AN ATTRACTION TO PROFESSIONALISM

With a growing Hospitality and Tourism industry in Singapore, there is a constant need for fresh graduates in the field. East Asia Institute of Management, otherwise known as EASB, is an established institution among the list of private education institutions in Singapore. The school has continually produced career-ready graduates who have gone on to contribute to the hospitality and tourism industry, with many working in established companies. One of EASB's key attractions is its focus on providing a holistic education for students.

Shawn Liu, a second year student of the Advanced Diploma in Hospitality and Tourism Management programme, is one example. He shares with Guide to Diploma his learning experience, and how being in EASB has paved his way for future endeavours.

How has your experience with EASB (East Asia Institute of Management) been?

EASB can be seen as a second home for overseas students. The lecturers are all friendly to the new students and they guide us to assimilate with the whole school as soon as possible. The institute also focuses on the development of their students; not only in the subjects, but also to keep in touch with the country’s culture and any real life difficulties that we may meet.

When I first arrived in Singapore, the school organized an activity that saw my lecturers spending a whole day to bring myself and some other students to visit Singapore's famous attractions; it was a wonderful experience that helped us to adapt faster.

What brought you to enrol at EASB?

I enrolled at EASB through an education agency in China. I felt that EASB emitted professionalism in their teachings on business management and tourism management. In addition, EASB is a 4-year EduTrust certified PCI, which is reassuring when it comes to seeking an education with the institute.

Any future plans or goals after graduating?

I plan to stay in Singapore and find a job that I love. We learnt different subjects and the course is diverse. I believe I can choose the job that I like and be good at what I do. The course provides me with more than just knowledge in hospitality; I can relate to the different industries such as events, marketing and finance.

Do you think the institute has prepared you for the industry?

Of course! We learn a lot in every term; there are many opportunities to practice and the school supports us by organizing activities to encourage students to join the various clubs in school that will further develop our skills for the future. For instance, the Toastmaster's club is a student club that trains our public speaking skills, and the Student Union.

Lastly, what career opportunities does a Hospitality and Tourism graduate have?

At this level, there is a wide range of career opportunities for Hospitality & Tourism graduates. After graduating from EASB, we can choose from hotel and travel sales, business travel, service industries like Hospitality or F&B, Catering and Events Management and many more. We have a good platform to enter the different industries.