新大组织商科生
纽约考察媒体公司

这次的“商业考察团”共吸引了近300名学生申请参加。经过遴选，只有28人获奖进行考察。此次的纽约之行，新大学生走访了音乐电视（MTV Networks）、彭博社（Bloomberg）、新闻集团（News Corporation）和广告公司DDB环球等媒体公司。

新华社记者报道

大学时期修读商科并不意味着毕业后只能在公司企业当个朝九晚五的上班族。

22岁的陈凯仁在两年前选择大学时就已经意识到这一点。他说，自己服役时曾为《国联报》写过文章，发现自己对新闻工作相当有兴趣，并打算在毕业后当一名记者。不过，由于个人比较向往美国大学的教育模式，所以他选择放弃到有传媒学院的高等学府就读，毅然到新加坡管理大学商学院升学。

所幸，商学院大约一年前开始提供企业通讯（Corporate Communications）主修课程，陈凯仁还是有机会学习到媒体关系（Media relations）的知识。

此外，配合新课程的推出，新大2005年刚开始举办的“商业考察团”，去年12月首访美国纽约，对该区的媒体公司进行考察，让学生有机会认识当地新闻、娱乐、广告和公关业的运作。

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此次的纽约之行，新大学生走访了音乐电视（MTV Networks）、彭博社（Bloomberg）、新闻集团（News Corporation）和广告公司DDB环球等媒体公司。

陈凯仁说：“美国的媒体环境跟新加坡显然有所不同，传播媒介也更丰富。此外，许多媒体公司的办公环境也非常好，办公室的设计都非常新鲜有趣，让员工有向往上班的感觉。”

虽然没有受过专业采访训练，但陈凯仁和其他参与考察团的学生认为，假如他们日后想当记者，在新大所学到的商业知识将让他们在找寻就业市场时更占优势。

新大企业通讯课程助理教授张瑞德表示，近年来为新大学生毕业后投入公关等媒体工作做准备。他说，大学计划今年再次主办类似的考察团，让更多商学院的学生有机会了解媒体工作。
Pursuing a degree programme in business management does not necessarily mean a nine-to-five career in a corporate organization after graduation.

22-year-old Chan Kai Ren had already realized this two years ago when he was choosing which university to enroll in. He said that while he was serving his national service, he was writing for MINDEF's Pioneer magazine. At that time, he found an interest in news reporting and decided to be a journalist after he graduate. However, he was more inclined towards an education system that was closer to the American style of teaching. Hence, he dropped the idea of enrolling in a mass communications school and applied instead to the business school in the Singapore Management University (SMU).

Fortunately for Kai Ren, the business school in SMU started a new Corporate Communications major just a year ago. Chan Kai Ren still has the opportunity to pursue studies in media relations and related areas.

In conjunction with the launch of this new major, SMU organized its first Business Study Mission (BSM) to New York last December as part of its series of BSMS which it has been organizing since 2002. The New York BSM's objective is for students to study large media conglomerates in the United States, allowing them to gain a better knowledge of the city’s news, entertainment, advertising and public relations industry.

This BSM attracted nearly 300 applicants of which only 28 were finally selected for the trip. Chan Kai Ren is one of the lucky 28.

SMU students had the chance to visit the MTV Networks, Bloomberg, News Corporation, advertising giant DDB and other media organizations.

Chan Kai Ren said, “The American media scene is considerably different from that in Singapore. A supermarket would easily carry at least six copies of a small tabloid. Besides, media organizations in New York have very conducive working environments, providing a motivation for employees to go to work.”

What left a deep impression in Kai Ren was the Bloomberg news agency. He said, “I realize that Bloomberg ultimately is a consumer product. There are many sets of computers in the office and a large pool of staff workers are busy everyday answering queries from consumers of their news all around the world. If I were to be a new recruit in the company, my immediate knowledge would certainly be less than the businessmen who call in with their queries. To ensure that their staff is equipped in this area to handle such queries, Bloomberg would probably have in a place a very stringent recruitment policy. It would be a challenge to make it past the selection interviews.”

Even though the SMU students do not have formal training in interview and reporting skills, Kai Ren and his fellow BSM participants are confident that should they do go into journalism in future, the business management knowledge and skills they have acquired in SMU would give them a different edge compared to mass communications graduates.

SMU’s Assistant Professor for Corporate Communications Mark Chong said that more and more SMU students are going into public relations and media work after graduation. He revealed that SMU would be organizing another similar BSM this year to let even more business management students have the chance to understand the media scene.