

Singapore Management University
School of Information Systems

Design Thinking for IT Projects

2015-2016 Term 3 Global Summer Programme

Teaching Staff

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Synopsis

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 by studying SMU IS student project case studies. The case studies show what worked and why they failed. They will emphasize the strength and limitations of IT solutions, teamwork and project management.

A major part of this course involves doing a project with a real problem that the student proposes or selects from a list of partners. The project requires the student to empathize with the target user, share the discovered insights, brainstorm ideas by exploring IT solutions, scope the project, present the storyboard, build a prototype, test with users and repeat the iteration over again. Experiencing these Design Thinking activities allows the student to incorporate an innovative mindset into their daily lives when solving problems.

Learning by doing the interactive activities such as empathizing with users, we hope you will discover what people really care about and how they use IT solutions. We find that the method of learning helps retain deeper learning than being presented with theories. Working on a real project in a team is more interesting and helps us acquire interdisciplinary skills that include managing projects, teamwork, understanding diversity and incremental creativity.

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At the end of the semester, you will present your final design work in a session to a

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The Economic Growth of East and South Asia

Jianhuan Xu

Course Overview

Since the end of 20th century, the east and south Asia has undergone remarkable economic growth. Its impact on the rest of the world has been momentous and far-reaching. This course will examine various aspects of the economy of east and south Asian countries. The course will be divided into two parts. In the first part, I will start with a historical introduction of Asia. Then I will show various economic topics in the east and south Asia such as macro-economy, trade and environmental issues. Second, I will talk some countries in the east and south Asia, including China, India, South Korea and Japan. The huge economic change of those countries and its impact on the rest of the world will be given particular attention.

Learning Outcomes

Upon completion of the course, students will be able to:

1. Understand the historical background and the path of evolution of economic development of the east and south Asia.
2. Evaluate the strengths and weaknesses of economic reforms of the east and south Asia.
3. Apply the economic theories to give an analysis on the impact of the east and south Asia economic change.

Assessment Methods

Course Participation	10%
Group Presentation	40%
Final Essay	50%

Working on a group basis, students are required to present a topic related to the east and south Asia economy. At the end of the class, each student needs to write a research paper related to one lecture topic of the course.

Recommended Books

Economic development in China, India and East Asia, Kartik Roy, Hans Blomqvist and Cal Clark, Edward Elgar Press, 2012

The Chinese Economy: Transitions and Growth, Barry Naughton, MIT Press, 2007

Class Schedule



**Global Summer Institute
Academic Year 2014/2015**

COURSE CODE ASIA PACIFIC BUSINESS

Instructor: Judy Tan
Email: judytan@smu.edu.sg

COURSE DESCRIPTION

"In the past decade, the United States' economy grew by an average of 1.6% a year, the European Union's 1.7%, Latin America's by 4.6%, East Asia's by 5.4% and South-East Asia's by 5.9%. The 21 economies of the largest trans-Pacific grouping, Asia-Pacific Economic Co-operation (APEC), account for nearly half of global trade. The region comprises not only the world's 'factory floor' but also its most important sources of services, technology and investments, and final goods markets," writes Peter Petri, an international trade economist. Yet despite the much celebrated economic progress of the region and the potential to be reaped from it, there are clear strains and risks resulting from geopolitical and economic trends which impact businesses that operate here.

This course consists of a set of core lectures which will introduce students to: (a) economic, political and socio-cultural theories and frameworks for understanding the context of business in the Asia Pacific region and (b) the application of international business theories and frameworks to understand the decision-making processes of companies investing in the region. Course participants are expected to apply theories and frameworks to assess business environments of specific Asian economies. Participants are expected to attend and make presentations about issues and challenges that are relevant to companies operating in large emerging economies such as China, India, Taiwan, and South Korea but also other economies such as Myanmar, Indonesia, the Philippines, and Vietnam.

LEARNING OBJECTIVES

By the end of this course, participants will be able to:

- Identify motivations for companies to seek internationalization within the Asia Pacific region
- Learn more about socio-cultural, political and economic systems in the Asia Pacific region and the resultant risks
- Identify business opportunities presented by emerging sectors & countries in the Asia Pacific region
- Evaluate different market entry strategies for businesses in the Asia Pacific region
- Gain insights into business and/or career opportunities in the Asia Pacific region

RE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course.

ASSESSMENT METHODS

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|---------------------------------------|-----------------------------|
| (a) Class Participation (Individual): | 20% |
| (b) Weekly Quiz (Individual): | 3 x 10% each (Week 1, 2, 3) |



The Lee Kong Chian School of Business
Academic Year 2015 /16
2016 SMU Global Summer Programme

MKTG 102 CONSUMER BEHAVIOUR

Instructor Name : Dr. PARK Boram (Ms)
 Title : Adjunct Lecturer of Marketing
 Tel : TBD
 Email : borampark@smu.edu.sg
 Office : LKCSB Level 5 Adjunct Office

COURSE DESCRIPTION

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, cultural, and environmental levels. This course lays the theoretical foundation for other marketing courses and the implications of consumer behavior theories to real-world marketing problems are discussed throughout the course. The course will also heighten your awareness of the ethical issues underlying the design of marketing programs on consumers.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Describe the process through which marketing actions affect consumer behavior
- Explain theories of attention, comprehension, memory, judgment and decision making in relationship to marketing
- Apply this theoretical knowledge to diagnose the status of a brand in a specific competitive market
- Analyze consumer research data on affect, cognition and behavior, and combine that analysis with knowledge of consumer behavior theory and marketing principles to develop tactical solutions to marketing problems
- Evaluate causal statements about the effectiveness of marketing tactics and strategies aimed at influencing consumer behavior
- Identify ethical issues underlying the implementation of marketing programs

ASSESSMENT METHODS

Class Participation: 10%
 Individual VALS assignment: 10%
 Individual Case quizzes (pass/fail): 10%
 Two non-cumulative quizzes: 30%
 Group Project Presentation and Report: 20%
 In-class Final Examination: 20%



**Global Summer Programme
Academic Year 2014 /15**

IDIS 102: THE BUSINESS OF 'FUN'

Instructors: Darrell Metzger (DM)
Board of Directors,
Chairman of Executive Committee
***Destination Resorts & Hotels
Themed Attractions Malaysia***

Gurjit Singh (GS)
Chief Development Officer
Aldar Properties PJSC

Kevin Cheong (KC)
Chairman
Association of Singapore Attractions

Tel: (KC) 96353795
Email: (DM) darrellmetzger@ymail.com; (KC) cheongkev@gmail.com
Office: Appointments for consultations to be made via email
Time / Venue: tbc

COURSE DESCRIPTION

The business of "fun" is often misunderstood as a business that is not serious, does not require much expertise and sometimes perceived with low entry barriers.

"Fun" needs to be put into perspective: the Business of "Fun" embodies leisure, entertainment and recreation activities. Fun is also about travel and tourism. If we look "fun" from how our 24-hour day, most of how we preoccupy ourselves between work and sleep is within the realm of "fun".

In reality, "fun" should be deemed as the sociocultural fabric of a country, city and community.

From an organizational perspective, "fun" is also about a corporate culture that encourages creativity, innovation and customer-centric decision-making, therefore transcends business sectors and industries.



ACCT 003
Capital Markets in China
 Course Outline 2015/2016 Summer

A. Instructor and Contact Information

WANG Jiwei, PhD, FCPA Australia, Associate Professor of Accounting (Practice)

Room 5025 (Level 5), School of Accountancy	Tel: (65) 6828-0616
Singapore Management University	Fax: (65) 6828-0600
Singapore 178900	Email: jwwang@smu.edu.sg

Consultation times: By appointment, or drop by

Section	Seminar Time	Venue
G1	TBA	TBA

B. Course Description

Since the establishment of two stock exchanges in Shanghai and Shenzhen in early 1990s, China's capital markets have experienced amazing growth and become one of the largest capital markets in the world. The equity market is the dominant capital market and has been evolving and growing towards a more even mix of investor classes, with institutions such as investment funds, pension funds, insurance companies, investment and trust companies, sovereign wealth funds and Qualified Foreign Institutional Investors (QFII) playing a more prominent role. With the newly introduced Shanghai-Hong Kong Stock Connect and the in-progress IPO registration reform, the Chinese equity market is expected to be more open to the international investor community. The bond and derivatives markets are emerging as well and there is huge growth potential in the near future.

However, the evolving China's capital markets are characterized with all sorts of problems: severe opportunistic corporate reporting practice which may cause resources misallocation; tight control of the government which may change the rule of the game halfway; inefficient financial intermediaries such as financial analysts and the mass media which may increase information asymmetry; severe financing constraints for all but the largest State Owned Enterprises; under-developed legal and institutional frameworks with insufficient protection to minority shareholders against insider expropriations, the capital flows from shadow banking system, which may increase market volatility, etc.



The Lee Kong Chian School of Business GSP Academic Year 2015/16

FNCE 201 CORPORATE FINANCE

Instructor Name : Dr. Gennaro BERNILE
 Title : Assistant Professor of Finance
 Tel : 6828 5478
 Email : gbernile@smu.edu.sg
 Office : LKCSB #4066

COURSE DESCRIPTION

This course focuses on the analysis of financial problems confronting a corporate financial manager, a theme begun in the introductory Finance course. The main objective of this course is to help students develop further understanding of current theories and their implications for solving financial problems. The main topics covered include shareholder value maximization and managing of corporate growth, corporate capital investments, capital structure policy, corporate payout policy, real options, investment banking and capital raising, mergers and acquisitions, working capital management. Throughout the course, we will study the typical issues that corporations face in making investment and financial decisions with an emphasis on valuation. Research results from recent empirical work, case studies and their implications for corporations will also be discussed.

LEARNING OBJECTIVES

By the end of the course, students will be able to:

- Develop a workable capital structure policy
- Assess the risk and consequences of financial distress and bankruptcy
- Extract value from an optimal mix of financing alternatives
- Formulate an effective working capital policy with sustainable growth
- Establish an appropriate corporate payout policy
- Understand corporate governance

ASSESSMENT METHODS

Group Project Presentation and Report: 35%
 Class Participation: 10%
 News Reading Recommendation: 5%
 Final Exam: 50%

ACADEMIC INTEGRITY

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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



GLOBAL SUMMER PROGRAMME

Academic Year FY15/16

SPRT002 Introduction to Sport Management – Functional Areas and Issues

Instructor Name: Dr. Kenneth Tan, *MSc, PhD*

Title Adjunct Lecturer, & Director, Office of Student Life

Tel: 6828 7987

Email: kennethtan@smu.edu.sg

Office: Office of Student Life, Level B1, Room 36

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Students are expected to have a keen interest in how sport and sport management dovetail with their core modules as well as their participation in CCAs.

COURSE DESCRIPTION*

This course is an essential introduction to management studies in the context of sport its delivery. The course examines common sport products and services and their deli through sport organisations, whose legal identities and form are discussed. Emphasis wi on the growing sportscape in Singapore and how this growing industry could pro opportunities for various management business and professional services.



ACCT 002
Accounting for Entrepreneurs
Course Outline

A. Instructor and Contact Information

Name	Yuanto KUSNADI
Mailing address	60 Stamford Road, Level 5 Room 5021, Singapore 178900
Contact details	Tel: 6808-5449
	E-mail: yuantok@smu.edu.sg

Course Website

Course materials such as lecture notes and soft reading materials are available on e-Learn <http://elearn.smu.edu.sg> (for all two sessions that I teach). Make sure you are familiar with e-L and check the course website regularly for important updates.

B. Course Prerequisites: NONE

C. Course Description

This course is designed to provide a broad base coverage of issues related to accounting, such as basic accounting concepts & their applications to businesses, capital raising, short-term & long-term financial planning, managerial accounting principles & concepts, management planning & control, as well as taxation that are relevant to (future) business owners and entrepreneurs. Business owners and entrepreneurs need the general foundation to help plan and control business operations, financial management as well as discussing and negotiating with other stakeholders of the business. This module is suitable for students who do not have prior knowledge in accounting and business. Therefore, this module may also act as a stimulator for students to pursue more advanced courses in accounting and finance related topics available in SMU.

D. Learning Goals, Course Objectives and Skill Developments

All School of Accountancy courses are designed to meet certain learning goals and objectives. Some learning goals are addressed at course level, some at program level. This course specifically contributes to the development of the following course level learning goals: