

# SINGAPORE MANAGEMENT UNIVERSITY GLOBAL SUMMER PROGRAMME

Spend this summer at one of Asia's best universities

Singapore Management University (SMU) is proud to launch the Global Summer Programme – a 4-week intensive global and Asian-focused programme where students will have the opportunity to combine high quality academic and cultural experiences while in Asia. Students may also embark on a 1-week learning journey to another Asian city meant to complement the courses.



In the 21st century, a deep understanding of the emerging Southeast Asia and Asia will be central to success in most fields as the region presents both a challenge and an opportunity.

The SMU Global Summer Programme offers a suite of courses designed to augment students' knowledge and practical skills about Singapore and Southeast Asia, and Asia in general.

Located in the heart of Asia and Singapore, SMU comprises Schools of Accountancy, Business, Economics, Information Systems, Law and Social Sciences where our research and teaching are focused in this region.

Be acquainted with one of Asia's best universities, and experience the business and cultural diversity of what Southeast Asia and Asia have to offer!

## KEY INFORMATION

- Global Summer Programme Structure
  - **Classes and local activities:**  
29 June to 24 July 2015 (4 weeks)
  - **Optional overseas or Singapore Learning Journey:**  
27 July to 2 August 2015 (1 week)
- Open to undergraduates
- Full-time course workload and gain credits towards your studies:
  - 36 contact hours per course
  - Limited to 45 students per course
- Programme fees:
  - Tuition fees: S\$5,000 (2 courses)
  - Accommodation: from S\$160 per week up
  - Local or overseas learning journey (optional)



## 2015 Summer Programme Courses



BUSINESS, INNOVATION & SOCIETY IN ASIA		
	Cluster 1 (pick one course from Cluster 1)	Cluster 2 (pick one course from Cluster 2)
<b>4 weeks</b> (29 June to 24 July 2015)	<ul style="list-style-type: none"> <li>• Managing in a VUCA context</li> <li>• Asia Pacific Business</li> <li>• Understanding Cultural Identities in Indonesia</li> <li>• "One People, One Nation, One Singapore": Real or imagined?</li> <li>• Capital Markets in China</li> </ul>	<ul style="list-style-type: none"> <li>• Innovations for Asia's Smart Cities</li> <li>• The Business of 'Fun'</li> <li>• Market, State and Society in Asian Economic Development</li> <li>• Accounting Fraud in Asia</li> <li>• Enterprise Accounting Systems</li> </ul>
<b>1 week</b> (27 July to 2 August 2015)	<b>Local or Overseas Learning Journey (Optional)</b>	

*\*Courses listed may be subjected to changes*

Visit our microsite for more information: <https://www.smu.edu.sg/SummerProgramme>  
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# 2015 SUMMER PROGRAMME COURSES

## CLUSTER ONE

### MANAGING IN A VOLATILE, UNCERTAIN, COMPLEX AND AMBIGUOUS CONTEXT

The course aims to give students insights into mega trends and volatile forces that have major implications for businesses. Students are introduced to basic VUCA concepts to broaden their world view of management and nature of managing complex problems.

### 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, such as China, India, South Korea, Taiwan and selected ASEAN economies.

### UNDERSTANDING CULTURAL IDENTITIES IN INDONESIA

This course introduces students to contemporary Indonesia – the largest economy and most populous nation in Southeast Asia – including in-depth analyses of Indonesia's social and cultural background, ethnic relations, religious behaviour, institutional and business practices, the environment, and social activism. Students will also get to explore basic Indonesian in this course for them to experience the most widely spoken language in Southeast Asia.

### CAPITAL MARKETS IN CHINA

This course is designed to offer a detailed analysis of China's rapidly evolving capital markets, ranging from the overall assessment of the macro-economic 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 can also be a good course for students interested in understanding the functioning of emerging market capital markets in general.

### "ONE PEOPLE, ONE NATION, ONE SINGAPORE": REAL OR IMAGINED?

This course will examine Singapore's emergence from British colonial rule and merger with Malaysia to independence and nation-building, from intersecting historical, cultural, political and economic perspectives. The premise is that transnational processes of globalization – namely economic integration, cross-border migrations, international political relations and technological innovations – have shaped and continue to shape personal biographies and specific nation-building projects. Students will be asked to critically examine how global-local binaries are experienced at different levels of social scale, how these binaries are being resisted, challenged, ignored and transformed in Singapore society, and how the interpretation of these binaries impact nation-building projects and national identity.

## CLUSTER TWO

### 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, students will learn the opportunities and challenges of the 'smart city business'. Students can also embark upon a one-week Learning Journey to Songdo, a new smart city built from scratch in South Korea.

### 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 – Marty Sklar, Bob Rogers and Bernard Harrison, students will have a deeper "behind-the-scenes" appreciation of how mindful and meaningful experience are created and delivered, how the business of 'fun' is created and managed. Out-of-classroom sessions will bring theoretical concepts and practical insights into the real-world context.

### ACCOUNTING FRAUD IN ASIA

Through pertinent real-world Asian case studies, students will understand and feel the importance of bias in accounting and financial information: the ways that conflicts of interest affect the financial reporting process, the institutional mechanisms that limit or exacerbate this behavior, the power held by the preparers and reporters of information in the political, social and economic context of the countries and companies that do not permit a transparent flow of information.

### MARKET, STATE AND SOCIETY IN ASIAN ECONOMIC DEVELOPMENT

Differences in social, political and historical development could lead to the emergence of economic development with different configurations. This course helps students to explore and understand the growth (or its lack) of the economies in Asia by using a multidisciplinary framework. Major Asian economies including China, Japan, South Korea, Hong Kong, Singapore, Taiwan, India, Malaysia, Indonesia and Thailand will be analysed and compared.

### ENTERPRISE ACCOUNTING SYSTEMS

SAP ERP skills are increasingly necessary for positions in accounting and finance functions as the vast majority of international and local organisations use ERP software for financial accounting, and software giant SAP is the market-leader. This course provides skills in using the financial accounting components and assists in understanding the role of accounting in standard business processes.

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**OFFICE OF GLOBAL LEARNING** | *the world is our classroom; home and away*

Global Student Programmes • International Student Experience • Diversity & Inclusion