

# ASIAN BUSINESS LANDSCAPE

1 week Intensive programme focusing on  
doing Business in Asia

3 - 7 JANUARY 2023



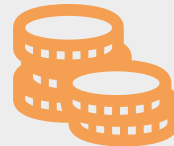
# PROGRAMME AT A GLANCE

<b>DURATION</b>	1 WEEK (3 TO 7 JANUARY 2023)
<b>LEVEL</b>	POST GRADUATE STUDENTS
<b>LANGUAGE OF INSTRUCTIONS</b>	ENGLISH
<b>TEACHING METHODS</b>	CASE STUDIES, LECTURES AND GROUP WORK
<b>ADDITIONAL ACTIVITES</b>	COMPANY VISITS, CAMPUS TOUR AND PANEL DISCUSSIONS

## TOPICS COVERED



**INNOVATION &  
ENTREPRENEURSHIP**



**FINTECH**



**DIGITAL  
TRANSFORMATION**



**STRATEGY**

# PROGRAMME FEE

<b>REGISTRATION FEE</b>	SGD 481.50 (Applicable for all)
<b>PROGRAMME FEE</b>	SGD 2140.00 (Applicable for non-partners only)  <i>*Non-partners refers to schools that has no exchange agreement with NUS MBA</i>

Fees are inclusive of 7% Goods and Service tax, company visits, welcome and farewell reception.

# APPLICATION PROCESS

## STEP 1

Coordinators submit nomination via the **online nomination form**

*Deadline : 4<sup>th</sup> September 2022*

## STEP 2

Selected students will receive **email confirmation** from NUS by end-October

*Students should not make any arrangement (i.e. flight ticket, accommodation etc.) before receiving final confirmation of registration from NUS.*

## STEP 3

Students complete the **online registration** and make payment

*Deadline : 12<sup>th</sup> November 2022*

# SYNOPSIS

## The Singapore Transformation: An Asian Success Story

This session will focus on the strategies that transformed Singapore from a developing country to a developed country with a very high standard of living. Many Asian countries have undergone similar transformations (e.g. China, Vietnam) over the last few decades, though Singapore's degree of transformation is exceptional. We will use the lens of Michael Porter's Diamond Framework and specifically focus on the economic policies behind this "miracle". We will also discuss how Singapore has exhibited adaptability throughout this period and what challenges lie ahead (for Singapore as well as other Asian countries) in an ever-evolving global environment.



### **Prof. Nitin Pangarkar**

*Academic Director,  
MBA and NUS-HEC Paris MBA Programs*

#### ***Research / Training Areas:***

*Strategic Alliances, High Performance Companies,  
Internationalization Strategies of Firms from  
Newly Industrializing Economies*

## Winning Strategy in Asia

The future growth for many firms will increasingly rely on emerging economies. When it comes to emerging markets, however, institutional infrastructures that firms in developed economies take for granted are either missing or underdeveloped. The objective of this session is to illustrate how success in these difficult markets often requires an ability to combine product innovations with innovation in the business delivery system.



### **Prof Pasha Ishtiaq Mahmood**

*Head of Department, S&P*

#### ***Research / Training Areas:***

*Emerging Market Strategy, Business Groups,  
Frugal Innovation*

## Case study on Digital Transformation of the World's Best Bank

DBS Bank has been recognized for four years in a row as the “World’s Best Digital Bank”. The catalyst for the transformation was bank adopting digital as early as 2014. The DBS Board gave the leadership team S\$200,000,000 to bet on digital transformation, no questions asked. This session explains how DBS achieved this phenomenal transformation in an absorbing, informative and enlightening workshop facilitated by Robin Speculand. He has literally “written the book” on DBS and the session conveys key messages and exclusive videos from the bank’s leaders. “Make Banking Joyful” (the internal name of strategy) focuses on three strategic principles: 1) Digital to the Core 2) Embed Ourselves in the Customer Journey and 3) Create 33,000 startup.



### **Mr. Robin Speculand**

*Strategy & Digital Implementation Specialist*

*Keynote Speaker*

### ***Research / Training Areas:***

*Strategy Implementation*

*Digital Execution*



## Blockchain Applications in Finance: Asian Perspective

This session focuses on blockchain applications in finance. More specifically, we will analyze emerging capital raising methods such as Initial Coin Offerings and Security Token Offerings. These methods will be compared to Initial Public Offerings, Venture Capital Investments, and other conventional methods. Additionally, we will analyze the concept of tokenization.



### **Prof. Emir Hrnjic**

*Academic Director, UCLA-NUS Executive MBA Program  
Head of FinTech Training, Asian Institute of Digital Finance  
Senior Lecturer*

### ***Research / Training Areas:***

*Blockchain and Digital Assets  
Corporate Finance*

## Lessons in Entrepreneurship

Lessons in Entrepreneurship based on a practitioners experience in building businesses from Fintech to biotech to consumer across multiple geographies. How to showcase products, create and retain investor interest, raise funds and manage challenges.



### **Prof. Mita Natarajan**

*Adjunct Professor, Strategy & Policy*

#### ***Research / Training Areas:***

*Global Fintech Entrepreneurship*

*IPO Origination*



# Contact Information

## Programme Coordinators

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## Partnership Management

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