

# MASTEREIGN

## ENRICHMENT GROUP

From Success To Significance



[WWW.MASTEREIGN.COM](http://WWW.MASTEREIGN.COM)



**VISION  
&  
MISSION**

To be Asia Pacific's best and most admired holistic enrichment group.

To thrive as a leading holistic tribe with a heart to serve and a passion to make positive impact in Singapore and the region. The journey is from success to significance.

**OUR  
CULTURE**

As a united tribe, we have a continuous growing organizational structure that does not stifle but instead encourage each individual to be innovative and enterprising. That means we have the courage to take creative risks, embrace change and push the envelope to profit others.

We believe in creating value for our customers, bringing benefits to our associates and being the source of tremendous blessing at large.

Our leaders know where they are going and we follow and commit ourselves to the vision. We let tribal customs thrive by mutually respecting and recognizing one another's contributions and talents.

The journey ahead is not without obstacles but in the midst of it all, we remember to celebrate life and cheer everyone to finish strong in the race.

**OUR  
CUSTOMERS**

Since 1997, we have served more than a quarter of a million youths and adults in over 300 government schools and educational institutions. Many are customers who have stayed with us for years and on that note, we are grateful and humbled.

Our tribal values which are spelt out in the 4Rs have effectively served as practical guideposts for us to grow and thrive.

**RESPONSIBILITY** - We can be trusted to do what we have promised. We do what is right with integrity and sincerity.

**RELATIONSHIP** - We care for the quality of life of each person. We inspire compassion, optimism and fun wherever we are.

**RESULTS** - We encourage ownership and work practices that lead to a strong finish. We plan wisely, monitor closely and overcome problems through creative solutions. We want only excellent and remarkable outcomes.

**REWARDS** - We practise sound stewardship principles. We are a generous tribe and we reward the best in the land. We are transparent and fair in our dealings and these are what make this tribe attractive and authentic.



# MASTEREIGN MILLIONAIRE

**“Innovation distinguishes between a leader and a follower.” - Steve Jobs**

## **OUR PROGRAMME DIRECTOR**



**J. Dylan Lai**

Dylan brings a unique blend of business, academic and industry experience to his coaching and educational management responsibilities. He holds a degree in Marketing and Communication from Curtin University of Business and Technology along with a diploma in Hospitality and Business Management from Perth Institute of Business and Technology, WA. He is planning to pursue his Master of International Tourism and Hospitality Management from Southern Cross University, Australia.

Dylan is the honourable recipient of the “International Enterprise Singapore Top 10 Entrepreneurs 2005” and

“Spirit of Entrepreneur 2005” award for his E-Business, Asia Convention Pte Ltd.

A leading trainer and school mentor in Buona Vista Secondary School, he is passionate about helping students reach their highest potential. He is also a well respected and highly skilled facilitator and coach with over 10 years experience in training and development. He is committed to providing students with services that inspire them to learn and excel.

Dylan had actively led many youths in “Youth for Christ” in his early years and organized and participated in numerous activities to nurture and shape our youth of today. He has also been a trainer and an educational success coach for MindChamps Holding, coaching close to 3000 students and parents.

Being a Programme Director in Mastereign Professional and Mastereign Millionaire, he is committed to being a creative solution provider who creates value for his clients. He works well with diverse groups of professional partners and associates and his wide network allows him to coordinate impactful and experiential learning programmes for students. With his background and passion in the education and training industry, Dylan has a credible understanding of the needs of today’s youth and young adults.

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## **OUR MAIN TRAINERS**

David Lim | Aisyah | Jagjit Singh | Kok Liang | Gladys | Jamali | Angjolie | Jessie Davidson | Vasu Veerappa | Ice Wang

# Innovation and Creative Thinking



## ICT 001 Innovation and Enterprise#

The course will hone student's presentation skills, especially in making concise and insightful presentations on technical topics. This course will develop information gathering, information analysis, and critical thinking skills that will prove useful in your future careers, especially where a strong technical background can be coupled with a good understanding of the societal effects of innovation.

## ICT 002 Product Design & Entrepreneurship#

In this module, students will be taken through the product design process to design prototypes of functional items that are both trendy and marketable.

## ICT 003 Young Innovators#

This module focuses on building up the creative and problem solving skills of students, taking students through the process of idea generation to idea selection and implementation.

# Financial Literacy



## MFL 001 Accounting the Fun Way

Accounting has generally been perceived as a boring subject by students. This module aims to make the process of learning accounting fun with a board game to reinforce the accounting concepts taught.

## MFL 003 Money Master\*

Participants will learn how to build wealth and importance of saving in this module. At the end of the module, students will be expected to have a sound personal financial plan as well as values of prudence and charity.

## MFL 005 Allowance Management

The focus of this module is to impart to students the importance of saving up their allowance from an early age and to cultivate this habit up until they enter adulthood. Financial planning, good and bad money habits will be touched on. The concept of money responsibility is emphasized in the module

## MFL 002 Financial Literacy\*

This module provides participants with an opportunity to grasp the mechanics of money at a young age. Through the course, students will learn the importance and techniques of savings, budgeting and investments.

## MFL 004 Math @ Work

This interactive module shows participants that Maths is applicable beyond the classroom in the marketplace. Through the use of real life business examples, concepts such as Profit/ Loss and Breakeven will be introduced to students and how an analysis of figures can be used to judge the health of an organization.

## MFL 006 Young Savers

Targeted at the lower primary students, this module focuses on students who experience "financial freedom" from allowance given by parents and teaches them the values of saving, wise spending and integrity.

\* Programmes may be eligible for possible co-funding

# Programmes may be fully funded by SPRING Singapore

# Entrepreneurship and Business Skills



## MEBS 001 Entrepreneurship in Retail#

This module provides retail managers with effective planning and marketing techniques to support retail business operations. The programme will focus on the key challenges faced by retailers and how the understanding of strategic options and evaluation are vital to the survival of a retail business. The student will learn the strategic and operational analysis of the business by using tools and research methods to identify and understand retail markets and gain skills to manage merchandise, pricing, positioning and customer communication efficiently.

## MEBS 003 The Entrepreneurial Mindset#

This module focuses on inspiring students to pursue their passion in entrepreneurship and building up the mindset of risk taking in participants through the use of a board game. While it is important to generate profits and improve the bottomline, principals of integrity and social responsibility will also be imparted to students.

## MEBS 005 E-Business Entrepreneurship#

This module helps to stimulate interest of students in e-business retailing with an entrepreneurship and marketing module integrated with a web site designing module to create a website for retail. Alternatively, students who wish to market their wares will also be taught to use facebook and blogs to reach to their target audience.

## MEBS 007 Visual Merchandising Skills in Retailing

In this module, students will learn in depth the various techniques employed by retailers in commonly visited places from the supermarkets to the boutiques in shopping malls to furniture shops. Marketing aspects of point of sales displays, store layout and pricing displays will be taught to students.

## MEBS 002 Entrepreneurship Skills#

The programme brings students progressively through the enterprise creation process, enabling them to develop a simple business plan and execute it in a systematic, efficient and effective manner. Most importantly, the students will be able to put their knowledge into practice through the running of their own small businesses at the end of the course. It is desired that through this exposure of starting a small business, students will gain both the practical knowledge and experience of innovation and entrepreneurship.

## MEBS 004 Social Entrepreneurship#

Social work can be exciting in vision, but discouraging in execution. One of the reasons is funding. Be it a pure charity or social enterprise, getting money to run the operation is a tough act. Both have same need to raise funds for operations but they do so differently. Social enterprise has the advantage of being easier to raise and sustain funding, if the model is correct. This module covers mainly how social entrepreneurs build their business operation, beginning with the business plan. The methodology is not unlike commercial business, but social entrepreneurs must have a social angle.

## MEBS 006 Business Management

This business module concentrates on training students in the aspects of managing businesses effectively with good customer management skills, financial, project, time and change management skills. Skills that are critical for managers to possess in order to manage an organisation.

## MEBS 008 Ethics in the Marketplace

The business world is often perceived as a ruthless place where greed and craftiness prevails. This module serves to impart to students that it is possible for organizations to remain profitable and at the same time remain ethical and practice corporate social responsibility in the marketplace.

# Elements of Business Skills



## EBS 001 The Retail Industry

This module takes students beyond the classrooms and textbooks into the retail environment for students to discover retailing strategies and brand positioning through the use of learning journeys.

## EBS 003 Market Research

In this engaging module, students will learn to construct surveys in the form of personal questionnaires and learn to conduct personal interviews in the public. Students will then learn to conduct analysis and interpret findings from the results.

## EBS 005 Customer Service Training

Providing excellent customer service is critical to the success of hospitality industries. In this module, students will be exposed to customer service in the food and beverage or retail industry through the use of engaging role plays.

## EBS 002 The 5 Ps of Marketing

This course explains the “Five Ps” of marketing - product, price, place promotion and Perception. It explores the ways in which effective marketing can win loyal customers for your business. The students will be shown how to analyse the strengths, weaknesses, opportunities and threats facing a business and how to select an appropriate marketing strategy to identify, anticipate and satisfy customer needs.

## EBS 004 Integrated Marketing Communication (Advertising and Promotions)

Integrated marketing communications aims to ensure consistency of message and the complementary use of media. The concept includes online and offline marketing channels. Online marketing channels include any e-marketing campaigns or programs.

## EBS 006 Personal Grooming

Professional image consultants will educate students on the dos and don'ts of grooming with hands on practice for students of both genders in grooming as well as a practical session in dining etiquette.

# Money and Investment



## MMI 001 Stock Market Investment

In this module, participants will be introduced to how the stock markets work and the various stock exchanges in the world. Through the use of online stock trading games or paper trading simulations, students will get to put their analytical and judgement skills to test.

## MMI 002 Fundamental Analysis

In this module, students will be taught how to analyze the financial health of a company by studying into the financial statements, management and competitive advantages as well as its competitors and markets.

## MMI 003 The Swing Trader

Swing trading is a strategy employed by traders to trade near opposite cycle swings caused by price volatility. Students will pit their swing trading skills against one another in this engaging module. Students learn the risks as well as rewards that come with this trading strategy.

# Financial Planning with Insurance



## FPI 001 Insurance & Me

Insurance is the most important and fundamental component of a good and proper financial planning. Students will learn about history of insurance and the importance of insurance for financial and family protection. They will also have an overview of the different types of insurance and the areas covered. Learning through scenario case studies will be used.

## FPI 002 Understanding Insurance

In this module, students will be introduced to the various types of insurance available and learn in depth their functions. They will also learn how to read an insurance policy and calculate the projection of the bonus, interest and benefit. Armed with such basic knowledge, students will be able to interpret the policies they and their family are covered under.

## FPI 003 I Am a Financial Planner!

In this advance module, students will be taught on how to do a proper fact find to identify the protection needs of an individual and design a good insurance package to cater to the needs through scenario cash studies. Students will role play as a financial planner during the final presentation.

# Economics



## ME 001 The Marketplace

Why are there only 3 telecommunication companies as compared to numerous supermarket brands in Singapore? This introductory programme introduces students to the theory of demand and supply as well as a real world view of market structures in Singapore.



## ME 002 The Economy and Me

This module seeks to introduce to students how the world economy works. With an understanding of the economic cycle, students will then learn how to respond to each stage with their resource allocation. Financial planning and budgeting will be touched on in the module.

# Fusion Programmes



## FP 001 Musicmathical

This module introduces students to the interesting relationship between music and mathematics. Broad and common patterns can be found in diverse disciplines and students will then be able to have a greater sense and understanding of the environments that they live in.



## FP 002 The Advertising Executive#

This module provides an opportunity for students to experience what advertising executive do in their jobs. Creative brainstorming sessions as well as actual market research to test the feasibility and reactions of the public will be undertaken by students. Students will then create an advertisement for a product/ service through a video shoot or for magazines.



## FP 003 Stand Out - Market Yourself!

Using the universally-accepted 4Ps of marketing, participants will learn how to prepare, package and promote themselves when writing their coverletters and resumes to apply for jobs, internship or scholarships. Interview skills will be infused into the programme.



## FP 004 Professional Business Etiquette

Students need to have knowledge of professional business etiquette to prepare them when they enter the workforce. Training in the aspects of formal business dress codes, mannerisms as well as a practical dining session will be conducted in this module.

# Camps



## MC 001 Innovation and Enterprise Camp#

This camp seeks to inculcate in students the spirit of I & E and develop their creative thinking skills. Students will engage in problem solving activities and product conceptualization that will cumulate in a presentation of their businesses and products at the end of the module.

## MC 003 Entrepreneurship Camp#

The camp seeks to develop student's creative skills in the areas of design as well as their entrepreneurship skills. In this module, students will create marketable and aesthetically pleasing products. A final day bazaar will be organized where students will put in practice their sales and marketing skills.

## MC 002 The Money Camp

Good money management skills need to be cultivated in students from a young age. Students will learn good money habits and learn financial planning to plan for their futures.

## MC 004 The Amazing Apprentice

Creative Students will be taught marketing and sales skills during the camp that will be put into practice during the final day competition. The competition poses a series of challenges to students in their groups to create marketing advertisements and promotions, pushing them to think creatively and make effective use of their resources.

\* Programmes may be eligible for possible co-funding

# Programmes may be fully funded by SPRING Singapore

# Our Partner Schools

## North Zone

- Admiralty Primary School
- Ahmad Ibrahim Primary School
- Anchor Green Primary School
- Anderson Primary School
- Canberra Primary School
- CHIJ (OLN) Primary School
- CHIJ St Nicholas (Primary School)
- Chongfu Primary School
- Compassvale Primary School
- Endeavour Primary School
- Evergreen Primary School
- Fernvale Primary School
- Fuchun Primary School
- Greendale Primary School
- Greenwood Primary School
- Horizon Primary School
- Huamin Primary School
- Innova Primary School
- Jiemin Primary School
- Maris Stella High (Primary School)
- Marsiling Primary School
- Mayflower Primary School
- Mee Toh School
- Montfort Junior School
- Nan Chiau Primary School
- Naval Base Primary School
- North Spring Primary School
- North View Primary School
- North Vista Primary School
- Northland Primary School
- Peiyong Primary School
- Punggol Primary School
- Qihua Primary School
- Rivervale Primary School
- Rosyth School
- Sembawang Primary School
- Seng Kang Primary School
- Si Ling Primary School
- Wellington Primary School
- Woodgrove Primary School
- Woodlands Primary School
- Woodlands Ring Primary School
- Xinmin Primary School
- Xishan Primary School
- Yio Chu Kang Primary School
- Yishun Primary School
- Admiralty Secondary School
- Ahmad Ibrahim Secondary School
- Anderson Secondary School
- Bowen Secondary School
- Canberra Secondary School
- CHIJ St Joseph's Convent
- CHIJ St Nicholas (Secondary School)
- Christ Church Secondary School
- Chung Cheng High Sch (Yishun)
- Compassvale Secondary School
- Deyi Secondary School
- Evergreen Secondary School
- Fuchun Secondary School
- Greendale Secondary School
- Hougang Secondary School
- Maris Stella High (Secondary School)
- Marsiling Secondary School
- Montfort Secondary School
- Nan Chiau High School
- Naval Base Secondary School
- North View Secondary School
- North Vista Secondary School
- Northbrooks Secondary School
- Northland Secondary School
- Orchid Park Secondary School
- Pei Hwa Secondary School
- Presbyterian High School
- Punggol Secondary School
- Riverside Secondary School
- Sembawang Secondary School
- Seng Kang Secondary School
- Serangoon Secondary School
- Si Ling Secondary School
- Singapore Sports School
- Woodgrove Secondary School
- Woodlands Ring Secondary School
- Woodlands Secondary School
- Xinmin Secondary School
- Yio Chu Kang Secondary School
- Yishun Secondary School
- Yishun Town Secondary School
- Anderson Junior College
- Serangoon Junior College
- Yishun Junior College

## South Zone

- Ai Tong School
- Ang Mo Kio Primary School
- Anglo-Chinese Junior
- Anglo-Chinese Primary School
- Balestier Hill Primary School
- Bendemeer Primary School
- Blangah Rise Primary School
- Catholic High School
- Cedar Primary School
- CHIJ (Kellock)
- CHIJ (Toa Payoh) Primary School
- CHIJ-Our Lady of Good Counsel
- Da Qiao Primary School
- Fairfield Methodist School (Primary School)
- Farrer Park Primary School
- First Toa Payoh Primary School
- Gan Eng Seng Primary School
- Guangyang Primary School
- Holy Innocents' Primary School
- Hong Wen School
- Jing Shan Primary School
- Kheng Cheng School
- Kuo Chuan Presbyterian Primary School
- Marymount Convent School
- New Town Primary School
- Pei Chun Public School
- Pei Tong Primary School
- Queenstown Primary School
- Radin Mas Primary School
- Raffles Girls' Primary School
- River Valley Primary School
- St Andrew's Junior School
- St Gabriel's Primary School
- St Joseph's Institution Junior
- St Margaret's Primary School
- Teck Ghee Primary School
- Townsville Primary School
- Xinghua Primary School
- Yangzheng Primary School
- Zhangde Primary School
- Zhonghua Primary School
- ACS (Independent)
- Ang Mo Kio Secondary School
- Anglo-Chinese (Barker Road) Secondary School
- Balestier Hill Secondary School
- Bartley Secondary School
- Beatty Secondary School
- Bendemeer Secondary School
- Bishan Park Secondary School
- Bukit Merah Secondary School
- Cedar Girls' Secondary School
- CHIJ Secondary School (Toa Payoh)
- CHIJ St Theresa's Convent
- Chong Boon Secondary School
- Clementi Woods Secondary School
- Crescent Girls' School
- Fairfield Methodist School (Secondary School)
- First Toa Payoh Secondary School
- Gan Eng Seng School
- Guangyang Secondary School
- Henderson Secondary School
- Holy Innocents' High School
- Kent Ridge Secondary School
- Kuo Chuan Presbyterian Secondary School
- Mayflower Secondary School
- Outram Secondary School
- Peicai Secondary School
- Peirce Secondary School
- Queenstown Secondary School
- Queensway Secondary School
- Raffles Institution
- Serangoon Garden Secondary School
- Singapore Chinese Girls' School
- St Andrew's Secondary School
- St Gabriel's Secondary School
- St Joseph's Institution
- St Margaret's Secondary School
- Whitley Secondary School
- Yuying Secondary School
- Zhonghua Secondary School
- National Junior College
- Nanyang Junior College

## East Zone

- Bedok Green Primary School
- Bedok West Primary School
- Canossa Convent Primary School
- Casuarina Primary School
- Changkat Primary School
- CHIJ Katong Primary School
- Chongzheng Primary School
- Coral Primary School
- Damai Primary School
- East Coast Primary School
- East Spring Primary School
- East View Primary School
- Elias Park Primary School
- Eunoss Primary School
- Fengshan Primary School
- Geylang Methodist School (Primary)
- Gongshang Primary School
- Griffiths Primary School
- Haig Girls' School
- Junyuan Primary School
- Loyang Primary School
- Maha Bodhi School
- Meridian Primary School
- Ngee Ann Primary School
- Northlight School
- Opera Estate Primary School
- Park View Primary School
- Pasir Ris Primary School
- Paya Lebar Methodist Girls Secondary School
- Poi Ching School
- Qiaonan Primary School
- St Anthony's Canossian Primary School
- St Hilda's Primary School
- St Stephen's Primary School
- Tampines North Primary School
- Tampines Primary School
- Tanjong Katong Primary School
- Tao Nan School
- Telok Kurau Primary School
- Temasek Primary School
- White Sands Primary School
- Yu Neng Primary School
- Yumin Primary School
- Anglican High School
- Bedok Green Secondary School
- Bedok North Secondary School
- Bedok South Secondary School
- Bedok Town Secondary School
- Bedok View Secondary School
- Broadrick Secondary School
- Chai Chee Secondary School
- Changkat Changi Secondary School
- CHIJ Katong Convent
- Chung Cheng High School (Main)
- Coral Secondary School
- Damai Secondary School
- Dunman High School
- Dunman Secondary School
- East Spring Secondary School
- East View Secondary School
- Geylang Methodist School (Secondary)
- Greenview Secondary School
- Hai Sing Catholic
- Junyuan Secondary School
- Loyang Secondary School
- MacPherson Secondary School
- Manjusri Secondary School
- Ngee Ann Secondary School
- Pasir Ris Crest Secondary School
- Pasir Ris Secondary School
- Paya Lebar Methodist Girls Primary School
- Ping Yi Secondary School
- Siglap Secondary School
- Springfield Secondary School
- St Anthony's Canossian Secondary School
- St Hilda's Secondary School
- St Patrick's School
- Tampines Secondary School
- Tanjong Katong Girls'
- Tanjong Katong Secondary School
- Telok Kurau Secondary School
- Temasek Secondary School
- Victoria School
- Tampines Junior College
- Temasek Junior College
- Victoria Junior College

## West Zone

- Assumption Pathway School
- Beacon Primary School
- Boon Lay Garden Primary School
- Bukit Panjang Primary School
- Bukit Timah Primary School
- Bukit View Primary School
- CHIJ (Our Lady Queen of Peace)
- Chua Chu Kang Primary School
- Clementi Primary School
- Concord Primary School
- Corporation Primary School
- Dazhong Primary School
- De La Salle School
- Fuhua Primary School
- Greenridge Primary School
- Henry Park Primary School
- Hong Kah Primary School
- Jurong Primary School
- Jurong West Primary School
- Juying Primary School
- Keming Primary School
- Kranji Primary School
- Lakeside Primary School
- Lianhua Primary School
- Methodist Girls' School (Primary School)
- Nan Hua Primary School
- Nanyang Primary School
- Pei Hwa Presbyterian Primary School
- Pioneer Primary School
- Princess Elizabeth Primary School
- Qifa Primary School
- Rulang Primary School
- Shuqun Primary School
- South View Primary School
- St Anthony's Primary School
- Teck Whye Primary School
- Unity Primary School
- West Grove Primary School
- West View Primary School
- Xingnan Primary School
- Yew Tee Primary School
- Yuhua Primary School
- Zhenghua Primary School
- Assumption English School
- Boon Lay Secondary School
- Bukit Batok Secondary School
- Bukit Panjang Government High School
- Bukit View Secondary School
- Chestnut Drive Secondary School
- Chua Chu Kang Secondary School
- Clementi Town Secondary School
- Dunearn Secondary School
- Fajar Secondary School
- Fuhua Secondary School
- Greenridge Secondary School
- Hillgrove Secondary School
- Hong Kah Secondary School
- Hua Yi Secondary School
- Hwa Chong Institution
- Jurong Secondary School
- Jurong West Secondary School
- Jurongville Secondary School
- Juying Secondary School
- Kranji Secondary School
- Nan Hua High School
- Nanyang Girls' High School
- New Town Secondary School
- NUS High School of Math and Science
- Pioneer Secondary School
- Regent Secondary School
- River Valley High School
- Shuqun Secondary School
- Swiss Cottage Secondary School
- Tanglin Secondary School
- Teck Whye Secondary School
- Unity Secondary School
- West Spring Secondary School
- Westwood Secondary School
- Yuan Ching Secondary School
- Yuhua Secondary School
- Yusof Ishak Secondary School
- Zhenghua Secondary School
- Anglo-Chinese Junior College
- Jurong Junior College
- Millennia Institute
- Pioneer Junior College



Should you require more information, please contact our education consultants at (65) 6836 6466 or write to [info@mastereign.com](mailto:info@mastereign.com) to make appointments for further discussion.

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## ASIA PACIFIC REPRESENTATIVES IN:

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