



A seminar-cum-workshop on
**Business Management for Women
 Entrepreneurs**

Lim Kim Hoon / Serene Low

On the invitation of the University of CanTho, University of DaNang and Vietnam Women Union, UWAS sent a delegation of course leaders to the host country of Vietnam to conduct a seminar-cum-workshop on **Business Management for Women Entrepreneurs**.

The 2-day event was held in the premises of the universities:
 University of CanTho - 25-26 June 2001
 University of DaNang - 28-29 June 2001



Workshop leaders and participants at University of CanTho



Workshop leaders and participants at University of DaNang

Day 1 of Seminar:

(conducted in English with Vietnamese translation)

1. Effective Management Practices The topics included:

- Personal Leadership
- Communication
- Performance Management
- Conflict Resolution

The presentation focused on becoming better leaders or managers; learning effective communicating skills with all ranks and files; managing, performing and delegating tasks effectively; and the know-how of resolving conflicts.

Presenter: Serene Low (Vice President, UWAS)

Finance and Admin Manager in an American multi-national company

2. Handling Changes:

This is a modified version of "Who Moved My Cheese" story of four mice. The moral of this story was to reflect on changes and how one can:

- manage when change happens

- anticipate before change happens
- monitor environment when change happens
- adapt quickly when change happens
- get into action when change happens
- always be ready for change

Often, one is not prepared for changes and our typical reaction is fear, resentment, anger and denial. The objective of this program was to offer a positive way of looking at change so that it can work to our advantage.
*Presenter: Patricia Liew (Exco Member, UWAS)
 Human Resource Manager in a British Chemical Manufacturing company*



Workshop session at University of DaNang

Day 2 – Seminar cum Workshop:
 (conducted in Vietnamese)

3. Problem-Solving Techniques:

- Awareness
- Creative Thinking
- Idea Generation
- Solution
- Process

In this seminar, one was made to recognize and accept problems when they occur; understand, analyze and define them; act upon them by brainstorming, evaluating and projecting their severity; apply the **SAFE** concept approach (**S**imple, **A**ppropriate, **F**unctional, **E**conomical); and select and implement the right solution.



Course Leaders

Subsequently, participants formed themselves into small groups for the workshop sessions where they worked on case studies and came up with group presentations, discussions, questions and answers.
Presentator: Mr. Wayne Hung (a.k.a. Mr. Nguyen P. Hung) – Associate Professor, Nanyang Technological University, Singapore.

Vietnam Project: Profile of course participants and feedback

	CanTho Total	%	DaNang Total	%
Participants profile :				
Academia	11	28%	1	3%
Finance	7	17%	8	23%
Specialised fields	5	12%	5	13%
Management	2	5%	-	0%
Marketing	1	2%	-	0%
Production	1	2%	4	11%
Technical	1	2%	1	3%
Others	13	32%	16	47%
Total Participants / %	41	100%	35	100%
Course feedback				
	Average Scoring		Average Scoring	
Achievement of objectives	4.4		4.9	
Duration	3.0		4.0	
Course emphasis / structure	4.4		4.9	
Practicality	4.2		4.8	
Course hand-out	4.5		4.9	
Facilities	4.6		4.8	
Effectiveness of the lecturers	4.6		5.0	
Overall program	4.3		4.7	
Total average scoring	4.2		4.8	

Scoring table

The seminar contents featured in both cities were similar, though participants' profiles were quite different. In CanTho, southern Vietnam, the participants were mostly graduate lecturers, university students and entrepreneurs. The organizers and participants here received the course leaders warmly. They were very knowledgeable and eager in acquiring new business management skills and on improving in human relations.



University of CanTho - Centre of Foreign Language

The profile of participants in DaNang in central Vietnam was a little different as most of them were middle management or blue collar professionals working mostly in manufacturing or retailing industries. The Vietnam Women Union organized this event, in conjunction with University of DaNang, mainly for its union members. Enthusiasm and eagerness were also shown, though with a different emphasis, in workers' rights, benefits and employer-employee relations. The less than perfect premises of a non-air-conditioned lecture hall was no dampener to the spirit of all present.



A token of appreciation presented to Serene Low at University of CanTho

Ms. Lim Kim Hoon (Honorary Assistant Treasurer, UWAS), the chaperon and adviser in this delegation, was able to answer many of the questions brought up based on her real life experience as an entrepreneur. Coupled with Patricia's human resource experience, Serene's management know-how and Wayne's eloquent translation skills, the participants were very satisfied with all the answers. Interestingly, some were thought to be culturally not relevant.

Progress seemed significant in women of Vietnam today as can be seen in the more knowledgeable profile, openness and vocal democracy of the participants as compared with the participants of the previous seminar conducted in 1999. There were requests for more of these sessions to be conducted in the near future and for a longer duration of three days or more.

After completing both seminars with a warm reception and coverage in local news and media, the course leaders, with Wayne Hung acting as a local guide, took off on a private tour of Hue, Hoi An and Marble Mountains. They were captivated by the beauty and charm of these towns. It was regrettable that the stay could not be extended further as all needed to return to family, work and business.

Special thanks to the Lee Foundation for sponsorship of the event, Mr. Wayne Hung for spending many hours in translating the course materials and the direct translations of our speeches and course presentations, and Ms. Lim Kim Hoon who arranged for the budget, organized and co-ordinated the trip.



Lotus Lake, Hue, Central Vietnam



Local fisherwoman by a river, Central Vietnam



Hoi An village, Central Vietnam



En route to CanTho - thatched huts by the road

Congratulations to Associate Professor Phyllis Chew, UWAS President (1996-1998) for the year 2001 commendation for excellence in teaching. She received the plaque of commendation from Prof Leo Tan, Director / National Institute of Education, on 17 April 2002. Phyllis has been teaching in NIE for some 15 years. The UWAS members who attended this ceremony were Alice Seng Seok Hoon, Teo Chua Tee, Christine Lee and Elena Lui. The ceremony was held at the NIE, Nanyang Technological University Yunnan Garden Campus. The 16-hectare purpose-built NIE complex at NTU was officially open by the Minister for Education, RADM (NS) Teo Chee Hian, on 26 January 2002. The trophy of this award is an outstanding art piece designed by Elsie Yu, UWAS member and a former NIE colleague.



Associate Professor Phyllis Chew with Teo Chua Tee and Elena Lui

Congratulations to Associate Professor Lui Hah Wah Elena, UWAS President (2000-2002) for two Long Service Awards in appreciation of her dedicated service during the past 25 years. In November 2001, she received the award from the National Institute of Education Principal Officer, Associate Professor Quek Jin Jong. She joined the then Institute of Education in October 1975. In May 2001 she received the award from the Singapore Professional Centre (SPC) Hon.



Associate Professor Elena Lui receiving the Long Service Award Singapore Professional Centre (SPC)

Fellow Dr Lee Kum Tatt. As the representative of Singapore Association of Social Workers, Associate Professor Lui has served on the SPC Board of Trustees for 25 years and made significant contributions in various projects such as the annual career exhibition-cum-seminars, student ambassador awards and open learning conferences. At its 30th anniversary dinner on 25 May 2001, the SPC honoured her with the Longest and Distinguished Service Award.



Associate Professor Elena Lui receiving the Long Service Award National Institute of Education

TALK ON **OSTEOPOROSIS AFTER MENOPAUSE** AT SCWO

Chan Fong Kin

On Saturday, 2 Feb 2002, the Singapore Council of Women Association (SCWO) organized a talk "Taking Care of Your Health After Menopause" cum free bone scanning for women. The first hundred registrants had the opportunity of having their wrists scanned on that day. Serene Low, Lim Kim Hoon and Chan Fong Kin attended the talk with about seventy other participants. The screening was followed by a buffet lunch and an

interesting talk by Associate Professor Clement Chan of National University Hospital. The talk was most informative and interesting. There were many questions raised from the health conscious ladies. And Associate Professor Chan was very kind to entertain many more questions long after the session. The event was certainly most successful and rewarding for all present.