NYU Stern School of Business &
NUS Business School

Doing Business in Asia (Singapore)
Course Code B86.3309.0A

Singapore, January 2010

Dates
- Thursday, December 3, 2009
  - Mandatory Pre-Departure Meeting at Stern
- Sunday, January 3 – Saturday, January 16, 2010
  - 10-day program in Singapore, including understanding and appreciation of the strategies employed by firms when doing business in Singapore and Asia. The course will include lectures by professors, company visits, and talks by business leaders in Singapore and Asia.

Course Description
The “Doing Business in Asia (Singapore)” course offered in collaboration between NYU Stern and NUS Business School is designed to facilitate NYU Stern students to compare and contrast the opportunities and challenges involved in doing business in the countries of Asia. The course will cover the South Asia, South-East Asia and North Asia (note: the Middle East and Central Asia will not be covered in this course). The subject areas covered will include business policy, corporate governance, legal aspects, strategy, marketing and branding, services management, and cross cultural management. There will be lectures by NUS faculty and corporate visits to successful Asian and multinational firms (Singapore Airlines, Asia Pacific Breweries and Samsung). Students will have the opportunity to interact with and meet Asian business leaders, during the program. The program consists of presentations, deliverables, discussions on relevant topics facilitated by the NUS Business School faculty members, and requires active participation in class. The program will also include social and cultural activities to give students a chance to experience the various ethnic and cultural groups that make up the diverse and beautiful population of Singapore.
Course Requirements

Failure to meet all requirements will result in a failing grade:

- Attend the Pre-Departure Meeting at Stern.
- Attend all indicated mandatory activities and lectures during the academic program.
- Successfully complete all assignments and deliverables.
- Actively participate in class discussions and debates.

*Students are expected to be prepared for each session and participate in all discussions. Active participation is an essential and integral part of your performance appraisal.*

Grading

DBi courses are developed by Stern in collaboration with the partner school. As such, DBi courses follow the same grading policies of all Stern courses. Letter grades are given and recorded on the student’s Stern transcript. The final grade is calculated into the Stern GPA. All course requirements stated on the syllabus must be met to receive a passing letter grade. Assignments are graded by the host school faculty member. Final credit will be awarded once the official transcript is received from the school abroad.

Students who fail a DBi course will not receive credit and must make up these credits through additional coursework at Stern.

NUS professors will grade the students based on the following STERN grading system:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
<td>Excellent</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
<td>Good</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
<td>Poor</td>
</tr>
<tr>
<td>C-</td>
<td>1.7</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>1.3</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
<td>Minimum requirements for credit</td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
<td>Failing</td>
</tr>
</tbody>
</table>

**Attendance at all required events:** *Please be advised that attendance is mandatory at all classroom lectures and corporate visits. Not attending a required session will result in a failing grade.*
Mandatory Pre-Departure Class Session

Thursday, December 3, 2009, 5:00-5:45 p.m. at Stern. A mandatory pre-departure class session will be held at Stern to review logistics, and discuss pre-trip work. The room for the session will be emailed to enrolled students prior to the date. Students who are unable to attend the pre-departure meeting will not be permitted to participate in the DBi Asia (Singapore) Program.

Course Deliverables

1. Pre-Departure assignment (there will be a pre-trip assignment discussion on the 6th of January 2010)
2. Group Project and Presentation

Grading

Students will be graded based on the following:
- 20% Class Participation
- 30% Pre-Departure assignment (individual)
- 50% Final-Group Project

Questions on assignments should be directed to Academic coordinator: nusdbiasia@nus.edu.sg

Pre Trip Readings

It is suggested that students purchase and read a copy of Sony vs. Samsung: The Inside Story of the Electronics Giants' Battle For Global Supremacy, by Sea-Jin Chang.

First Assignment:

Due: Wednesday, Jan 6, 2010 (after arrival in Singapore)

<table>
<thead>
<tr>
<th>Method</th>
<th>Students who have been signed up for the course will be assigned a target country by the 1st of December 2009 from the list below:</th>
</tr>
</thead>
</table>
|        | a) Korea
        | b) Japan
        | c) Vietnam
        | d) China
        | e) Indonesia
        | f) India

<table>
<thead>
<tr>
<th>Topic</th>
<th>Please describe the opportunities and challenges of doing business in the target country assigned to you.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>Written report to be submitted in hardcopy format by the 6th of January 2010. Submissions are to be typewritten (no handwritten submissions) on A4 paper, in a legible font-size, double-spacing and 1” margins. The report should have an executive summary, main body and conclusion. The executive summary should highlight the main aspects of the report.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Approach</th>
<th>The students should approach the assignment in a holistic manner, taking into account all aspects (e.g., social, economic, political and strategic) of doing</th>
</tr>
</thead>
</table>
business in the target country.

<table>
<thead>
<tr>
<th>Date of Submission</th>
<th>6th of January 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students are expected to submit their report before the start of the “pre-trip assignment” discussion session on the 6th of January. The professor will lead the discussion for the pre-trip assignment. The objective is for students to share what they have learned.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>a. Research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b. Analysis</td>
</tr>
<tr>
<td></td>
<td>c. Structure of the report</td>
</tr>
</tbody>
</table>

**Second Assignment: Group Project and Presentation (On-Site)**

**Due: Friday, Jan 15, 2010**

<table>
<thead>
<tr>
<th>Method</th>
<th>This is a group project with each group comprised of 4-5 students.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Most students will be asked to work on the same target country as in their pre-trip assignment. However, if the student would like to change the target country, he /she will need to speak with the academic coordinator.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic</th>
<th>“Since attending this course, how has your perspective on doing business in Asia changed? Highlight some of the key similarities and differences in the business environment and practices between your target country and that in the United States?”</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>Students will be expected to make a presentation on the 15th of January 2010. The duration of the presentation will be for 20 mins followed by 10 mins of Q&amp;A.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Approach</th>
<th>Students are encouraged to incorporate what they have learned from this course. This is not a repeat of the first assignment. As such students are expected to provide a more in depth focus on their analysis.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Date of Presentation</th>
<th>15th of January 2010</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>a. Research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b. Analysis</td>
</tr>
<tr>
<td></td>
<td>c. Structure of the presentation</td>
</tr>
<tr>
<td></td>
<td>d. Application of knowledge acquired from the course</td>
</tr>
<tr>
<td></td>
<td>e. Presentation skill and audience engagement</td>
</tr>
<tr>
<td></td>
<td>f. Teamwork and cohesiveness</td>
</tr>
</tbody>
</table>
Academic and Classroom Information

Pre-Trip Assignment
Any pre-trip assignment topics will be assigned by December 3, 2010.

Laptop and Wireless Handheld Devices Policy
While students are encouraged to bring their laptops to work on their presentation and access educational information, use of laptops are not allowed in the classrooms. Wireless handheld devices (Blackberry, Palm, Cell Phones, etc.) are not permitted in the classrooms. Students are not permitted to videotape class sessions or corporate visits without the permission of the individual professor and NUS Business School. Please respect the professors and the partner school by adhering to this policy.

Access to computer labs, library and research facilities
Students will have access to the NUS Library system. Participants can login and use the computer facilities in the libraries.

Honor code/Code of Conduct
It is a requirement that students adhere to the MBA Honor Code and Code of Conduct. Every student is obligated to report to the Academic Affairs administrator in charge of the DBi program any suspected violation of the code that he or she has observed.
http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797 Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

Student with disabilities
If you have a qualified disability and will require academic accommodations during this course, please contact the Moses Center for Students with Disabilities (CSD, 212-998-4980) and provide MBA International Programs with a letter verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form at least one week prior to the scheduled exam time to be guaranteed accommodation.

Please Review All DBi Program Policies
Please review all of the DBi Program policies and procedures posted online at the MBA International Programs’ website at:
http://w4.stern.nyu.edu/academic/affairs/international.cfm?doc_id=5929
Program Costs

Costs for Program
1. Stern tuition for 3 Credits
2. DBi Program Fee for Singapore

Includes:
- Accommodation with breakfast for 13 nights, broadband internet
- Corporate visits with transportation
- Transportation between Hotel and NUS
- 1 Singapore Sightseeing Tour
- 1 Botanical Gardens Tour
- 3 Group lunches
- 2 Group dinners
- Course materials (distributed by NUS)

3. Additional expenses to be covered by the student (EXCLUDED from DBi Program Fee)
   - Airfare
   - 11 dinners
   - 10 lunches
   - Public transportation fare (unless otherwise noted)
   - Entertainment
   - Personal expenses (including lunches and dinners not catered for)
   - Cost of pre-departure reading material (optional)

Accommodations
Lodging and breakfast is included in the DBi program fee. Student accommodations will be double occupancy. Lodging is for arrival on Sunday, January 3rd, 2010 and departure on the morning of Saturday, January 16, 2010.

Meals
Breakfast is provided and included in the DBi Program Fee. There are five meals included in the Program Fee, which is indicated in red in the schedule. All lunches and other dinners are on your own and are not included in the DBi program fee. Meals at a subsidized rate are available at the school canteen for all students.

Group Events
Transportation for the city tour, corporate visits and cultural excursions are included in the DBi program fee.
**Internet**

**Hotel:** You can access the broadband internet with your own laptop in your hotel room free of charge. Your program fee covers the usual charge of internet access in your room. Alternatively, you can access the internet in the 24-hour business centre at charges that are advertised in the hotel. Desktop computers and printers are available in the centre. Please contact the hotel front desk for registration.

**NUS Business School:** All students will be registered and given access to the school’s computer facilities. NUS is wireless enabled in most places, and with a valid account you can access the network from your laptop in the library, cafes, and out in the courtyard. There are also dedicated computer labs in the school and the library, which will be shown to you during the campus tour. However, we encourage students to carry their own laptops.

**Hotel**

**Pan Pacific, Orchard,**
10 Claymore Road, Singapore 229540 Phone: +65 6737 0811 Fax: +65 6737 9075
Website: [http://www.panpacific.com/Orchard/](http://www.panpacific.com/Orchard/)

The Pan Pacific, Orchard is located just a stone’s throw away from Orchard Road, Singapore’s most glamorous shopping and entertainment belt. Guests at the Pan Pacific have known to love its personalized care, its tranquil surroundings and the convenience its unique location provides.

**Breakfast:** A breakfast buffet will be served daily at 10 Claymore on the ground floor of the hotel. Please sign and state your room number on the bill before you leave the restaurant and the master bill will take care of the expenses.

**Room facilities include:** Individually controlled air-conditioning, tea/coffee making facilities, in-room safe, alarm clock and radio, high speed broadband access, personal bar and refrigerator, guest laundry, iron and ironing board, hairdryer and toiletries.

**Hotel facilities include:** 24-hour reception, concierge and room service, daily housekeeping service, business services, valet dry cleaning and laundry.

NUS guests will also be given special Pan Pacific credits, which can be used to subsidize their food and beverage charges or for laundry services at the hotel.

**Other facilities:** Gymnasium, spa and a special open air mineral-water swimming pool.

**Extending your Stay:** It is possible to check in early or stay a few days after the program ends at the hotel. Students may contact the hotel directly for extra nights on their own. Stern and NUS will not be involved in booking extra nights for students.
Proximity to Singapore CBD: The hotel is walking distance to the entertainment and shopping hub of Singapore, Orchard Road. It is 10 mins by bus /taxi to the CBD and 5 mins by MRT (subway).

Transportation

Airport to Hotel:

Details of traveling to or from the airport can be found here http://www.changiairport.com/changi/en/airport_guide/tofrom_ap/ap_tocity.html

The best option would be to take the Airport Shuttle, which is economical and convenient

Public Bus: SBS buses, including bus number 36, are available from the airport to travel to the city. It will cost less than SGD $2 from the airport to Orchard Road. However, this is not an advisable option if you are very tired or have a lot of luggage.

Airport Shuttle: The Airport Shuttle service to the hotel is available. It leaves every 15 minutes from 0600hr to midnight, and every 30 minutes at other hours. Chartering is available. Please approach the Airport Shuttle Counter in the Arrivals Terminal.

Fare (Please pay at the Airport Shuttle Counter):

- SGD $9.00 per Adult
- SGD $6.00 per Child
- SGD $50.00 for per way charter of the entire vehicle

Taxis (maximum of 5 people, usually take fewer people with luggage): Taxis will stop at taxi pick-up points at the Arrivals Terminal. The journey to the city is estimated to cost between SGD $18.00 and SGD $38.00 and takes approximately 30 minutes.

To/From Hotel/School and Corporate Visits:

Bus transportation is included in the program fee to take participants between the hotel and class, to site visits, and to the group activities listed in the schedule. One bus will pick up students to shuttle students between the hotel and the campus for class as well as their return to the hotel. In the morning, it will pick up and leave promptly at 8:20 a.m. daily (Monday – Friday) from the hotel, and leave NUS at 4:30 p.m. unless stated otherwise (in the case of corporate visits or special briefing sessions as indicated in the schedule). The trip is approximately 15-20 minutes from the hotel to NUS. There are 45 seats on the bus.

Meeting Point on first day of class: Please meet in the lobby of the hotel at 8:10 a.m. on the first day of class, January 4, 2010. Students will travel by bus to the NUS campus accompanied by a NUS representative.
If you do not show up at the departure time, you must find your own way to the school, hotel or site visit.

On the first day of class, NUS will provide you with an emergency card that shows address of the class venue and the mobile telephone numbers of the NUS program team members. You can present this to a taxi driver to contact us in case there is any difficulty.

Around Town:
Singapore has one of the most efficient public transport systems in the world. The public buses (air-conditioned) and trains (also called MRT) run from 5 a.m. until midnight. After midnight, the bus companies have services called “Night-Owls” which connect the tourist areas to the more residential parts of Singapore. Taxis in Singapore are pretty affordable and a preferred way to travel for most tourists. You will be staying in the heart of town, and within walking distance or a short cab ride from most of the most-visited places. The most convenient way to pay for your public transport is to use the Transit-link contactless ez link card. However if you are staying in Singapore for a short time or rarely using the MRT or public buses, we do not suggest you purchase this card. Details about the card can be seen here.

For more information:
http://www.ezlink.com.sg/

Some useful websites:
SBS Bus Service: The largest bus service company in Singapore. It operates most of the public buses in the island nation.

MRT: Mass Rapid Transport, or the subway system in Singapore is one of the cleanest and best in the world. Operated by two providers, it connects all the major business and residential neighborhoods.

Taxi: There are many taxi companies in Singapore, but the most common one on the roads are cabs from the Comfort DelGro Group. Independent cabs/taxis are rare in Singapore. The taxis have well advertised rates, and run on the meter. Do note that there is an additional surcharge during peak office rush hours, midnight, and when coming from the Airport.
http://www.cdgtaxi.com.sg/home.mvn

Tourist Activities:
Last year the number of tourists who visited Singapore was twice the number of its resident population. Singapore is a very well-visited and well-liked tourist destination, and thus has facilities geared to help a tourist navigate easily around the city-nation. Detailed information about attraction and promotions is available on the tourism site of Singapore, also called the “Uniquely Singapore Website.”
Cultural and Corporate Visits

Cultural Visits

**NUS Campus Tour:** A campus tour will be conducted to familiarize you with the Business school facilities and the library. The NUS campus itself is quite big, and you are most welcome to explore it at your own convenience.

**Singapore Sightseeing:** On the 3rd of January 2010, after you land in Singapore, a sightseeing tour has been arranged for you. The tour start at 2 p.m. and will cover the historic and culturally significant places in Singapore like Padang, City Hall, Merlion, Chinatown, Kampong Glam, and a boat ride along the Singapore River. The details and the time line for the visit are noted below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1400hrs</td>
<td>Stop-over at Padang, with views of old City Hall, old Supreme Court, St Andrew's Cathedral, Cricket Club and the city skyline</td>
</tr>
<tr>
<td>1415 hrs</td>
<td>Arrive at Raffles Landing Site, overlooking the Singapore River, Boat Quay, Raffles Place office buildings</td>
</tr>
<tr>
<td>1420hrs</td>
<td>Take the Singapore River Bumboat cruise (half an hour), which will pass by Boat Quay, the Merlion statue, Marina Bay with views of One Fullerton, the Esplanade, Singapore Flyer, Clifford Pier and Clarke Quay</td>
</tr>
<tr>
<td>1500 hrs</td>
<td>Visit the Thian Hock Keng Temple (oldest Taoist temple) on Telok Ayer Street</td>
</tr>
<tr>
<td>1520hrs</td>
<td>Tour of Chinatown, with visit to Sri Mariamman Temple (oldest Hindu temple), walk through Pagoda Street, Trengganu Street, Sago Street, and visit to Buddha Tooth Relic Temple (Buddhist temple)</td>
</tr>
<tr>
<td>1610hrs</td>
<td>Tour of Kampong Glam, walk by the surroundings of the old Sultan's Palace (now the Malay Heritage Centre), visit to Sultan's Mosque (Malay mosque), walk through Baghdad Street and Arab Street</td>
</tr>
<tr>
<td>1650hrs</td>
<td>Back to Hotel</td>
</tr>
</tbody>
</table>

**Visit to the Supreme Court:** The Founding of Singapore and The First Charter of Justice

Singapore was founded on February 6, 1819, when a treaty of friendship and alliance was signed by Sir Thomas Stamford Raffles, Sultan Hussein of Johor and Temenggong Abdu'r Rahman. From then until now, the judiciary system in Singapore has evolved to be what it is today. As one of the most clean and efficient systems in this part of the world, the impartiality of the court of justice has been put to test not only in matters concerning parties in Singapore, but international individuals and corporations. The rise of Singapore as an economic power is in part due to its non-corruptible judiciary. We will be visiting the new supreme court building and parliament house to learn a bit more about the system.
Retail Odyssey (Visit to Little India): A social event, we will be taking you out to Little India, which is an Indian enclave in Singapore retaining the charms of towns in India. The styles and kinds of shops, as well as the practices used to attract customers to the shops, will be unlike anything experienced in the more western-style malls. We hope that you will get an appreciation of how distinctly different retailing practices can be, even within the different parts of Singapore. Mustafa’s is one of the largest retailers in Singapore, located in Little India. Started as a small corner shop, it has grown to cover more than 2 city-blocks. A one-shop operation, they have been able to stay competitive and highly profitable even in competition with bigger and more established multinational chains.

Suggested Activity for Free Tuesday Afternoon (January 12, 2010):

Exploring Singapore Museums: Singapore has made many efforts to preserve its treasured past, as well as to develop the arts in Singapore. The Singapore Museums are a good example of the effort undertaken. The National Heritage Board (NHB) is responsible for the operation of the museums in Singapore.

The Board operates eight leading museums and heritage interpretive centers as follows:

1. 8Q sam
2. Asian Civilisations Museum
3. Memories at Old Ford Factory
4. National Museum of Singapore
5. Peranakan Museum
6. Reflections at Bukit Chandu
7. Singapore Art Museum
8. Singapore Philatelic Museum

We suggest you enjoy your free Tuesday afternoon immersing yourself in the history of Singapore by visiting some of these museums.

Details for Singapore Museums can be found here [http://www.nhb.gov.sg/WWW/](http://www.nhb.gov.sg/WWW/)

Corporate Visits

Asia Pacific Breweries (APB): Makers of the well known Tiger Beer, it is one of the largest breweries in the South East Asia region. A joint venture between the Fraser and Neave Group of companies and Heineken International, APB was established as Malayan Breweries Limited (MBL) in 1931. It went on to open its first brewery in Singapore and launched the award-winning Tiger Beer a year later.
Today, APB oversees a portfolio of over 40 brands of beer and brand variants, including *Tiger Beer, Heineken, Anchor* and *ABC Stout*. The group operates an extensive global marketing network, which spreads across more than 70 countries and is currently supported by breweries in countries including Singapore, Cambodia, China, India, Laos, Malaysia, Mongolia, New Zealand, Papua New Guinea, Sri Lanka, Thailand, and Vietnam.

With more than 70 years in the brewing industry, APB has been consistently ranked by the Far Eastern Economic Review as one of the top companies in Asia. KPMG also rated APB as among the top ten value creators in Singapore, for having consistently added value for its customers, consumers and shareholders.

**Singapore Airlines (SIA):** Singapore Airlines has evolved into one of the most respected travel brands around the world. It has one of the world's youngest fleet in the air, a network spanning five continents, and the Singapore Girl as the symbol of quality customer care and service. Excelling in its service niche, Singapore Airlines has grown from a regional airline into one of the world's leading carriers. The young, efficient fleet, an educated staff attuned to quality, and a top-ranked travel gateway, Singapore's Changi Airport, are all key to the Airline’s success.

**Samsung:** Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with consolidated sales of US$86.8 billion and net income of US$8.5 billion in 2006. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business, and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. Singapore houses Samsung’s offices for the South East Asian region. In 2008 they started operations of the wafer (semiconductor) plant in Singapore – a joint venture between Siltronic and Samsung called Siltronic Samsung.

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**Visa Information**

*It is your responsibility to determine and secure the appropriate visa needed for your visit according to your country of origin. Stern is not responsible for determining your country’s visa requirements or securing your visa for you. Refunds are not provided to those who fail to secure the appropriate visa in a timely manner.*

**SINGAPORE:**

The requirement of entry into Singapore is determined by the Ministry of Foreign Affairs, and administered by the Immigration and Customs Authority (ICA) of Singapore. Please visit the ICA’s website [http://www.ica.gov.sg/index.asp](http://www.ica.gov.sg/index.asp) for full details regarding the requirement of VISA.

Any visitor visiting Singapore needs to ensure he/she has the following things:

- A passport with at least 6 months validity

- Valid Singapore visa, if applicable (refer to [http://www.ica.gov.sg](http://www.ica.gov.sg) for more information)
• Sufficient funds to last for the intended period of stay in Singapore
• Confirmed onward/return tickets (where applicable)
• Entry facilities to their onward destinations, e.g. visas.
• Completed Disembarkation/Embarkation Card (will be provided to you during the flight to Singapore by the cabin crew)
• Yellow Fever Vaccination Certificate, if applicable

NOTE: As the program is a short program, you will be entering the country on a Short Term visit pass and not a student visa. The purpose may be noted as saying attending a course with NUS. Most tourists entering Singapore through the airport are granted a 60 day entry.

U.S. National: US Nationals do not require a visa to enter Singapore.

National of Other Countries: Please check the following website to enquire if you will need a visa. The link is as follows http://www.ica.gov.sg/page.aspx?pageid=96&secid=94

VISA APPLICATION: The VISA application details can be found at the following website http://www.ica.gov.sg/services_centre_overview.aspx?pageid=252&secid=165

The Address of the Singapore Consulate in New York is noted here
231 East 51st Street
(Between 2nd and 3rd Avenues)
New York NY 10022
United States of America
E-Mail: singcon_nyc@sgmfa.gov.sg
Telephone: 001-1-(212)223-3331
Fax: 001-1-(212)826-5028 / 001-1-(212)838-9453
Visa Hours (Open to the Public): 9.00am to 1.00pm
Closed on holidays observed by the United Nations

Address of the US Embassy in Singapore
American Embassy
27 Napier Road
Singapore 258508
Main Tel. No: (65) 6476-9100
Main Fax No: (65) 6476-9340
Helpful Links and Information

NUS Business School Website: [http://mba.nus.edu.sg](http://mba.nus.edu.sg)

Questions?

MBA International Programs
intl@stern.nyu.edu
KMC 1-75

Telephone: (212) 998-0771
Fax: (212) 995-4606

Office Hours:
Monday - Friday: 9:00 a.m. – 5:00 p.m.

Walk-in Hours:
Monday – Thursday: 12:00 – 1:00 p.m.; 4:00 – 5:00 p.m.
Appointments: 24 hour in advance
# Tentative Course Syllabus - Subject to Change

**MBA Academic Affairs, International Programs**  
**Doing Business in Singapore and Asia**

<table>
<thead>
<tr>
<th>Sun., Jan 3</th>
<th>Monday, Jan 4</th>
<th>Tuesday, Jan 5</th>
<th>Wednesday, Jan 6</th>
<th>Thursday, Jan 7</th>
<th>Friday, Jan 8</th>
<th>Sat., Jan 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30-8:30</td>
<td>Breakfast @ Hotel</td>
<td>Breakfast @ Hotel</td>
<td>Breakfast @ Hotel</td>
<td>Breakfast @ Hotel</td>
<td>Breakfast @ Hotel</td>
<td>Breakfast @ Hotel</td>
</tr>
<tr>
<td>8:30a.m</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
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<td>Bus Departs</td>
</tr>
<tr>
<td>Morning Session (9am-12pm)</td>
<td>Welcome/Introduction</td>
<td>Group Project Briefing</td>
<td>Campus Tour</td>
<td>Lecture: Value-Based Market Paradigms II</td>
<td>Lecture: Cross-Cultural Management</td>
<td>Lecture: Strategy in Asia I</td>
</tr>
<tr>
<td>12-1pm</td>
<td>Welcome Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch Talk*</td>
</tr>
<tr>
<td>Afternoon Session (1 pm- 4 pm)</td>
<td><strong>FREE DAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>Free</td>
<td>Free</td>
<td>Botanical Gardens &amp; Dinner</td>
<td>Free</td>
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<td></td>
</tr>
</tbody>
</table>

**Sun., Jan 10**  
**Monday, Jan 11**  
**Tuesday, Jan 12**  
**Wednesday, Jan 13**  
**Thursday, Jan 14**  
**Friday, Jan 15**  
**Sat., Jan 16**

<table>
<thead>
<tr>
<th>6:30- 8:30</th>
<th>Breakfast @ Hotel</th>
<th>Breakfast @ Hotel</th>
<th>Breakfast @ Hotel</th>
<th>Breakfast @ Hotel</th>
<th>Breakfast @ Hotel</th>
<th>FREE DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30a.m</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td>Bus Departs</td>
<td></td>
</tr>
<tr>
<td>Morning Session (9 am-12 pm)</td>
<td>Visit to The Supreme Court and Parliament House (2hrs)</td>
<td>American Business Perspectives on Asia: American Chambers of Commerce (1.5hrs)</td>
<td>Lecture: Services in Asia</td>
<td>Lecture: Entering &amp; Surviving in Tough Asian Markets</td>
<td>Assignment 2 Group Project Presentations</td>
<td>Departure from Hotel</td>
</tr>
<tr>
<td>12-1 pm</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>Afternoon Session (1 pm- 4 pm)</td>
<td>Retail Odyssey:</td>
<td>Free</td>
<td>Lecture: Services in Asia II</td>
<td>Preparation session for final group presentations</td>
<td>Assignment 2 Group Project Presentation</td>
<td>Independent travel or back to New York.</td>
</tr>
<tr>
<td>Evening</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Farewell dinner</td>
</tr>
</tbody>
</table>

**Color Key:**  
- **Academic Lecture (mandatory) = 27**  
- **Class Time (excluding lectures) = 13.5**  
- **Corporate Visits = 8**  
- **Group Dinner/Lunch = 5 or less**  
- **Optional: Social/Cultural = 10**