



## Draft Syllabus-Subject to Change

# Global Experience: Doing Business in Singapore

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Three (3) Credits

22:553:671:40

Fall 2023

**Classroom: 1WP Room: TBA**

**Office: 1WP Room 1026**

**Office Hours: By appointment**

*The NY Times stated that "Study abroad is the new must-have credential." Being able to speak with potential employers or your own employer about your international experience sets you apart from others and gives you a competitive advantage. In today's global environment, companies are looking for people who have had exposure to other countries, other cultures. Globally fluent graduates are essential to competitiveness. In the future, those who have not had international exposure will be at a disadvantage.*

### Course Description

This unique course features a study trip to Singapore from January 5 to January 14, 2024. The objective of the course is to learn about Singapore's dynamic economy and business environment through hands-on learning. Students should consult with the department chair of their concentration to see if this course will count toward their concentration. For anyone interested in doing business in Singapore or knowing more about one of the most dynamic economies in the world, this course is a must.

The course is designed around four main activities:

- Through in-class sessions, we will develop an understanding of the historical, institutional and cultural backgrounds of doing business in Singapore.
- We will conduct onsite visits to Singaporean and multinational businesses and have "in-class" sessions in which we learn about key social, economic, and political factors affecting businesses operating in Singapore.
- We will get exposure to the culture and customs of Singapore, with guided tours of the country and a trip to Kuala Lumpur, Malaysia.

- On the last day of the trip, groups will present their plans of doing business in Singapore.

## **Course Materials**

Students are responsible for completing the following required readings and are provided additional information resources for research.

Required Readings (posted on Canvas)

## **Grading**

- Book Report: 15%
- Article Analyses: 20%
- Trip Journal: 20%
- Individual Paper: 35%
- Group Presentation: 10%

## **Course Schedule**

Students will meet on four Saturdays during the fall semester of 2023 prior to the trip.

Class 1 1:30-4:30pm Saturday, 9/9/2023 (in person)

- Course introduction
- Discussion of article
- Form groups for team project

Class 2 1:30-4:30pm Saturday, 11/18/2023 (in person)

- Discussion of cases
- Case analyses due

Class 3 1:30-4:30pm Saturday, 12/2/2023 (in person)

- Discussion of cases
- Case analysis due
- Trip preparation

Class 4 1:30-3:00pm Thursday, 12/14/2023 (online)

- Discussion of cases
- Case analysis due
- Trip preparation

Trip: January 5-14

Last class: course wrap-up, group presentation, and presentation slide uploaded: January 14

## Group Presentation

Students form groups of 3-4 members to make a power point presentation on “How to Succeed in Doing Business in Singapore”. Consider yourselves as either 1) a team of entrepreneurs planning to start up a company in Singapore or 2) a team of consultants hired by an American firm about “Doing Business in Singapore”. Your presentation should be rehearsed and timed not to exceed 15 minutes. Try to be *creative* and use props if helpful (e.g., a book, photo, souvenir or artifact). You will be graded on how persuasive you are in making your case, within the time allotted. Your presentation can be structured as follows.

- A brief description of the business you are to set up or consult for
- Analysis of the business environment in a given industry in which the company operates or will operate.
- How the business environment presents opportunities and challenges to the company.
- Recommendations for the company to improve its successful operation in Singapore including decisions for withdrawal from the country if warranted on the basis of your analyses.

## Written Assignments

Please submit all written assignments on Canvas by the specified dates.

1. Case analysis (due Nov. 18, 1-page, single space, 12 font size, essay format). Discuss 1) Singapore history, institutions and culture and 2) its status in the world.
2. Case analysis of Singapore national policies (due Dec. 2, 1-page, single space, 12 font size, essay format). Discuss 1) key institutional and cultural characteristics of Singapore and 2) its implications on doing business in Singapore for foreign nationals.
3. Case analysis of Singapore business environment (due Dec. 14, 1-page, single space, 12 font size, essay format). Discuss 1) business and management norms and practices in Singapore and 2) its implications on doing business in Singapore for foreign nationals.
4. Trip Journal (due June 3). Keep a trip journal about your observations, experiences, and reflections. *About two to four paragraphs a day highlighting the main learning points of that day.* You should integrate your theoretical knowledge with your experiences and meetings on the ground. Your journal should demonstrate learning related to culture, history, and business in Singapore. The objective is for you to become familiar with Singapore and its business environment, explore business and professional opportunities and reflect on how the international experience contributes to your personal and professional development.
5. Individual Paper (due January 31, up to 10 pages, double spaced, 12 font size). Your final paper should address four aspects of the course: (1) your pre-trip, layman understanding of Singapore and your expectations of what it would be like; (2) your informed understanding of Singapore based on the articles, books, and other readings for the course

and how it differed from your original layman view; (3) your experiential understanding of Singapore from the corporate presentations, cultural tours, observations and interactions based on your week in Singapore and how it differs from your prior views; and (4) your expectations or predictions for the future of Singapore. You should further, point out and elaborate on the advantages and disadvantages of a US firm “doing business with” and/or “doing business in” Singapore. You will be graded on the breadth and depth of your points as well as the insight you bring. Merely iterating what you heard in the lectures or read in articles and books will only earn you a C grade.

You may use (and are not limited to) the following resources: (a) the reading materials posted on Canvas, (b) notes you took and daily journal entries you made during the trip, and (c) cases posted at <https://lkyspp.nus.edu.sg/research/case-study-unit/all-case-studies>. Make sure you properly cite others’ work.

If you are writing a paper for your employer and have some other requirements in order to satisfy its needs, we would be happy to accommodate you so that one paper can meet both needs. Let us know in advance what your employer requires.

6. Group presentation slides (due Jan. 14)

## Reading Materials

### Class 1 Required Reading

1. Shaffer et al., 2012. Choices, challenges, and career consequences of global work experiences: A review and future agenda. *Journal of Management*, 36, 1282-1327.

### Class 2 Required Readings

1. Vietor, R.H.K & Thompson, E.J. 2008. Singapore Inc. HBS 9-703-040.
2. Porter et al., 2013. Remaking Singapore. HBS, 9-710-483.
3. Meyer & Bhattacharya, 2020. Why Singapore, Johnson & Johnson’s choice. SMU865.

### Recommended Readings

1. *From third world to first: The Singapore story: 1965-2000* by Lee Kuan Yew; HarperCollins Publisher
2. Sohni Kaur, 2014. Not the Singapore we know: The Little India Riot 2013: 1-18. [https://lkyspp.nus.edu.sg/docs/default-source/case-studies/lkyspp-case-study\\_not-the-singapore-we-know.pdf?sfvrsn=383a960b\\_2](https://lkyspp.nus.edu.sg/docs/default-source/case-studies/lkyspp-case-study_not-the-singapore-we-know.pdf?sfvrsn=383a960b_2)
3. Lim Wei Chung (2016-06). Ethics and Leadership in Foreign Policy: The Case of Singapore : 1-22. ScholarBank@NUS Repository. <https://doi.org/10.25818/kbpf-td5g>

### Class 3 Required Readings

1. Shailey Hingorani, Lee Yoke Mun, Wong Ying Zhen Kimberly (2023-03). The Evolution of Singapore's Approach to Gender-Related Policy : 1-17. ScholarBank@NUS Repository. <https://doi.org/10.25818/6212-ps66>
2. Eddie Choo (2021-01). Singapore's Evolving Meritocracy : 1-14. ScholarBank@NUS Repository. <https://doi.org/10.25818/cjm6-zkj2>
3. Chan Jia Hao (2022-03). How should Singapore position itself between the United States and China? : 1-14. ScholarBank@NUS Repository. <https://doi.org/10.25818/wxfe-dk85>

### Recommended Readings

1. Jennifer Dodgson (2018-03-01). Managed Dependency Part I: Singapore's experience in controlling immigrant numbers in a demand-driven system : 1-18. ScholarBank@NUS Repository. <https://doi.org/10.25818/zv4e-d1xe>
2. Jennifer Dodgson (2018-05-01). Managed Dependency Part II: The consequences of demand-driven migration in Singapore : 1-18. ScholarBank@NUS Repository. <https://doi.org/10.25818/3d8s-t5x9>
3. Auyong Hawyee (2022-11). Tripartism in wage setting and wage flexibility, a Singapore case study : 1-37. ScholarBank@NUS Repository. <https://doi.org/10.25818/ca26-jw30>
4. Harisan Unais Nasir, Kershia Tan Wei (2018-03-01). Big Data, Big Problems: How Should Singapore Approach the Privacy Challenge of Big Data Research? : 1-17. ScholarBank@NUS Repository. <https://doi.org/10.25818/nf91-gjrk>

### Class 4 Required Readings

1. Loizos Heracleous & Jochen Wirtz, 2010. Singapore Airlines: The Balancing Act. <https://hbr.org/2010/07/the-globe-singapore-airlines-balancing-act>
2. Lim Wei Chieh (2018-01-18). Policy Analysis: Bridging the Cybersecurity Divide Between Large Enterprises and SMEs : 1-11. ScholarBank@NUS Repository. <https://doi.org/10.25818/dpzw-jf0n>
3. Porter & Ketels, 2019. Growing a cluster: The Singapore biomedical sciences initiative. HBS 9-718-428.

### Recommended Readings

1. Terence Ho (2022-03). Singapore's Progressive Wage Model : 1-17. ScholarBank@NUS Repository. <https://doi.org/10.25818/mwnp-q993>
2. Woo Jun Jie (2017-11-17). Singapore's Smart Nation Initiative - A Policy and Organisational Perspective : 1-12. ScholarBank@NUS Repository. <https://doi.org/10.25818/vjdp-1gqf>
3. Zeng Hongde, Nicholas (2020-04-01). Improving the Welfare of Platform Workers in Singapore : 1-26. ScholarBank@NUS Repository. <https://doi.org/10.25818/6gpf-pk42>