



Singapore Management University
SUBMITTED APPLICATION DETAILS (PG)

Page No. 1
Run Date 18/02/2015
Run Time 09:30:51

Name Prefix	MR
Full Name	LI XIAOFENG
Career	GMIT
Admit Term	2015-16 Term 1
Applied Term	2015-16 Term 1
Application Number	08305257
Application Date	18-FEB-2015
System ID	01307564

Choice of Programme

Choice 1	(510) - Master of IT in Business	Full-Time
Applied Term	2015-16 Term 1	
Acad Plan	Analytics	

Personal Details

Family Name/Surname	LI
Gender	Male
Date of Birth	01-MAY-1983
Country of Birth	China
Ethnic Group	Chinese
Marital Status	Married
Singapore Citizen Status	Foreigner
Nationality	China
NRIC/FIN	G6092265P
Religion	Christianity - Others
PR Expiry Date	
Passport Number	G40897846
Email Address	jacklxf@yahoo.com.sg

Address

Home Address

Country	Singapore
House / Block No	632
Street Name	yishun st61
Unit No	#11-06
Building Name	
Postal Code	760632

Mailing Address

Country	Singapore
House / Block No	632
Street Name	yishun st61
Unit No	#11-06
Building Name	
Postal Code	760632

Phone

Home Number	+65 8661 7297
Mobile Number	+65 90229897

Emergency Contact



Singapore Management University
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Page No. 2
Run Date 18/02/2015
Run Time 09:30:51

Full Name LI XIAOFENG
Application Number 08305257

Name LI WENQIAN
Relationship Wife
Country
Contact No +65 86617297
Phone Type CELL
Occupation Nurse
Employer KTPH
Email Address WENQIAN0628@GMAIL.COM

Name WANG HAIDI
Relationship Sister
Country
Contact No +65 93807550
Phone Type CELL
Occupation
Employer
Email Address w72461100@hotmail.com

Education

Undergraduate Medium of Instruction CHINESE
Degree pursued on-site Y
Year Graduated 2006
Programme Type Full Time
College / University LIAO NING NORMAL UNIVERSITY
Degree BACHELOR
Area of Study Others
Major TOURISM AND HOTEL MANAGEMENT
GPA or Equivalent
Honours Category First Class
Comments

Test Scores

-- No Test Scores --

Co-curricular Activities (CCA)

-- No Co-curricular Activities (CCA) --

Languages

-- No Language Details --

Memberships / Professional Qualifications

-- No Memberships / Professional Qualifications --

Honours and Awards

-- No Honours and Awards --

Publications

-- No Publications --



Singapore Management University
SUBMITTED APPLICATION DETAILS (PG)

Page No. 4
Run Date 18/02/2015
Run Time 09:30:51

Full Name	LI XIAOFENG
Application Number	08305257
Address	101 Upper Cross Street #03-63 People's Park Center Singapore058357
Phone	+65 65357003
Email	Goholidays@singnet.com.sg
Name	SAMUE LIU JIANYUN
Organisation / Position	Bread of Abundant Life (Singapore) / Senior Pastor
Address	Peace Centre, 1 Sophia Road #03-26 Singapore228149
Phone	+65 63386302
Email	jianyun63@gmail.com

Source of Information

Source of Information about SMU

Other sources FRIENDS

Personal Statement

This is a write-up that explains why you wish to enter the Master of IT in Business programme, in what ways you believe you are qualified, and your future career aspirations.

Personal Statement - Applying for MITB-AT Master Degree Program Offered by SMU Executive Summary

When I looked at the details of the MITB-AT Master Degree Program in SMU, I was very excited! That is what I was looking for to push my career further. I am very clear about my career direction - To be in a middle level management position who can make use of IT as strategic device in Tourism and Hospitality industry. Ever since I obtained an honor degree in Tourism and Hospitality Management in 2006, I have accumulated eight years working experiences applying information technologies in tourism and hospitality industry. In the last few years, I have moved up to management position who responsible for marketing and company operation. I realized that I need much more information management related knowledge and skill. That is why I have been searching for a relevant program in this field. I am quite happy to say this program offered by SMU is a good match for my requirements. Right now, I am preparing for my IELTS and GMAT exams. I do not think there is any problem for me to pass the exam. Once I got my exam results, I will submit it as soon as possible. I hope you can consider my rich experiences in tourism and hospitality industry, and the experiences in applying IT in the industry. I would appreciate very much if you can grant me an opportunity to meet up with you so that I can share with you more about myself.

More Details As an expert in Tourism and Hospitality Management, has successfully developed digital marketing plans targeted at inbound and outbound customers, established multifunctional and comprehensive travel agency website platform. Designed and implemented online marketing strategies, with capability of online payment, online booking, instant on-line confirmation. The websites were drawn nearly a thousand hits per day. The Google search ranked on the top of the search. The website has built in special marketing feature to retain customers. Additionally, I was recognized online web marketing expert and engaged by many other firms to formulate online web marketing strategies. Was invited to be a keynote speaker in conferences and seminars in China. I also played a key role in the new start-up to build up the team and systems. Successfully designed nearly a hundred tour packages and executed at high quality. The customers mostly are government officers, education leaders, industry experts, and senior management of private firms. The destinations cover Singapore, Malaysia, Indonesia, Thailand, Vietnam, Laos, Cambodia, and others. The designed packages are able to meet personalized requirements and catered for all the details during execution. Here is a list of my achievements for your information:

1. Successfully built travel agency and events team to provide VIP special service for corporates.
2. Project and organize events for corporate and association, such as conference, feast, football and basketball games.
3. Designed and implemented online marketing strategies and put in place a working websites. The Google and Baidu search ranked on the top of the search. The website has built in special marketing feature to retain customers.
4. Designed nearly a hundred tour packages and executed at high quality. The customers mostly are government officers, education leaders, industry experts, and senior management of private firms. The destinations cover Singapore, Malaysia, Indonesia, Thailand, Vietnam, Laos, Cambodia, and others. The designed packages are able to meet personalized requirements and catered for all the details during execution.
5. Put in place an online customer communication, reservation and complain management platform. Improved the customer satisfaction through offer convenience and user friendliness.
6. Was recognized online web marketing expert and engaged by many firms to formulate online web marketing strategies. Was invited to be a keynote speaker in conferences and seminars in 2008.

Do let me know if there is any other information required. Best Regards Li Xiaofeng



Singapore Management University
SUBMITTED APPLICATION DETAILS (PG)

Page No. 5
Run Date 18/02/2015
Run Time 09:30:55

Full Name LI XIAOFENG
Application Number 08305257

Financial Support

Self Support

Scholarship

Interested in applying for scholarship
Joining programme is contingent on SMU scholarship

Internship

Interested in applying for internship position

Disability / Special Needs

-- No Disability / Special Needs --

Supplementary Questions

Previously applied for graduate admission in SMU Programme Date Applied	N
Pursuing other programme currently Programme Details	N
Do you have any criminal record? Details	N

Attachment

Item	1
Filename	01307564GMIT112015-01-14-14.16.30Resume-Xiaofeng_-_Master_Degree_Application
Description	Current CV / Resume*
Item	2
Filename	
Description	Academic Transcripts / Certs