is an acronym of Amity's values and culture:

I	I	R	I	S
Integrity	Innovation	Research Focus	Industry Relevance	Social Responsibility

"IIRIS" is also a pun, which sounds very much like a significant part of your eye. So this newsletter aspires to a lens through which our students and staff can view the world and the environment in which we live. Thus, "Amity IIRIS" is a modest foundation on which we hope to support a thriving community in AGI Singapore.

We are incredibly grateful to the contributors for their invigorating thoughts and insights

to take this endeavour a step ahead.

Please contact the editorial team if you wish to contribute to future editions.

Happy Reading!

On behalf of the Editorial Team.

Nidhi Puranik,
Editor-in-Chief

Wendy Yeo,
Deputy Editor-in-Chief

Jaishree,
Manuferan Asst. Editor-in-Chief

Patrick Yu,
Asst. Editor-in-Chief

Rachit Agarwal,
Creative Art Designer

CEO's MESSAGE

What a year it has been at Amity Singapore!

I am immensely proud of our students and staff for their superb conduct in the face of

2021's dynamic challenges. As we are on the cusp of a new lunar year, I would like to take this opportunity to acknowledge our students, academics and staff for being extremely resilient and possessing a robust outlook.

Since we began our journey into the Year 2022, Amity Singapore was thrilled to

welcome all our students and staff back on campus. All essential safety measures have

been put in place to ensure a safe and enjoyable learning environment.

In keeping with the spirit of new beginnings, our very own Amity newsletter (IIRIS)

strives to feature all the institution's most important activities, as well as celebrating the accomplishments of our students and faculty members. Our missive's unique acronym also helps us reinforce our core values of Integrity, Innovation, Research Focus, Industry Relevance and Social responsibility.

I wish you all the best in the coming year. Stay safe and healthy!

Professor Leon Choong
Regional CEO (ASEAN)

CAMPUS UPDATES

ALLIANCE FOR ACTION ON WORK-LIFE HARMONY 2021

As an early adopter of Tripartite Standard on Work-Life Harmony (TS-WLH), Amity has been progressively creating initiatives and resources to enhance and sustain WLH at its workplace.

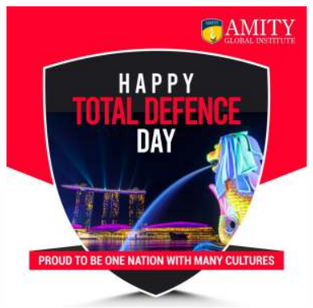
SG CLEAN

SG Clean is a government initiative launched by the National Environment Agency (NEA). Under this scheme, School Campuses are recommended to adopt the S.G. Clean quality mark to reflect their commitment to maintaining high environmental and public hygiene standards within their premises. Through collective action by all students, academics and staff, Amity has been re-certified with the prestigious SG Clean quality mark till June 2023. This showcases Amity's commitment towards safeguarding public health and making Amity Singapore a pleasant and conducive learning environment for the community to enjoy in safety.

TOTAL DEFENCE DAY

Date: 15th February 2022

On the occasion of Total Defence Day, Amity Singapore expresses gratitude to all Singaporeans for contributing, individually and collectively, to the building of a strong, secure, and united nation, regardless of their cultures, faiths, or races. Happy Total Defence Day, everyone! "PROUD TO BE ONE NATION WITH MANY CULTURES"



AMITY PROUDLY SUPPORTS E-FUND RAISING FOR YMCA E-FLAG DAY 2022

Amity Global Institute, Singapore is thrilled to announce that we have joined hands with the YMCA of Singapore to support the social cause of youths with special needs, those at risk, and those in need.

How Your Donation Makes a Difference:

- S$30 Every S$30 can enable youth with special needs to try out a new sport.
- S$100 Every S$100 can strengthen a youth's particular need through a month of programmes – helping them discover new strengths and passions and form meaningful friendships.

Note:

1. First 20 donations above S$20 will be eligible for Amity Souvenir – First come first basis with proof of transfer – Mr Saran – w.e.f. 28th January 2022.
2. First 5 donations above S$100 will be eligible for Amity Souvenir – First come first basis with proof of transfer – Mr Saran – winners will be declared after 1st March 2022.

*On donation make the remark: Your name...../Amity

CERTIFICATION PROGRAM IN LEAN SIX SIGMA FOUNDATION

Enhance your academic journey after attaining a "Lean Six Sigma Foundation certification" in Association with Commonwealth Educational Media Centre for Asia (CEMCA) without spending a penny.

This certification course is exclusively offered ONLY to all students, faculty, and staff members of Amity Singapore.

For registration, please visit the following link: https://rb.gy/7yiube

NATIONAL CARE HOTLINE - COUNSELLING SERVICES DURING COVID-19

From 1 September 2020, the National CARE Hotline (NCH) will operate from 8 am to midnight.

This hotline has been set-up to offer support during COVID-19. If you need someone to talk to about the issues that weigh you down, such as COVID-19 and its impact on your personal and family lives, on your jobs and livelihoods, and your future, you may call the hotline at **1800-202-6868.**
Calls after midnight will be greeted by an Interactive Voice Recording (IVR), which will guide callers to contact other available **24-hour crisis hotlines,** including those supported by the Institute of Mental Health (IMH) and Samaritans of Singapore (SOS):

IMH Mental Health Helpline – 6389 2222
SOS Hotline – 1800 221 4444

STAFF BULLETIN

MY LEARNING PAPER

Background

In our quest for knowledge, how do we know that learning had taken place? In this reflective learning article, I recalled an episode where I personally learnt something, and viewed it from the perspective of Behaviourism Theory and Social Learning Theory, in order to induce a 'better' way to learn. It was during my postgraduate study that I was required to use data analysis software such as SPSS (Statistical Package for the Social Science) to perform more complex data manipulation and analysis which could not be otherwise attained through Microsoft Excel. Although the developer (IBM) and my professor then claimed that it was relatively straightforward requiring only simple instructions and clicking, as a mature (in age) learner, I have reservations and fear in learning. We were all working adults who have left school more than 20 years ago. Most of our computer skills were acquired through trial and error according to the specific job requirements. There were initial resistance and procrastination as I defended and justified that the specific SPSS functions could be performed using Excel Data Analytical add-on. That hindered my progress in learning.

Behaviourism Theory

Bahaviourist such as Frederic Skinner, John Watson, Ivan Pavlov, and Clark Hull advocated the notion that all behaviours could be shaped and acquired through interactions with external conditioning (Kassebaum, 1986; Skinner, 1957). Learners' responses and actions would depend on the positive or negative reinforcement imposed on them. In this sense, learners were believed to be passive as they would start their learning journey as a clean slate. Although I was mature (in age), as far as the learning of SPSS is concerned, I resumed the role of a young learner without prior experience. The constant struggle and conflict occurred when I was presented with step-by-step fool-proof instructions from loading the data to selecting the appropriate functions before printing the final analysis – it was humiliating and humbling psychologically. To soften or break our ego, the professor used both positive and negative reinforcements to condition us to attain the common results (Crow & Tian, 2006). During the delivery, he would use phrases such as 'this is required…' and 'in order to pass…' which would trigger our attention to follow and mimic the steps presented. I might not fully understand or convince with the rationale and purpose behind the functions, but the behaviourist mode of delivery cast fear in me and drove me to follow and reproduce the required outcomes (Dawning, Keating & Bennett, 2005). Have I learnt how to use SPSS? According to that lesson objective, I would agree that I could handle some of the prescribed basic functions after the lessons. Since I lacked the prior software know-how, I would memorise, regurgitate, and practice repeatedly to attain the answer similar to the manual provided. The transfer of knowledge, in this case, was generalised through the use of positive and negative strokes in various lesson units. I would be 'wired' to respond actively and repetitively to complete the tutorial tasks included in the SPSS workbook in order not to look bad or 'lose face' but to receive compliments or self-assurance (Ertmer, 1993). In sum, the learning occurred when I could adhere to the instructions and produce the needed results according to the demonstrations provided by my professor and instruction manual or SPSS related Youtube videos, which were stimulating and influential. Consequently, I obtained a 'Pass' grade which was the bare minimum response both the professor and I hoped to attain but was it sufficient to enable me to proficiently handle the research project at the postgraduate level? We both have a reservation then.

Social Learning Theory

Apart from Cognitive Theory, research scientists such as Lev Vygotsky, Jean Piaget, and Albert Bandura have expounded and supported the Social Learning Theory. In a nutshell, this could be an alternative to my SPSS learning episode where the learning process will be focused on the interaction and observation of others in a social context (Ormrod, 2009). My classmates and I might not be an expert in handling SPSS; nonetheless, with our constant workplace exposure to analytical software, we could have, collectively, gathered a relevant degree of cognition in handling the software.

We could be, according to the Behaviourist, almost a clean slate i.e. instead of groping in the dark at the 'mercy' of our professor, we could co-construct the required knowledge based on our preceding know-how and our interpretation of the instructions (Wenger, McDrmott & Snyder, 2002) received from our professor. In this context, all of us were in the same shoes and shared the same context – desiring to gain a 'Pass' grade, and (most importantly) master the techniques and tactics needed to analyse the research data collected. Hence, according to social constructivists' view: learning should not happen within an individual and should not be shaped by external influences, instead, it should occur when we gathered and engaged in meaningful activities.

As in any classroom setting, some of us were more perceptive and knowledgeable, and they could handle new concepts better than the others. By interacting with each other, the stronger ones could reaffirm their understanding, whereas the weaker ones would be enlightened a nd motivated by observing, retaining, and reproducing the knowledge shared by their classmates. Through this community of practice and distributed cognition, our learning experience would be enhanced and we could extend our understanding of new information (Orey, 2012). We would be readier and more motivated to contribute because we have a common interest to perform in the subject.Nonetheless, the possible setback or hindrance could be the selfishness or 'scare-to-lose' mentality resulting in protectionism rather than active collaboration and cooperation.

'Better' way to learn?

At the postgraduate level, it was unfortunate that I was not exposed to SPSS in my previous studies. It would be ideal for me to be prepared and gained some level of cognition before the beginning of the lesson. Even though I have attained some understanding through the behaviourist-based lesson, the social learning context helped me to reinforce my application know-how. To hasten the learning process, self-study was essential to develop the foundation or schema which could be used as the base to organise, store, and develop new knowledge in different contexts. In this manner, I would not be passively receiving knowledge; instead, I would be able to resume the role of an active participant to interact, reflect, and collaborate with my classmates. When I am not a 'clean slate', I would be able to contribute and involve myself in reciprocal knowledge sharing and building.

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Dr Lim Keai
Academic Director (Senior)

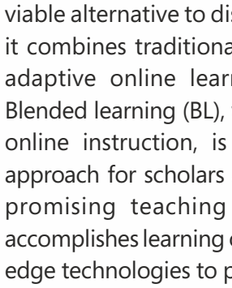
BLENDED LEARNING

In recent years, educational practitioners have pushed for the use of blended learning (BL) as a viable alternative to distant education, arguing that it combines traditional face-to-face teaching with adaptive online learning to get better results. Blended learning (BL), which mixes face-to-face and online instruction, is developing as a preferred approach for scholars and educators and seen as a promising teaching and learning concept. It accomplishes learning objectives by utilizing cutting-edge technologies to personalize the act of learning and transfer knowledge and skills to the appropriate person at the appropriate time, and by incorporating face-to-face learning to maintain regular social interactions between students and teachers.

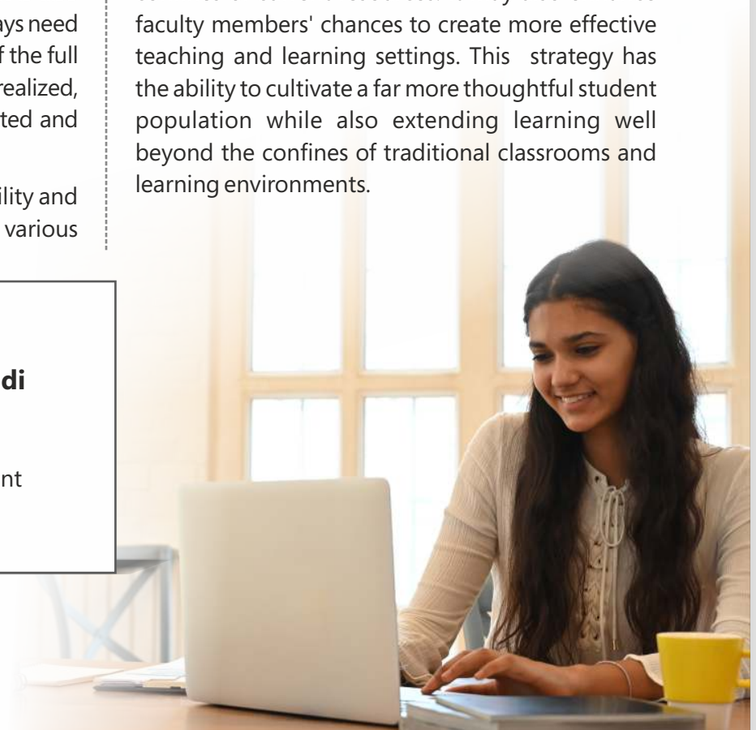
Although blended learning has the potential to enhance student learning, it is not a simple cure for all future learning methods. Some believe that blended learning is dependent on the development of web-based and e-learning technologies, it is also believing that blended learning does not always need the use of new technologies to be effective. If the full advantages of blended learning are to be realized, the whole curriculum will need to be evaluated and aligned with the non-traditional material.

The big benefit of blended learning is flexibility and the time management of it. This includes various settings – students may participate in learning on a university or college campus, at work, at home, or while travelling. Students were required to attend class in person but also had accessibility to an online classroom where they may participate in a variety of learning activities related to their courses. It was decided that these activities which can enhance their knowledge including extra reading, accessing relevant connected websites, self-assessments, exercises, and group activities such as structured debates would be designed to comply with the curricular objectives and particular learning outcomes of the module, as well as to make use of the resources available in the online classroom. They will be able to access learning materials at various times throughout the day, possibly allowing them to combine study with job or family obligations.

Blended learning may broaden access while maintaining or improving quality within the confines of current resources. It may also enhance faculty members' chances to create more effective teaching and learning settings. This strategy has the ability to cultivate a far more thoughtful student population while also extending learning well beyond the confines of traditional classrooms and learning environments.



Sharina Bte Suaidi
Assistant Manager,
Admissions &
Student Management



WHICH MARKETING STRATEGY IS BETTER IN 2022?

DIGITAL MARKETING VS TRADITIONAL MARKETING

What is Digital Marketing?

Digital marketing is considered the modern marketing strategy that usually revolves around technological trends (Chopra and Batra, 2017). Their significant dependency is on the Internet (Hassan and Dadwal, 2018). In common, the types of digital marketing methods used by companies are online campaigns (whether through Facebook, Instagram, Google etc.), social media, website SEO encryptions and affiliate marketing (Garg et al., 2022) (Sharma, 2018).

What is Traditional Marketing?

Traditional marketing promotes companies' products and services without using the Internet (Jayaprakash, 2019). This marketing strategy has been used for centuries (Zineldin and Philipson, 2007). In particular, the varied types of traditional marketing methods commonly used are telemarketing, postcards, flyers, television or radio channels and newspaper ads (B Acop et al., 2020).

To conclude, which marketing strategy is better for companies in 2022, it is essential to determine the advantages and disadvantages of marketing strategies.

Digital Marketing - Advantages and Disadvantages

As discussed earlier, digital marketing revolves around technological trends. It has been

considered the modern way of marketing and attracting people towards business (Bala and Verma, 2018) (Wymbs, 2011). Hence, it's vitally important to discuss its advantages and disadvantages. In terms of its benefits, digital marketing strategy aims to allow the companies to reach the broader audience through their advertisements online (whether through Facebook, Instagram, Google, etc.) or social media (Efendioglu, 2016). In particular, it's been more effective since companies can easily track their campaigns and instantly engage with their audiences (Chowdhury, 2021). However, companies' main disadvantage under this marketing strategy is that digital marketing trends rapidly change, so they must be tentative and practical (Mierzejewska, 2011).

Traditional Marketing - Advantages and Disadvantages

In terms of traditional marketing, as discussed earlier, this marketing strategy is the oldest one that companies follow, compared to digital marketing. It is vitally important to discuss its advantages and disadvantages. The following marketing strategy depends on the companies' vision and mission (Germano and Stretch‐Stephenson, 2012). For instance, in terms of benefits, if the companies want to target the older demographics, they would likely do the advertisements in the newspapers or radio channels. A majority of the older people like to read and listen to the respective means of communication (Todor, 2016). Followed by companies' needs to attract local audiences for some event, they would likely print the flyers (Lawrence et al., 2018). Having stated its main advantages, the significant disadvantages traditional marketing carries are that it's too expensive and time-consuming, whether it's the case of doing advertisements in the newspapers or radio channels or printing the flyers (Cant and Wiid, 2016).

Which Marketing Strategy is better?

In conclusion, based on the above study, it can be firmly said that which marketing strategy is better for companies in 2022 to opt for totally depends on their objective as digital marketing enables companies to reach a wider audience through doing their advertisements on different online platforms, namely Facebook, Instagram, Google etc.

However, traditional marketing allows the companies to get to a specific audience category. Therefore, it's vitally important for companies to opt for the one marketing strategy, whether Digital Marketing or Traditional Marketing, that allows them to reach their target audiences easily.

Rachit Agarwal
Country Representative – India

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EXTRA-CURRICULAR OPPORTUNITIES FOR STUDENT ENGAGEMENT

Formation of a Firm's core competence and its development via R&D

Date: 13th December 2022

Speaker: Dr. Sony Matthew

What do organizations expect to get in return from R&D? At the core, they hope their R&D investments yield the critical technology from which they can develop new products, services, and business models. But for R&D to deliver genuine value, its role must be woven centrally into the organization's mission. R&D should help to both deliver and shape corporate strategy, so that it develops differentiated offerings for the company's priority markets and reveals strategic options, highlighting promising ways to reposition the business through new platforms and disruptive breakthroughs. The seminar aims to show the significant role of R&D activities in developing key organisational attributes needed to form a firm's core competence and its growth via innovation and exporting. To this end, we investigate the nature of relationships between organisational learning, tacitness, dynamic capability, core competence, and R&D activities.

11th Amity International Model United Nations, 2022

Date: 22-23rd January 2022

Amity is proud to host the 11th Amity International Model United Nations in 2022. The theme is 'Perseverantia Omnia Vincit: Perseverance Conquers All.' Delegates better understand the United Nation's inner workings by participating in diplomatic debates and expanding their knowledge of global relations.

Mr. Wu Po Cheng, First Secretary (Singapore); Mr Skand Ranjan Tayal, Ambassador (Retd.) (Korea and Uzbekistan); Mr Erik Solheim, Former Norwegian Minister of Environment and International Development, Former Executive Director of UN Environment, President of the Belt and Road Green Development Institute, Beijing are among the participating dignitaries.

12th International Conference on Confluence 2022

Date: 27th January 2022

Amity is proud to host its 12th International conference on Confluence 2022. The theme is "Cloud Computing, Data Science & Engineering". This technical conference aims to provide a platform for industry and academics to share research and development advancements in emerging fields of information technology.

Prof. (Dr.) Ing. Mario Jose Divan, Director-Divsar & Professor- National University of La Plata, Argentina; Prof. (Dr.) Lizy Kurian John, Professor, the University of Texas at Austin, USA are among the participating Conference Speakers

PHOTOGRAPHY COMPETITION

December 2021

A platform not to be missed:

Everyone aspires to capture many pictures whenever they go around or for keepsake for memories. For some, photography is a passion and for some it is simply a leisure activity. Only a few tend to turn their passion into a profession or even take it seriously. A passion can easily turn into a livelihood if someone can be nurtured and challenged to improve. There are more chances that person is opening a door of another career opportunity for him/herself. In the beginning, it will require a platform to showcase your work and guide you through the process of having photography as a career option. For starters, let's aim at photography being an extracurricular activity to your source of passive income. It is just a matter of dedication and being consistent with the passion of taking pictures. The technicalities of photography can be improved along the way through practice over time. Hence, Amity photography club is a great platform initiated by Amity Global Institute. The club is run by students, and we have created a small community of passionate photographers and freelancers who are available to help each other by exchanging their knowledge of photography and good vision. So, if you have been waiting for an opportunity to learn something new or explore your photography skills, this is an invitation to all campus mates to join us, regardless of your course or intake you are in, you can join us anytime and become a part of our creative team. As the current Covid-19 regulations stand, we will be resuming our photo walks, workshops to excel our knowledge about photography and how it could potentially be a career option in the future. This is a great opportunity for you and gives you a platform to grow and to upskill your resume. Update: Recently, our photography club organized a digital photo contest in December 2021 where we had 20 candidates enrolled and 3 top winners who won cash prizes.

1st: Rachel Sabatania Lee
Master of Business Administration,
University of Northampton

2nd: Jason Lau
Master of Business Administration,
University of London

3rd: Khong Tuyet Nhung
Bachelor of Arts (Honours)
International Business Management
(Top-up), Teesside University

Satmeet Singh
Bachelor of Arts (Honours)
Business Studies,
University of Northampton

SAPE Virtual Career Fair 2022

Date: 14-18th February 2022

Registration Link:
https://sapevirtualcareerfair.findsgjobs.com/

Time: 10:00AM (SGT) onwards

Amity Singapore is thrilled to announce that in association with "The Singapore Association for Private Education (SAPE)", we are organising a career fair event from 14-18 February 2022.

This event aims to provide a platform for our students, graduates, and alumni to participate in various activities under one roof, including job/ internship vacancies from a wide selection of industries, resume enhancements, industry insights and live discussion with policymakers/ industry experts.

Registration Link:
https://sapevirtualcareerfair.findsgjobs.com/

Webinar on Using LinkedIn to Enhance your Professional Profile

Date: February 22, 2022

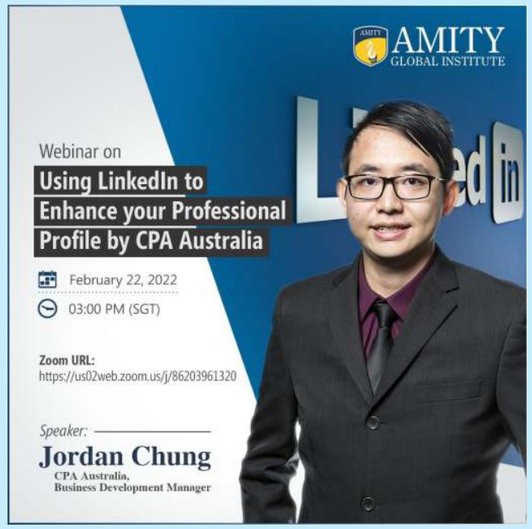
Time: 03:00 PM (SGT)

Zoom URL:
https://us02web.zoom.us/j/86203961320

Did you know that many employers are not only screening hardcopy CVs but also looking at your digital footprints in an increasingly digital world? Your social media profiles may form part of your overall portrait – so it's time to get professional and make the most of a LinkedIn account.

Whether you are a final year student or a fresh graduate, LinkedIn is a great way to showcase your skills, connect with professionals and explore job possibilities. Here are some tips to get your LinkedIn profile ready and make it stand out to attract potential employers to your doorstep!

Speaker: Jordan Chung, CPA Australia, Business Development Manager



EVENTS CALENDAR

Date	Day	Time		Name of Event	Staff-In-Charge / ExternalExpert	Email Id
		From	To			
25 Dec 2021	Saturday	2.00 pm	6.00 pm	Christmas Video	Rachit Agarwal	arachit@singapore.amity.edu
1 Jan 2021	Saturday	2.00 pm	6.00 pm	New Year's Day Video	Rachit Agarwal	arachit@singapore.amity.edu
10 Jan 2022	Monday	7.00 pm	8.00 pm	Tailor your CV	Patrick Yu	yccpatrick@singapore.amity.edu
26 Jan 2022	Wednesday	6.00 pm	7.00 pm	Evaluate Interview Performances	Patrick Yu	yccpatrick@singapore.amity.edu
28 Jan 2022	Friday	10.00 am	1.00 pm	A gathering of new team members and induction into the club	Melvin Goh	mgkim@singapore.amity.edu
1 Feb 2021	Tuesday	2.00 pm	6.00 pm	Chinese Lunar New Year's Day Video	Rachit Agarwal	arachit@singapore.amity.edu
17 Feb 2022	Thursday	3.00 pm	4.00 pm	How to build professional linekedin profile	Patrick Yu	yccpatrick@singapore.amity.edu
25 Feb 2022	Friday	10.00 am	1.00 pm	Talk on Landscape & Travel Photography	Melvin Goh	mgkim@singapore.amity.edu
25 March 2022	Friday	10.00 am	1.00 pm	Talk on Video filming & editing	Melvin Goh	mgkim@singapore.amity.edu
31 March 2022	Thursday	3.00 pm	4.00 pm	Building credential that helps with your career	Patrick Yu	yccpatrick@singapore.amity.edu

Should you desire to be a part in any of the above events, please contact the aconcerned in charge via email.

STUDENT IMPRESSIONS

INNOVATION: THE DAILY LIFE CHANGER

Innovation can be said as a driving force behind how people live in the modern world. Inthis era, innovation is changing the way people live their lives, the way they interact with each other, and basically changing almost everything people do. Society's daily activities have been continually changing because of innovation. Day-to-day activities are believed to be becoming smoother with everything being practically available to thepeople at any time and in any place.

Like how the mobile phone which is one of the most familiar innovations has been making things easier in people's daily lives. Nowadays, most people cannot even step out of their house without their phone, as daily access to online transportation, online shop, digital payment, food delivery, and many more are made a lot practical. Some people right now could be wondering, what would life be like without a phone? Since, with just a mobile phone, people can access tons of information easily and a lot more things are just a press away.

The mobile phone is not the only innovation that is making daily life easier, isn't it? Innovations like online transportation, online shop, digital payment, and food delivery are also affecting most people's daily lives. In the case of transportation, online-based transportation is getting so popular today, as people do not need to hail a taxi instead, they just need to order transportation online to have a car pick them up in any location and bring them to another location. Technology that is growing day by day makes people's lifestyles becoming more dynamic or changing. One of them is how people consume food, now having food in front of them can be done by relaxing at home while ordering through phone and application. The innovation of food delivery service provides conveniences in terms of saving time, energy, and when buying food. How people shop has also changed, as online shopping has entered a lot of people's shopping habits. People prefer it a lot as it saves a lot of time, where people do not have to step out their door, travel to the store, walk around the store and grab their needs. By just scrolling online and tapping any products to put in the cart, people can buy anything they want and have it delivered to their doorstep. Not only that, but it is tiring to stand in a long queue at the cashier counter, right? online shopping has made checking out easier, just with a finger anything in the cart can be paid online.

Talking about paying online, digital payment has also become a necessity for people in their daily life transactions. This effective and efficient innovation has attracted a lot of people with the ease provided in the transaction. The use of digital payments has now become an easy non-cash transaction for its users, as the people just need a phone to do transaction anytime and anywhere.

The conveniences offered from all these innovations have big impacts on society, especially in their day-to-day activities. Various types of innovation are changing the standard of living to a better and easier one. These innovations are about new and better solutions for the society that creates value in their daily lives.

Erryana Mabuka
Bachelor of Arts (Honours) Business Studies,
University of Northampton

DEVELOPING A CREATIVE ECONOMY THROUGH DIGITAL MEDIA

Currently, almost everyone is doing their activities from home due to the COVID-19 pandemic. Everything that people do is limited but not with new trends that have sprung up because of the creativity of the society, as we know our lifestyle has changed because of this pandemic where we usually can meet, eat together at restaurants, shop for daily necessities, and there are many more, but the pandemic is turning everything we do virtual or online. All activities that are carried out such as school, meetings, work, or even shopping for current needs can all be done through digital media. Not only is the society affected at large, but the creative economy sector has also received mentionable impact. To be able to market products and services, creative economy sectors must be able to adjust, adapt and follow the rapid changes that are happening. As people's lifestyles which have changed drastically, almost everything is remotely using digital media as a tool. Creative economy sectors are also steering towards digital marketing.

Digital media users have increased significantly during this COVID-19 pandemic. This was inevitable as during the pandemic digital media has become a pivotal tool that has aided us to carry out our current activities and work with minimal disruption. According to YouGov survey data, which was quoted from Facebook, the use of social media increased by 38% during the pandemic. This figure of 38% can provide opportunities for creative economists so that they can develop their digitization more and find new consumers who are interested in their products or services. Covid-19 has had a tremendous impact on the creative economy sector globally, many of the creative economy sectors experienced losses and decreased income due to the decline in the national creative industry sector. This decline will of course also have a major impact on the national economy.

Therefore, creative economy sectors must be more innovative in developing their business through digital media. For example, they can start opening their business accounts on social media, make interesting posters about their products and services and make utilize short reels on social media that can be enticing. Another avenue will be the use of influencers or celebrities to help promote products and services. The most widely used method is using the marketplace, now there are many marketplace applications that can help players to continue to run their business online or digitally.

The Marketplace itself has complete features to be used, ranging from payments, promotions, optimization, to the chat feature that is provided to connect sellers and buyers that are already used. Attracting new consumers is not easy, but creative economy sectors can continue to try to promote their products and services on social media or other digital media. It all depends on how the sectors can be more creative and willing to continue to develop their talents in developing their business. This is a method that creative economic actors can use so that they can continue to survive during the ongoing COVID-19 pandemic. Because building a business in this digital era has its own challenges and difficulties. But if you start with the right process then you will find it easier to do business.

Brigith Fangdra Antameng
Bachelor of Arts (Honours) Business Studies, University of Northampton

STUDENT TESTIMONIALS

Hear from our students about their learning experiences

"The MBA program has been a substantial investment in the growth of my professional life. Furthermore, it gave me a practical understanding of leadership abilities while broadening my management education. Similarly, classes are highly engaging and contain a lot of case studies and assignments, making it easy to remember everything.

Hence, I would like to thank the professors from Amity Global Institute, Singapore, and the module leaders from the University of London for their excitement and assistance during the examinations and the final project. As a result, my time in the MBA program was productive and helped me grow emotionally and professionally."

Nguyen Thi Tan Nguyen
Master of Business Administration
University of London

"I am beyond blessed to have an opportunity to study in Amity Global Institute for Diploma in Business Administration. I like the fact that the classes are small, which allow teachers to focus more on the needs of individual students and reduce the amount of class time needed to deal with disruptions. My experience in Amity was a great memory to cherish as it gave me an opportunity to meet students from different nationalities. Besides, it enabled me to become a better business graduate too."

Czarina Llegue Marasigan
Czarina Llegue Marasigan
Diploma in Business Administration

ACADEMIC CALENDAR UPDATES

UNIVERSITY OF NORTHAMPTON (UON)

1.0 Start date of new term for MBA programme will be on 7 March 2022.

2.0 The MBA students' results will be scheduled in the next Postgraduate Award & Status board on end February 2022.

3.0 Start date of new term for BA (Hons) Business Studies programme (Sept intake: 1st Year) will be on 7th Feb ; whereas for BA(Hons) Business Studies programme (March intake) on 7 March 2022.

4.0 For module resit information, student is advised to contact his/her module tutor, respectively.

5.0 For modules' result, please install the app from https://www.northampton.ac.uk/student-life/results-app/

6.0 The general examination period of UON will be as the following table. However, student is advised to check with his/her module tutor for the exact date of exam/alternate/assessment/Resits.

7.0 **If student is unable to submit ASSIGNMENT TO NILE:**
NILE is up and running now and most students can access their modules without any issues. We have produced some guidance below which UON would encourage all students to try first. This often resolves common issues.
https://askus.northampton.ac.uk/Learntech/faq/249383
However, if any student remains unable access NILE or to submit work for assessment, students can complete the support form in the link below to provide UON team with some specific information and they will look into any issues.
https://askus.northampton.ac.uk/form.php?queue_id=2231

8.0 **If you are unable to access NILE:**
You can send a Text Message or WhatsApp to IT Support team at following number: +447907572925

In the Text Message type, the following:
- Student ID Number (8 Digit Number)
- Course your Studying
- Full Name (First and Last Name)
- Once IT Support team has confirmed you are a student of University of Northampton, they will reset your Student Account Password. They will reply to you via Text Message or WhatsApp.

NOTE: Please ensure that your mobile number has been registered with UON. Otherwise, please write to Student Information Desk at SID@northampton.ac.uk to update your particulars.

UNIVERSITY OF LONDON (UOL)

1.0 Spring 2022 cohort commenced on 24 Jan 2022.

2.0 Please do refer to your class schedule and attend the lessons regularly and punctually.

3.0 For assessment results, student is advised to check with his/her Amity Canvas account and the module tutor, respectively.

4.0 For assignment and resit deadlines, student is advised to check with his/her module tutor.

5.0 For materials, student is advised to check their Amity Canvas portal.

2022 INTAKE	
Applications open	20 December 2021
Application deadline	7 March 2022
Registration deadline	21 March 2022
Programme starts	4 April 2022

TEESSIDE UNIVERSITY (TU)

1.0 New semester for 2022 will commence from 28 March to July 2022

2.0 All assignments and marks will be notified after the moderation is completed at Teesside University.

3.0 Student is advised to check with the respective module tutor in February 2022 for their results completed in the period of November 2021.

4.0 **The next semester will commence in the week of 28 March 2022, for programmes**

- Bachelor of Arts (Honours) International Tourism Management (Top-Up)
- Bachelor of Arts (Honours) International Business Management – Full-Time, Year 3
- Bachelor of Arts (Honours) International Business – Full-Time - Year 1 and Year 2
- Bachelor of Arts (Hons) International Enterprise and Innovation
- Master of Data Science.

UNIVERSITY OF STIRLING (UOS)

1.0 Spring 2022 cohort commenced on 24 Jan 2022.

2.0 Please do refer to your class schedule and attend the lessons regularly and punctually.

3.0 For assessment results, student is advised to check with his/her Amity Canvas account and the module tutor, respectively.

4.0 For assignment and resit deadlines, student is advised to check with his/her module tutor.

5.0 For materials, student is advised to check their Amity Canvas portal.

AMITY GLOBAL INSTITUTE

1.0 Orientation for the Feb Intake will be on 25 Feb 2022.

2.0 Classes for Advanced Diploma in Business Administration, Advanced Diploma in Hospitality and Operations Management and Advanced Diploma in Hospitality and Tourism Management, Diploma in Business Administration and Foundation Diploma will commence during the week of Feb 28, 2022.

PLAGIARISM AND ACADEMIC MISCONDUCT

All work which you submit for assessment must be your own, expressed in your own words and include your own ideas and judgements. If you make use of somebody else's work, it must always be clearly attributed to them (through citations and references). Failure to do so may be considered an assessment offence.

- We reserve the right to require you to complete an oral examination to confirm that work submitted by you for assessment is your own.
- If you are subject to an allegation of assessment offence you will have all pending results withheld until your case is settled.

Plagiarism - It is unethical and unacceptable to pass off someone else's work, either published or unpublished, as your own.

INTAKE DATES

UNIVERSITY OF LONDON	INTAKE DATES	
Bachelor of Science Honours in Computer Science		
Bachelor of Science Honours in Computer Science (Data Science)	18 Apr 2022	10 Oct 2022
Bachelor of Science Honours in Computer Science (Games Development)		
Bachelor of Science Honours in Computer Science (Web and Mobile Development)		
Master of Business Administration		
Postgraduate Diploma in Business Administration		
Postgraduate Diploma in Business Administration (Accountancy)		
Postgraduate Diploma in Business Administration (Entrepreneurship & Innovation)	05 Jan 2022	18 Apr 2022
Postgraduate Diploma in Business Administration (Finance)	11 Jul 2022	10 Oct 2022
Postgraduate Diploma in Business Administration (Law)		
Postgraduate Diploma in Business Administration (Leadership)		
Postgraduate Certificate in Business Administration		
Master of Science in Supply Chain Management and Global Logistics		
Postgraduate Certificate in Strategic Supply Chain Management		
Postgraduate Certificate in Supply Chain Management Postgraduate	18 Apr 2022	10 Oct 2022
Certificate in Supply Chain Analytics		
Postgraduate Diploma in Supply Chain Management and Global Logistics		

TEESSIDE UNIVERSITY	INTAKE DATES	
Bachelor of Arts (Honours) International Business		
Bachelor of Arts (Honours) Accounting and Finance		
Bachelor of Arts (Honours) Business and Cybersecurity		
Bachelor of Arts (Honours) Business and Data Management		
Bachelor of Arts (Honours) Business Enterprise and Innovation		
Bachelor of Arts (Honours) Business Finance and Accounting (Top-up)		
Bachelor of Arts (Honours) International Tourism Management (Top-up)		
Bachelor of Arts (Honours) International Business with Marketing (Top-up)	28 Mar 2022	01 Aug 2022
Bachelor of Arts (Honours) International Business with Human Resource Management (Top-up)	28 Nov 2022	
Bachelor of Arts (Honours) International Business Management (Top-up)		
Master of Science Data Science		
Master of Science Digital Marketing		
Master of Science Accounting and Finance		
Master of Science Artificial Intelligence		
Master of Science Artificial Intelligence with Data Analytics		

Amity Global Institute reserves the right to amend the dates and would depend on the minimum cohort size. All the programmes are subject to 8 students' enrolment to start.

UNIVERSITY FOR THE CREATIVE ARTS (UCA)	INTAKE DATES	
Bachelor of Arts (Honours) Business Innovation and Management (Top-up)		
Bachelor of Science (Honours) Creative Computing	25 Apr 2022	26 Oct 2022
Master of Arts Creative Business Management		
Master of Arts Creative Marketing and Advertising		

UNIVERSITY OF NORTHAMPTON	INTAKE DATES	
Bachelor of Science (Honours) Computing		04 Oct 2022
Bachelor of Laws (Honours)		
Bachelor of Arts (Honours) Business Studies	28 Feb 2022	04 Oct 2022
Master of Business Administration (MBA)	28 Feb 2022	04 Oct 2022
Master of Science in Business Analytics	13 Jun 2022	
Master of Science in Logistics and Supply Chain Management		
Master of Laws in International Commercial Law		04 Oct 2022

AMITY GLOBAL INSTITUTE	INTAKE DATES	
Foundation Diploma	25 Feb 2022	25 Jul 2022
Diploma in Business Administration	28 Mar 2022	22 Aug 2022
Advanced Diploma in Business Administration	25 Oct 2022	26 Sep 2022
Advanced Diploma in Hospitality and Tourism Management	23 May 2022	25 Apr 2022
Advanced Diploma in Hospitality and Operations Management	27 Jun 2022	28 Nov 2022
Diploma in Hospitality Operations and Management	10 Jan 2022	
	07 Feb 2022	04 Jul 2022
	07 Mar 2022	01 Aug 2022
	04 Apr 2022	05 Sep 2022
	09 May 2022	03 Oct 2022
	06 Jun 2022	07 Nov 2022
Post Graduate Diploma in Management	28 Feb 2022	04 Oct 2022
	13 Jun 2022	
E-Learning Programmes To be confirmed – Year 2022	To be confirmed – Year 2022	

- Amity Global Institute reserves the right to amend the dates and would depend on the minimum cohort size. All the programmes are subject to 8 students' enrolment to start.
- Certificate in Business English programmes will not have more than three levels per intake. The programme will be available every two months. Please contact our programme consultant to find out about the availability.
- For other Amity Diploma programmes intake dates, please contact our programme consultants to find out about the availability.

GIVING BACK TO THE COMMUNITY

Fruits Day!!

Monthly Fruits Day

- Stay Healthy and Happy
- Every Something fruity and healthy!
- Begin forward celebrated the Fruits Day on 07 January 2022
- We hope this will increase our energy and live a happier, healthier, and more productive life.
- Part of Covid-19 safety measures all the staff were asked to use hand gloves

Donation Drive

Collection for The Salvation Army was on 10th December 2021. Heartiest thanks to all staff for their generous contributions. A very special thanks to ICFM, our cleaning contractor who volunteered to dispatch the items to the collection centre.

~ ONLY BY GIVING ARE YOU ABLE TO RECEIVE MORE THAN YOU ALREADY HAVE

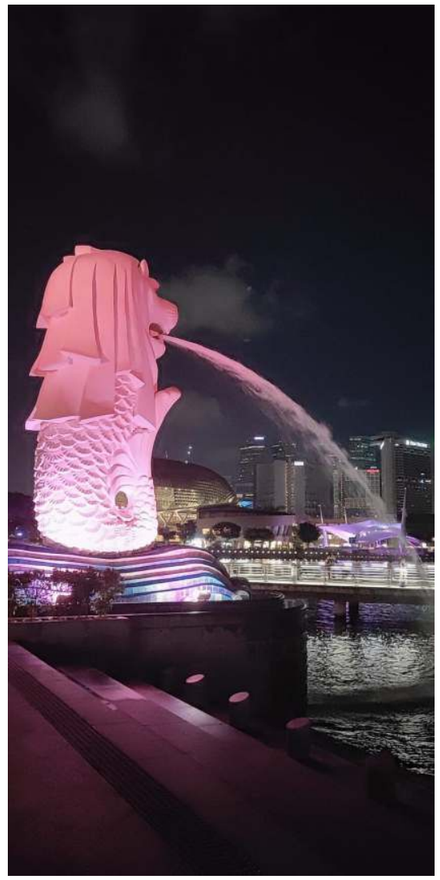
BREEZE-WALKING

3 dynamic lady-staff ages ranging from 30 to 70 clocked a total distance of 8.31 km, equivalent to about 10,863 steps, walking from Amity Campus to the Marina Barage on 8 Dec 2021.

It was an enjoyable breezy evening walk passing by the foot of Fort Canning Hill, Singapore River, Merlion Park, Gardens by the Bay and finally reached the Marina Barage.

See the lovely sunset, mesmerise by the colourful lights and enjoy the breeze ...

Be on the Look-Out & Step-Up with us for the next **WALK!**



GRAND FINAL OF AMITY STEPS CHALLENGE 2021

1st Winner

PUSHPARAJ A MANOHARAN
No. of steps for the year: 4,555,687

2nd Winner

DR MOORTHY
No. of steps for the year: 3,671,896

3rd Winner

MARGARET TEO
No. of steps for the year: 2,687,276

1st Runner-up

YUSOF BIN MOHD LANI
No. of steps for the year: 2,644,084

2nd Runner-up

P SARAVANABHAVAN
No. of steps for the year: 2,452,357

1st Consolation

FELICIA LAM
No. of steps for the year: 2,214,477

2nd Consolation

IRENE CHANG
No. of steps for the year: 2,125,770

3rd Consolation

MELVIN GOH
No. of steps for the year: 2,121,118

Thanks for your time to reading Amity – IIRIS.

We earnestly desire to improve Amity – IIRIS,
so please send us your feedback via QR code aside:

**Should you like to contribute to our newsletter,
do contact us at newsletter@singapore.amity.edu**

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