

# INTEGRATED RESORT MANAGEMENT CROSS-CULTURAL LEARNING PROGRAMME

## SINGAPORE MANAGEMENT UNIVERSITY



The programme aims to underscore the importance of taking an integrative approach to relevant learning and business practicum. A powerful combination of SMU faculty members and industry veterans are hand-picked to facilitate this programme, and to provide participants with the best of academia and practice.

### PROGRAMME OBJECTIVES

- Inculcate students from Singapore Management University (SMU) and Japanese universities with a global perspective and Asian values of cooperation and collaboration.
- Provide participants with the ability to understand the new business realities and changing dynamics.
- Provide participants with insights to propose customer-centric innovations that will create value for organisations.

### WORKSHOP SCHEDULE

| Time/Day                         | 1st Friday   | 3rd Friday   | 5th Friday  | 7th Friday  | 9th Friday  | 13th Friday                  |
|----------------------------------|--|--|---|---|---|------------------------------|
|                                  | <b>Introduction</b>  | <b>Value Creation &amp; Capture (by SMU)</b>   |   | <b>Value Delivery (by SMU)</b>  |   |                              |
| <b>AM<br/>(9:00AM - 12:30PM)</b> | - Welcome & Overview of training and practicum by SMU<br>- Intro to the business world<br>- Project Grouping | <b>Strategic Marketing</b><br>- A new marketing paradigm<br>- Creating superior customer value   | <b>Owning the Customer Experience</b><br>- The business realities >> sophisticated customers<br>- Barriers to good customer service     | <b>Operations Excellence &amp; Quality Management</b><br>- Value adding processes in services<br>- Matching supply with demand in services (Demand forecasting, supply planning, wait time reduction techniques etc)<br>- Simulation Game | <b>Talent Management (TM)</b><br>- Pre-requisites for successful TM<br>- New TM paradigm >> Talent on Demand<br>- Developing a Talent Strategy >> Diagnose, Design, Implement & Evaluate<br>- Integrated TM<br>- Identifying Talent Risks | <b>Project Presentations</b> |
| <b>PM<br/>(1:30PM - 5:00PM)</b>  | - Site visits. The site visits will take place on the intervening Fridays when there is no class scheduled.  | <b>Strategic Brand Management</b><br>- How brands influence consumer behaviour<br>- Building Brand Equity<br>- The Integrated Marketing Plan | >> over emphasis on efficiency?<br>- Making an emotional connection (not just seamless workflows)<br>- Shaping a motivational workforce |   |   |                              |

# PROGRAMME STRUCTURE

## A. Customised Training conducted by SMU Centre for Professional Studies that will be designed around meeting the following business project outcomes:

1. Operations Management for Sustained Competitiveness
2. Sales and Marketing Strategies for Profitable Growth
3. Talent Development and Management
4. Holistic Market Proposition for Value Creation
5. Customer Experience Management for Brand Loyalty

Deliverable: Business Project completed for Cross-Cultural Learning Programme

## B. Industry Immersion provided by Resorts World Sentosa:

1. Project coaching
2. Site visits to various facilities in integrated resort



## Profile of Academic Director, Center for Professional Studies (CPS) and Programme Integrator

Professor Annie Koh is Vice President for Business Development and External Relations at the Singapore Management University. An Associate Professor of Finance, Annie also holds the position Academic Director of The Financial Training Institute (FTI), Center for Professional Studies (CPS), International Trading Institute (ITI) and Business Families Institute (BFI) at SMU. She received her PhD in International Finance from New York University (Stern School of Business) where she was a Fulbright scholar.

Annie is a frequently sought after conference speaker at the World Economic Forum, panel moderator and expert commentator. She also sits on several advisory boards, governing councils and steering committees. She chairs the Asian Bond Fund 2 Supervisory Committee of the Monetary Authority of Singapore. Currently, she is on the Advisory Boards of a number of family businesses and on the investment committee of i-Globe (a private equity firm) as well as a member of the Research and Publications Committee of the Singapore Chinese Chamber of Commerce & Industry. Annie is a member of the board for IPMI International Business School (Jakarta) and also recently appointed to the Board of Directors of k1Ventures Limited.

## CONTACT DETAILS

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