

# Experience Report

## HSG Asia Term – Singapore Management University

*BBWL - Autumn Semester 2015, August – December*

**Content:** Campus life and student activities/clubs; Courses



## SMU campus life and student activities/clubs

SMU is a vibrant university offering a lot of opportunities to join several activities or clubs. The campus and its facilities are very modern and offer a lot of services as well.

### Campus life

SMU students are usually rather involved in campus life and the campus is often crowded. A lot of events are held during the semester, such as the International Day of Peace consisting of several activities for the students or the final party at the end of the semester and many more. The campus itself offers several shops or a food court at low prices.





The library is very modern and has a lot of space for the students to study. However, it is usually crowded as most students also study on the weekends. One library section is open for 24 hours at 7 days of the week.

There is a bank (Frank by OCBC) on campus for those students who wish to open a local bank account. The opening of the account can be done easily and is very fast with no additional fees. The

campus also has medical care offering service for all students in case of illness.

The sports and fitness opportunities are very developed; the gym on campus is modern and quite spacious. There is also a SMU swimming pool on the rooftop of the administration building.



SMU offers many additional lectures with interesting guest speakers on various issues. They discuss on political, economic and many other subjects to deepen the knowledge of Asian economies as well as global issues.

### **Student activities/clubs**

The student mail contains a lot of offerings to join clubs such as gourmet clubs, cultural clubs or sports clubs. The various clubs welcome exchange students warmly. Joining a club gives you the opportunity to get to know local students as well as other exchange students. I would recommend joining a club to get the entire exchange experience because there are a lot of Swiss students in Singapore. Usually, the clubs organize several events which give an insight into how the local students live and study. This way, a different part of Singapore can be discovered and many new friends can be made.

The university for example has a lot of cultural clubs that offer sightseeing tours beyond the tourist spots to get an insight into the history of the country. Many food festivals take place on campus to discover all the local delicacies and Southeast Asian food as well.

You also get the opportunity to join language classes to learn some Mandarin for example. These classes are a good opportunity but usually the workload of the courses is already quite high.

SMU has many sports clubs where you can try new sports as well, such as Dragonboat for example. I personally joined the SMU Track and Field club. This experience was very enriching since it offered the opportunity to get to know local students or other exchange students. As we did many events I discovered another part of Singapore and could make a lot of new friends. We visited many food places so I tried the less known local food as well.

## **Courses**

### **Finance (6 ECTS)**

*Prof. Dr. Stefan Morkötter*

*Grading: final exam (100%)*

This course is taught by a Swiss professor responsible for the entire Asia Term Programme. Therefore, the course is part of the Asia Term but not a course provided by SMU. The course is similar to the one taught in St. Gallen as there is no class attendance required and no midterm exam. The course gives a broad overview of the several financial concepts and contains various guest lectures. During the semester, this course does not require a lot of work since the exam is at the end of the semester counting 100% for the final grade.

## **Business Consulting (6 ECTS)**

*Prof. Dr. Stefan Morkötter*

*Grading: progress report, midterm presentation, final presentation, class participation and attendance*

Business Consulting is a very practice-oriented course as it involves the collaboration with a company such as Zurich Insurance or AXA Corporate Solutions, but also local companies. The team consists of 4-5 HSG and SMU students. The course is very interesting; it explains the basics of business consulting and emphasizes the intercultural aspects for successful collaboration in an Asian context as well. The course clearly has a high workload but is the most rewarding in terms of experience as you are part of a real consulting project.

## **Business Development in Asia (3 ECTS)**

*Dr. Michael Hilb*

*Grading: 2 different group presentations, group assignment, individual assignment*

This course, which takes place three days before the official start of the exchange semester, gives an introduction and overview of the Asian markets and their opportunities. The course requires a lot of involvement since a lot of group work has to be done. As the first presentation is due on the first day of class, preparation has to be done in advance.

## **Business Study Mission Malaysia (6 ECTS)**

*Dr. Christine Scheef – regular course*

*Grading: participation and class attendance, group presentation, final assignment*

This course includes several lectures in the first half of the term and one week of traveling in Malaysia visiting different companies in several industries. The one-week study trip gives a lot of insights in the culture and also in the special corporate requirements of an Islamic country. The week is quite intense, there is not much time left for sightseeing. The trip takes place in Kuala Lumpur and towards the end of the week in Penang.