



SUMMER PROGRAM 2018

Detailed Schedule

General Information

Augment your knowledge of the business universe, with a special focus on Singapore and Asia with our world-class summer program at IBE Singapore.

Our hand-picked team of experts with over 30 years of experience in education, business and investment, interact with participants over a 3-week residential program.

These short courses, almost an MBA at warp speed, are a unique opportunity for local and foreign participants to experience comprehensive learning through an enriching combination of lectures, conversations with start-ups, ideation and pitching sessions, as well as visits to business and government organizations.

This multi-cultural and cosmopolitan environment offers insight into the formulation of public policies, business practices and entrepreneurship in Singapore.

Duration

- 3 Weeks

Program Fee

\$3,200



First Week | Monday

10.00am – 12:00pm **Entrepreneurship and Business in Asia Course**

This course is designed to introduce the fundamentals of Entrepreneurship and Business in Asia and how to start and run a business in Singapore and how to use Singapore as a springboard for Asia.

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Entrepreneurship and Business in Asia Course**

This session will show practical ways of entrepreneurship and running business in Singapore. Expertise and veteran from various instructions will be featured and Q&A thereafter.

3:00pm – Sightseeing **National Gallery Singapore** (Recommended)



First Week | Tuesday

10.00am – 12:00pm **Entrepreneurship and Business in Asia Course**

This is a part of the general course in Business and Entrepreneurship going from Start Up business to a Small Medium Enterprise.

12:00pm – 1:00pm **Lunch Break**

1:00pm – 3:00pm **Entrepreneurship and Business in Asia Course**

This last part of the course will move businesses into South East Asia including Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar. Philippines, Thailand and Vietnam.

3:00pm – **TWG Singapore Industry Visit**



First Week | Wednesday

10.00am – 12:00pm **Jobs and Investment Opportunities in Asia Course**

The Job sector in Singapore and Asia is still very exciting. Singapore is a regional hub for Finance, Education, Medical and Tourism. The overview of the job market will be provided.

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Jobs and Investment Opportunities in Asia Course**

The jobs available in the IT sector and Technology economy will be discussed. Singapore is moving to become a SMART nation and there are job opportunities in this sector of development.

3:00pm – **Mount Faber Sightseeing (Recommended)**



First Week | Thursday

10.00am – 12:00pm **Jobs and Investment Opportunities in Asia Course**

The specific jobs and employment opportunities that are available will be discussed in detail. How to apply and network to get these positions will be discussed in detail.

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Jobs and Investment Opportunities in Asia Course**

How to write a good resume and update the LinkedIn profile to ensure visibility and connections will be elaborated in the afternoon session.

3:00pm – **Headhunter International Industry Visit**



Headhunter
INTERNATIONAL

First Week | Friday to Sunday



Suggested Trips

Friday

- Marina Bay (Optional: River boat ride, Kayaking)
- Gardens by the Bay (Optional: Flower Dome & Cloud Forest Dome)
- Marina Bay Sands (Optional: Shopping, visiting exhibits)

Saturday

- Sentosa (See Activities below)

Sunday

- Location: Botanic Gardens
- Rhapsody In The Garden

6:00PM - 7:00PM

- Weekends in the Park: Lifestyle Market & Workshops

11:00AM - 8:00PM

Second Week | Monday

10:00am – 12:00pm **Jobs and Investment Opportunities in Asia Course**

How to invest in various physical instruments

- Private Properties
- Commercial Properties
- Retail Properties

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Jobs and Investment Opportunities in Asia Course**

How to investment financial instruments

- Stocks and Shares
- Bitcoin and Crypto currencies
- Alternative investment options

3:00pm – Sightseeing **Singapore Food Festival** (Recommended)



Second Week | Tuesday

10:00am – 12:00pm **Digital and Social Media Marketing Course**

- **Multi-screened consumer behaviours**
- **Content + SEO + Social Media**
- **Content Pillars**
- **Three S's of Digital**

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Digital and Social Media Marketing Course**

- **Company Social Media Audit**
- **Customer Profiling**
- **Competitor Analysis**

3:00pm – **Lithan Academy** Industry Visit



Second Week | Wednesday

10:00am – 12:00pm **Digital and Social Media Marketing Course**

- **Social Media Marketing Objectives and Metrics**
- **Digital Marketing Funnel**
- **Tracking of Campaign using URL Builder**

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Digital and Social Media Marketing Course**

- **Manage online communities**
- **Engage social media influencers**
- **Develop content calendar**

3:00pm - Sightseeing **Sungei Buloh Wetland Reserve** (Recommended)



Second Week | Thursday

10:00am – 12:00pm **Digital and Social Media Marketing Course**

- **Basics of Facebook Advertising**
- **Creating Social Media offers**
- **Developing highly converting landing pages**

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Digital and Social Media Marketing Course**

- **Social Media Advertising metrics**
- **Reading of Facebook Insights**
- **Facebook Ad Performance (using Ads Manager)**
- **Calculate social media ROI**

3:00pm – Sightseeing **Fort Canning** (Recommended)



Second Week | Friday to Sunday



Suggested Activities

Friday

- Singapore Zoo
- Night Safari

Saturday

- Universal Studios Singapore
- Singapore Flyer

Sunday

- Sentosa Island
- S.E.A Aquarium, Adventure Cove Waterpark, AJ Hackett, Mega Adventure Park
- Palawan & Siloso Beach

Third Week | Monday

10:00am – 12:00pm **Leadership and Change in Asia Course**

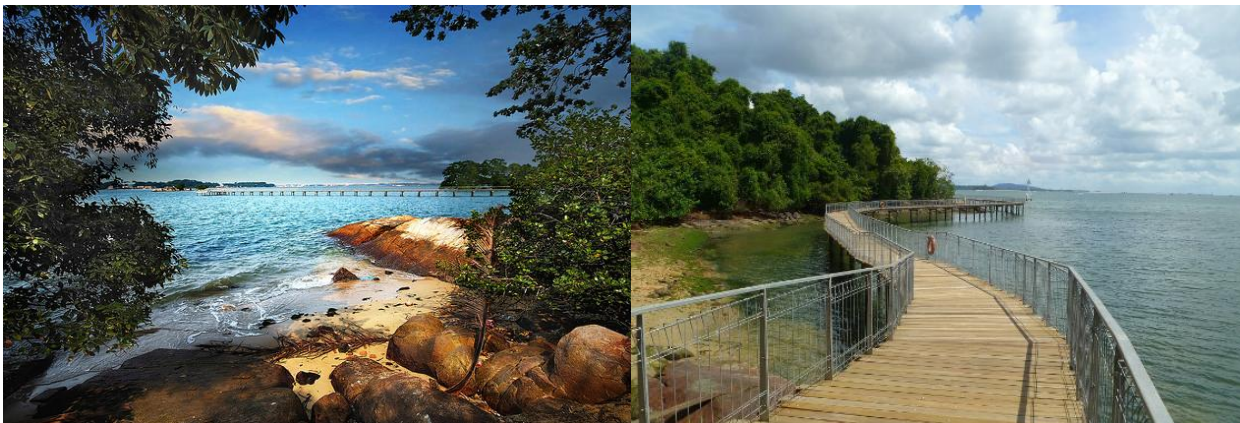
What is leadership? What are the differences between leadership and management? Why is leadership so important today for the success of any organisation?

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Leadership and Change in Asia Course**

The various theories and concepts of Leadership and Change. Why transformational leadership is the key to success for business in the 21st century. How to develop changes and innovation within any organisation.

3:00pm – Sightseeing **Pulau Ubin** (Recommended)



Third Week | Tuesday

10:00am – 12:00pm **Leadership and Change in Asia Course**

**Understanding the organisational environment –
The external business environment is fast changing
and extremely competitive. We will examine its
impact and implications on the leadership
behaviour.**

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Leadership and Change in Asia Course**

**We will examine the GLOBE studies in great
details, and examine both differences between
Asia and the rest of the world, and intra-Asia
differences between major Asian countries such as
South Korea, Japan, China, India, Malaysia and
Indonesia.**

3:00pm – Sightseeing **Little India/Chinatown** (Recommended)



Third Week | Wednesday

10:00am – 12:00pm **Leadership and Change in Asia Course**

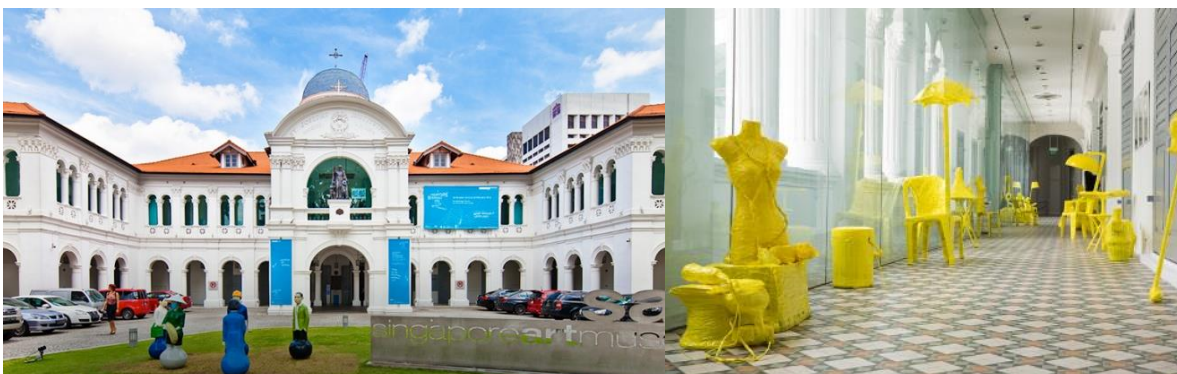
We will then examine the major leadership theories such as Transformational Leadership, Servant Leadership, Authentic Leadership and change management and see how and when these processes are affected by culture.

12:00pm – 1:00pm Lunch Break

1:00pm – 3:00pm **Leadership and Change in Asia Course**

We will examine the usual factors that impact leadership directly, such as personality and values; as well as examine all the usual influence tactics that a leader can exercise.

3:00pm – **Sightseeing Singapore Art Museum (Recommended)**



Third Week

Thursday to Sunday



Thursday

- River Safari & Singapore Bird Park

Friday

- International Champions Cups Singapore (Atlético de Madrid vs Arsenal)
Price: \$25~\$311 (Prices of seats vary)
7:30pm – 10:00pm

Saturday

- Homebound

Others | Suggested Activities

Sentosa Island

- iFly (Indoor Skydiving)
- Palawan Beach, Siloso Beach
- The Luge & Skyrides
- AJ Hackett (Bungy jumping, Giant swing, Skybridge)
- Mega Adventure Park
- S.E.A Aquarium
- Adventure Cove Waterpark
- Marina Bay Sands Casino



Night Activities

- Clarke Quay (Bars & Clubs)
- Holland Village (Bars and Diners)
- Club Street (Chinatown)
- Tanjong Pagar (Bars)



Accommodations | The Shophouse

Location:

48 Arab St, Singapore 199745

Mixed Dormitories

Live within the walls of a contemporary room adorned with industrial elements. Exposed brick walls juxtaposed against a polished décor create a warm, cozy and chic ambience. Generous floor space in rooms are best for groups and travelers looking to make new friends.

The Social Terrace

Swap stories and soak in the sunlight or moonlight against a stellar roof-top view of Kampong Glam and the Singapore skyline.

In-House Café

20% off any order at (working title), one of Singapore's most popular indie cafes right below the hostel - famous for its brunch, burgers and coffee.





Contact

Institute for Business & Entrepreneurship Singapore



100 Orchard Road, #04-100, Concorde Hotel, 238840

Email: connect@ibe.sg

Website: <https://www.ibe.sg>

Office: +65 6720 3333

+65 6822 8596