



GLOBAL SUMMER PROGRAMME 2023

PERSPECTIVES, CHALLENGES, AND INSIGHTS IN SINGAPORE

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A. COURSE DESCRIPTION

The purpose of this course is to provide participants with an understanding of Singapore, including its business, social, cultural, economic, and political landscape.

At the same time, this is an SMU-X module, which offers an experiential learning opportunity for foreign students enabling them to translate classroom knowledge and theory into practical solutions for companies (organizations) based in Singapore, through real consultancy projects. Through the consultancy experience, students will learn how to solve real-world problems with guidance from the faculty and project sponsor mentors, while simultaneously testing their critical-thinking skills. The project will focus on existing (and future) challenges in issues such as digital transformation, sustainability or growth in Asia that are faced by companies/organizations in Singapore and students are encouraged to offer their perspectives and insights to tackle these real-world problems. The course qualifies for one credit unit and encompasses seminars, guest lectures and presentations all held in Singapore.

B. LEARNING OBJECTIVES

Through the lectures, company visits, and project collaborations, the course invites students to:

- Develop a better understanding of the Singapore economy and current issues such as sustainability, tourism, social, etc
- Gain an insight into business and investment opportunities in Singapore
- Develop networking, and other life skills by interacting with business leaders
- Work in a multi-cultural context on projects associated with Singapore
- Be “infected” with the entrepreneurial spirit

C. PREREQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSES (IF ANY)

This course does not have any prerequisites.

D. ASSESSMENT METHODS / GRADING DETAILS

Class Participation You are encouraged to actively participate in the discussions and activities that take place in physical class. Good class participation involves actively listening to your instructor and other students during class, joining class discussions, asking questions which are thoughtful and helpful, and being a good team member during classroom group work, if any. Merely speaking in class or attending the online sessions will not earn you full marks for class participation.	15%
Individual or Pair Reflection Piece You will write an individual or pair reflection piece on your unique Singapore experience. It can be an essay (at most 1,000 words), a video recording, Instagram stories or others.	15%
Project Work You will work in a team of 4-5 students on real projects assigned by the client sponsor. A final written report and presentation will be required.	40%
Singapore-Theme Presentation You will work in a different group (from that of your project work) for a Singapore-theme Presentation on any issues related to culture, food, landscape, or others that you find interesting to share with your peers.	30%
Total	100%

E. ACADEMIC INTEGRITY

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <http://www.smuscd.org/resources.html>.

F. ACCESSIBILITY

SMU strives to make learning experiences accessible for all. If students anticipate or experience physical or academic barriers due to disability, please let the instructor know immediately. Students are also welcomed to contact the university's disability services team if they have questions or concerns about academic provisions: included@smu.edu.sg.

Please be aware that the accessible tables in the seminar room should remain available for students who require them.

G. INSTRUCTIONAL METHODS AND EXPECTATIONS

There will be formal lectures, company visits and presentations by students throughout the 12 sessions.

Evaluation methods will be as follow:

Class participation: You are encouraged to actively participate in the discussions and activities that take place in class. Good class participation involves actively listening to your instructor and other students during class, joining class discussions, asking questions which are thoughtful and helpful, and being a good team member during classroom group work, if any. Merely speaking in class will not earn you full marks for class participation. Moreover, failing to watch the pre-recorded lecture, reading the required readings, and sharing your insights about the course materials will negatively affect your class participation.

Individual or Pair Reflection Piece: You will write an individual or pair reflection piece on your unique Singapore experience. It can be an essay (at most 1,000 words), a video recording, Instagram stories or others.

Project Work: Each student will work in team of 4-5 students on project collaborations. The learning outcome of the project for students to be exposed to experiential learning and working on a real-project assigned by the client sponsor. They will also learn how to interact with client and present feasible recommendations at the end of the semester. A final written report and two presentations (Mid-Term Progress and Final Presentations) will be required.

Singapore-Theme Presentation: You will work in a different group (from that of your project work) for a Presentation on any issues related to Singapore that you find interesting to share with your peers. The learning outcome for this component of the grading is to allow students to understand more about Singapore and to immerse themselves in the various cultural aspects of Singapore (which may include the multi-racial dynamics, food, places of attraction etc) and to present the topic to their peers in an interactive and engaging way.

H. CLASSROOM POLICIES

1. Face to face lectures/discussions/presentations will last approximately 3 hours
2. Your attendance and active participation in class will contribute significantly towards your class participation marks.
3. You will refrain from talking over your classmates, unless in a group discussion. You will make use of the different tools and platforms to participate in class.
4. There will be no make-up quizzes unless a valid reason is determined by the instructor.
5. You should feel free to ask questions at any point of the session.

I. IMPORTANT ASSIGNMENT DATES

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| 1. | Mid-Term Proposal Presentations | Session 6 |
| 2. | Singapore-Theme Presentations | Sessions 8-9 |
| 3. | Final Presentations & Written Report | Session 12 |
| 4. | Individual Pair Reflection | Session 12 |

J. CONSULTATIONS

Set-up an appointment by email
Venue: Face-to-Face or via Zoom

K. RECOMMENDED TEXT / READING LIST / CASE STUDIES LIST

NOTE: This syllabus may change slightly over the course of the term; when in doubt, please approach the instructor for the most updated version.

LESSON PLAN		
Sessions	TOPICS	Instructor(s) / Reading List
LESSON 1 Tuesday 27 June	<p>Part One: Introduction to the Course Guest Lecture by Project Sponsor(s) Students form groups</p> <p>Part Two: Singapore in the World</p>	<p>Dr. Yuanto KUSNADI (first half)</p> <p>Dr. Aidan WONG (second half)</p> <p>Reading List: Paul, Anju Mary, ed., (2017) Local encounters in a global city : Singapore stories. Singapore: Ethos Books.</p> <p>Chua, Mui Hoong, ed., (2015) SG100? : leading thinkers envision Singapore in 2065. Singapore: Straits Times Press.</p> <p>Krishnadas, Devadas (2014). Sensing Singapore: Reflections in a Time of Change. Singapore: Ethos Books.</p>
LESSON 2 Wednesday 28 June	Issues on Sustainability in Singapore	<p>Dr. Aidan WONG</p> <p>Reading List: Heng, Chye Kiang, ed., (2016) 50 Years of Urban Planning in Singapore. Singapore: World Scientific.</p> <p>Top 4 Environmental Concerns In Singapore And What You Can Do About It (April 2020) https://cityofgood.sg/articles/top-4-environmental-concerns-in-singapore-and-what-you-can-do-about-it/</p>
LESSON 3 Friday 30 June	Company Visit to Google/Linkedin: MNC's Perspectives on Singapore	
LESSON 4 Tuesday 4 July	Issues on Business & Economic Trends in Singapore	<p>Dr. Yuanto KUSNADI</p> <p>Reading List: A better way to think about your business model, Harvard Business Review (May 2013) https://hbr.org/2013/05/a-better-way-to-think-about-yo</p> <p>Quah, Euston, ed., (2015) Singapore 2065: leading insights on economy and environment from 50 Singapore icons and beyond. Singapore: World Scientific.</p>
LESSON 5 Wednesday 5 July	Students working on projects 30 mins discussion with instructors	<p>Dr. Yuanto KUSNADI Dr. Aidan WONG</p>

LESSON 6 Friday 7 July	Mid-Term Proposal Presentation	Dr. Yuanto KUSNADI Dr. Aidan WONG
LESSON 7 Tuesday 11 July	Company Visit to Client: Preserving Cultural Heritage in Singapore	
LESSON 8 Wednesday 12 July	Singapore-Theme Presentations (30 mins per group)	Students
LESSON 9 Friday 14 July	Singapore Theme Presentations (30 mins per group)	Students
LESSON 10 Tuesday 18 July	Tourism & Entertainment Scenes in Singapore	Guest Speaker <u>Reading List</u> Reynolds, Roman (2019) Singapore: The History and Culture, Information Tourism, ISBN 1671534042 Entertainment and Media Industry Outlook 2019-2023 (PwC)
LESSON 11 Wednesday 19 July	Students working on projects 30 mins discussion with instructors	Dr. Yuanto KUSNADI Dr. Aidan WONG
LESSON 12 Friday 21 July	Final Presentation to Project Sponsor(s)	Dr. Yuanto KUSNADI Dr. Aidan WONG