

SINGAPORE MANAGEMENT UNIVERSITY

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. This course is taught by industry veteran Ms. Judy Tan,

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. This course is taught by Dr. Boram Park,

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. This course will be taught by industry giant and veteran, Mr. Darrell Metzger, who counts being the CEO of Sentosa Island as well as Ocean Park as part of his glittering portfolio.

CAPITAL MARKETS IN CHINA

Interested to learn more about IPOs and how companies go public? 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. This course is taught by Dr. [Wang Jiwei](#)

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. This course is taught by Dr. [Benjamin Gan](#),

COMPARATIVE CONSTITUTIONAL LAW

Three Nations, Three Continents, Three Cultures: An Examination of the Constitutions of France, Japan, and the United States. 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, one could choose any number of constitutional documents to analyse and compare. 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. This course will be taught by the esteemed Prof. [Howard Hunter](#),

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. This course will be taught by Dr. [Gennaro Bernile](#),

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. *Participants will be able to have first-hand experience to be involved in the 2016 ASEAN University Games (AUG)*, by planning and organizing an AUG Education Event. The AUG is major biennial sports event that involves athletes from the universities of the ASEAN member countries. The course is taught by the Director of the Office of Student Life, Dr. Kenneth Tan,

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. This course is taught by Dr. [Xu Jianhuan](#)

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 incorporating actual site visits to enhance experiential learning, students will learn the opportunities and challenges of the 'smart city business', and how to create a 'smart' city. This interesting and challenging course is led by highly decorated Prof. [Thomas Menkhoff](#),

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*. This course is taught by Dr. [Yuanto Kusnadi](#),