



2.4 Professionalism

- Friday, 23 Sept 2022
- Lecture Theater 4
- UTB

2.30pm - 3.10pm Topic Introduction

3.10pm - 3.50pm Guest Interview | Javon Leong (by Shaun Hoon)

3.50pm - 4.30pm Team 6 Presentation | What is and isn't Professionalism?

4.30pm - 4.40pm Break

4.40pm - 5.30pm Team 7 Guest Interview | Marilyn Yap

Program Objectives:

- To help participants understand what Professionalism is and isn't
- To help set standards for students to carry themselves professionally in the workplace when they get into the workforce
- To emulate and be inspired by world class operators on their best practices



Team 6 | Topic: What is Professionalism?

- Time: 3.50pm - 4.30pm
- Duration: 40 mins (20 mins presentation, 20 mins discussion)

Case Study 1

- Watch the following video:

[24 Hours in a Halal Japanese Ramen Restaurant: ICHIKOKUDO](#)

Tasks

- Discuss with your team:
 - The key features that make Ichikokudo Ramen professional?
 - What do you like or dislike about his approaches?
 - What are the key lessons you can learn about professionalism from Ichikoku Ramen?
 - What is your conclusion on the definition of Professionalism from this case study?
- Present your findings to the class on the topic of What is Professionalism?

Case Study 2

- Watch the following video:

[Does Singapore Airlines Have the Most Intense Cabin Crew Training in the ...](#)

Tasks

- Conduct further research on Singapore Airlines' Customer Service on your own.
- Discuss with your team
 - The standards that make Singapore Airlines professional?



- Think about the opposites of those standards that make other airlines inferior.
- Based on the 2 case studies, present to the class on the topic of What Professionalism is and is NOT?

Team 6 | Topic: Professionalism in Action

Time: 4.40pm - 5.30pm

- 5 mins introduction
- 45 mins Q&A

Tasks

- Your team will be conducting an interview with Ms Marilyn Yap, Manager of Jab Gym.
- At the end of your team interview, the class should be able to walk away with an understanding of how Jab Gym is able to carry out its team and operation professionally?

Homework

- You are to set up an appointment with Marilyn (contact at [Bio Page](#)) to learn more about the topic through the operation of Jab Gym, develop an understanding of Marilyn's job function and how she helps elevates and maintain professional standards for the business.
- It is very important that you go prepared with some knowledge about Jab Gym, have a basic understanding of professionalism by watching the videos provided above, find out about how other gym operators work and research more about



who Marilyn Yap is, her past experience in order to extract the most learning experience from the interaction.