HEART SELL

More entrepreneurial students are learning the ropes about business first-hand

WEE JING TING & HUANG XUELING

T’is the day before the submission of an important project. While her classmates are awake worrying about whether their projects are up to par, Shermeen Tan, 22, has another worry.

“Every night, I stay awake worrying that our strain won’t sell,” she confesses. The undergraduates at Singapore Management University’s (SMU) Munchie Monkey, a cozy bar/café located at the university’s School of Information Systems.

The spotlight was thrown on Frujch in January when it became the first bar run by tertiary-school students over the past five years. Some, like Frujch and the National University of Singapore’s (NUS) Munchie Monkey, offer their hospitality, tourism and culinary degrees that have opened in tertiary schools. Others, like Frujch and the National University of Singapore Press Holdings Limited. Permission required for reproduction.