

GLOBAL SUMMER PROGRAMME



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 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)

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 the best universities, and experience the business and cultural diversity of what Singapore and Asia have to offer!



www.smu.edu.sg/SummerProgramme



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CLUSTER 1

CLUSTER 2

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.

THE BUSINESS OF

Through case studies from global leaders in the leisure entertainment business like Disney, Merlin Entertainment and Universal Studios; leading destinations and resorts Hong Ocean Park, Gold Coast and Sentosa Island; and the leading experience engineers, students will have a deeper -the- 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 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.

CRACKING STATISTICS!

Statistics abound in our lives from science to medicine, from accountancy to medicine, and business to technology etc. Students

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.

INNOVATIONS FOR 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 city business and how to create a 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.

