

GLOBAL SUMMER PROGRAMME

Spend this summer at one of Asia's best universities



Singapore Management University (SMU) is proud to present the Global Summer Programme 2016 – a 4-week intensive programme focusing on **Business, Innovation and Society in Asia**, offering a suite of elective and enrichment courses designed to augment students' knowledge and practical skills about Asia in general.

KEY INFORMATION

Duration:

→ 4 to 29 July 2016 (4 weeks)

Entry requirements:

- Minimum 1 year of university studies completed by summer 2016, and GPA of 3.0 out of 4, or equivalent
- Fulfil **ONE** of the following English proficiency (if **student's first language is not English**)
 - SAT: Minimum total score of 1900 with at least 600 each for both critical reading & writing.
 - ACT: Minimum composite score 29, with at least 27 each for both reading & writing.
 - IELTS: Minimum overall score of 7.0 with reading score of at least 7.0 & writing score of 6.5.
 - TOEFL (internet-based): Minimum score of 93, with at least 22 each for both reading and writing.
 - TOEFL (paper-based): Minimum score of 583.

Programme structure:

- 36 contact hours per course (1 SMU credit)
- Limited to 45 students per course
- All courses are taught in English
- Participants will receive a certificate & academic transcript

Programme fees:

- Tuition fees: 1 course = S\$3210 (including GST)
2 courses = S\$5350 (including GST)
- Accommodation: from S\$800 per month
- Miscellaneous fee: S\$218 (includes insurance, IT facilities, registration, matriculation, orientation etc.)

Join the SMU Global Summer Programme to experience:

- High-quality teaching by SMU faculty and industry experts
- Networking with respected CEOS & industry leaders
- *Wine & Cheese* nights
- Company & site visits
- Social & cultural activities

So, come on this adventure with us! Be acquainted with one of Asia's best universities, and experience the business and cultural diversity of what Singapore and Asia have to offer!



Visit our microsite for more information:

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BUSINESS, INNOVATION & SOCIETY IN ASIA

	Cluster 1 (pick one course from Cluster 1)	Cluster 2 (pick one course from Cluster 2)
4 weeks (4 – 29 July 2016)	<ul style="list-style-type: none"> • Asia Pacific Business • Consumer Behaviour • The Business of 'Fun' • Capital Markets in China • Design Thinking for IT projects • Cracking Statistics! • Comparative Constitutional Law 	<ul style="list-style-type: none"> • Corporate Finance • Airline Strategy • Introduction to Sport Management • The Economic Growth of East & South Asia • Innovations in Asia's Smart Cities • Accounting for Entrepreneurs • Asian Organized Crime

**Courses listed may be subjected to changes*

GLOBAL SUMMER PROGRAMME 2016

CLUSTER 1

ASIA PACIFIC BUSINESS

This course introduces students to: (a) the economic, political and socio-cultural theories and frameworks for understanding the context of business in the Asia Pacific region; and (b) the application of contextual knowledge to the decision-making processes of companies operating in the region. Students are expected to assess the business environments of specific Asian economies, as well as analyse challenges relevant to companies in countries such as China, India, South Korea, Taiwan and selected ASEAN economies.

CONSUMER BEHAVIOUR

The study of consumer behaviour is an important part of the science underlying the design of marketing programs. Drawing upon academic research in marketing, psychology and economics, the course introduces important theories, methods, and findings of research on attention, comprehension, memory, attitude formation and choice. The course also covers macro influences on consumer behaviour at the reference group, sub-cultural, cultural and environmental levels. This course lays the theoretical foundation for other marketing courses and the implications of consumer behaviour theories to real-world marketing problems are discussed throughout the course.

THE BUSINESS OF 'FUN'

Through case studies from global leaders in the leisure entertainment business like Disney, Merlin Entertainment and Universal Studios; Asia's leading destinations and resorts – Hong Kong's Ocean Park, Australia's Gold Coast and Singapore's Sentosa Island; and the industry's leading experience engineers, students will have a deeper "behind-the-scenes" appreciation of how mindful and meaningful experience are created and delivered. Out-of-classroom sessions and site visits will bring theoretical concepts and practical insights into the real-world context.

CAPITAL MARKETS IN CHINA

This course is broadly designed to offer a detailed analysis of China's rapidly evolving capital markets, ranging from the overall assessment of the macroeconomic environment and political context, to the detailed micro level study of the specific players, instruments, and individual transactions. Many of the insights gleaned from the course can be readily applied to other emerging markets. Thus, this is a good introductory course for students of various backgrounds who are interested in understanding the functioning of emerging market capital markets in general.

DESIGN THINKING FOR IT PROJECTS

This course focuses on using Design Thinking activities to solve a problem that uses an IT solution. Students will be able to understand the design thinking concepts such as empathy, observation, interview, ideation, prototype and user-centric testing as well as IT innovations in automation, usability and improving lives. Students will learn through studying SMU student project case studies, which will (a) show what worked or failed, and why, and (b) emphasize the strength and limitations of IT solutions, team work and project management.

CRACKING STATISTICS!

Statistics abound in our lives, from economics to physics, from accountancy to medicine, and business to technology etc. Students will be introduced to basic to mid-level statistics, and gain a working competency in crunching data, statistical software and results management, as well as writing sound interpretations in decision-making situations.

COMPARATIVE CONSTITUTIONAL LAW

Successful democratic societies adhere to the concept of the "rule of law", and each one has a comprehensive "law" that forms the backbone of the legal and political structure of the society. The various constitutions of successful democracies share many similarities, but, often, the differences are as striking as the similarities. From among the 190 or so countries that are members of the United Nations, these three constitutions provide good case studies for the operation of electoral democracy and for the balancing of individual rights against the interests of the society as a whole.

**Courses may be subjected to changes. Please refer to website for updates.*



CLUSTER 2

CORPORATE FINANCE

This course aims to help students develop an understanding of current theories and their implications for solving financial problems using financial strategy. The major topics covered include wealth creation, enhancement of shareholder value, managing corporate growth, corporate capital investments, capital structure policy, corporate payout policy, real options, investment banking and capital raising, mergers and acquisitions, working capital management. We will study the problems which corporations face in making investment decisions with an emphasis on valuation. Research results from recent empirical work, case studies, and their implications for corporations will also be discussed, where appropriate.

AIRLINE STRATEGY

This course introduces students to the theoretical concepts, analytical tools and real-life situations of airlines in Asia and elsewhere in the world. Topics covered include economics, regulation, technology choices, industry trends and different forms of inter-firm competition, at selected points in time and geography, including examples in North America, Europe and Asia. This course emphasizes the application of theory to the real world strategic issues in primarily the scheduled passenger airline industry.

INTRODUCTION TO SPORT MANAGEMENT

An introduction to management studies in the context of sport and its delivery, the course examines common sports products and services and their delivery through sport organisations, whose legal identity and form are discussed. The growing sportscape internationally and in Singapore provide opportunities for various management, business, and professional services to grow and evolve in a dynamic industry, especially when sport issues such as consumption of services and products, management of sport organisations, marketing and promotions are contextually different from other industries. Students will learn the functions, roles, and skills of management in regard to the production and delivery of sport as a commodity for consumption.

THE ECONOMIC GROWTH OF EAST AND SOUTH ASIA

Since the end of the 20th century, Asia has undergone remarkable economic growth. Its impact on the rest of the world has been momentous and far-reaching. This course examines various aspects of the economy of East and South Asian countries, and will be divided into two parts. The first part provides a historical introduction of Asia, including macro-economy, trade and environmental issues in East & South Asia. The second part examines China, India, South Korea & Japan, specifically the huge economic change of those countries and its impact on the rest of the world.

INNOVATIONS FOR ASIA'S SMART CITIES

Through case studies and industry leaders, innovative city designers, tech experts and business development executives from local and international companies, as well as site visits, students will learn the opportunities and challenges of the 'smart city business', and how to create a 'smart' city.

ACCOUNTING FOR ENTREPRENEURS

This course is designed to provide a broad-base coverage of financial accounting, management accounting and taxation topics that are relevant to (future) business owners and entrepreneurs. Business owners and entrepreneurs need the general foundation to help plan and control business operations and finance as well as discussing and negotiating with other stakeholders of the business. This introductory course is thus suitable for students who do not have prior knowledge in accounting and business, and is not open to students who are Accounting majors.

ASIAN ORGANIZED CRIME

Drawing on case study analyses in Asia, this criminology course aims to help students understand the nature of a multidisciplinary analysis of organised crime; understand organised criminal activity in Asia as the resulting interplay of complex psychological, sociological, economic, historical, policing, and political factors; discuss theoretical perspectives on and models of criminal organisations; and identify the various modalities through which different organised crime groups conduct their activities.