

# GLOBAL INDUSTRY INSIGHTS (CFG2002)

---

- » Keep updated on industry and global trends
- » Interact with industry speakers
- » Join learning journeys to companies



# Learning Objectives

- » Recognise the **business and economic opportunities** in the emerging economies and the importance of overseas internships in offering access to a wider repertoire of opportunities and career pathways.
- » Gain **cross-cultural understanding of the foreign workplace** and the personal values and professional ethics that are relevant in the professional business settings.
- » Demonstrate an understanding of the **interconnectedness** of Singapore industry landscape and that of the emerging economy.
- » Acquire first-hand experience of learning about the start-ups, established companies and multinational firms in an emerging economy.
- » Understand the **multidisciplinary/interdisciplinary knowledge and skills across various industries** that are complementary to the different undergraduate majors.
- » Learn and apply **basic business concepts and skills** that are associated with the different aspects of a business.



# THE COURSE CONSISTS OF

## **COMPANY VISITS & SEMINARS**

Students will learn emerging market fundamentals and the broad industry landscape in an ASEAN country. Seminars will be conducted by esteemed industry representatives in the country.

Topics include:

- » Opportunities in emerging economies and the importance of overseas internships
- » ASEAN industry landscape and relationship with the emerging economy
- » Understand how startup incubators play a vital role in the larger ecosystem to create a supportive community where startups can thrive
- » Understand how established companies and multinational firms influence and evolve with industry trends

## **CASE STUDIES**

Students can expect to develop a thorough understanding of at least 5 companies among our diverse line-up of companies.

- » Students will hone critical thinking and global perspectives by learning about the Business Model Canvas and applying them through analysing the business models of companies visited
- » Students will be tasked to work on a group assignment using innovative tools to share their unique experience, takeaways, and reflections after visiting the companies



# THE COURSE CONSISTS OF

## **CULTURAL EXPOSURE**

Students will have the opportunity to be immersed in the respective country's culture through a cultural workshop and/or visit, as well as to expand their social network with NUS alumni and/or local partner university students in the respective country, as part of this course.

Please refer to the following slides for more details on the course.

# PROGRAMME DETAILS



**Course Units:** 2 Units

**Assessment and Grading Basis:** 100% CA, CS/CU

**Pre-requisites:** [CFG1002 Career Catalyst](#), [HS1401S/A Career Compass](#), [STR1000 Career Creation Starter Workshops](#) or equivalent

*For Faculty of Law students, the pre-requisites are waived and students will be required to attend a [compulsory pre-trip coaching session](#) with your CFG Career Advisor instead.*

**Schedule:** Recess Week (Sunday – Saturday)

**Mode of Enrolment:** Registration will open via a link on our website. There are limited spots available (max of 30 students per country) and you are required to tell us (in 250 words) in your submission, why you are interested in this particular market/country.

# PROGRAMME FEES



## Programme Fee & Costs:

As this is an in-country experience, there will be Programme Fees & Costs (which includes air-ticket, accommodation, transport, lunches and miscellaneous costs) to participate in this course.

The Programme Fee is estimated to be between **S\$1,300 to \$1,500**. Programme Fees include flights, hotel accommodation, lunches, local transport and any other programme activities.

Beyond the Programme Fee, you should prepare and have available a minimum of S\$300 to S\$400 for your own personal expenditure (souvenirs, shopping, meals, etc) during the trip.

# FINANCIAL SUPPORT



NUS will provide funding support of:

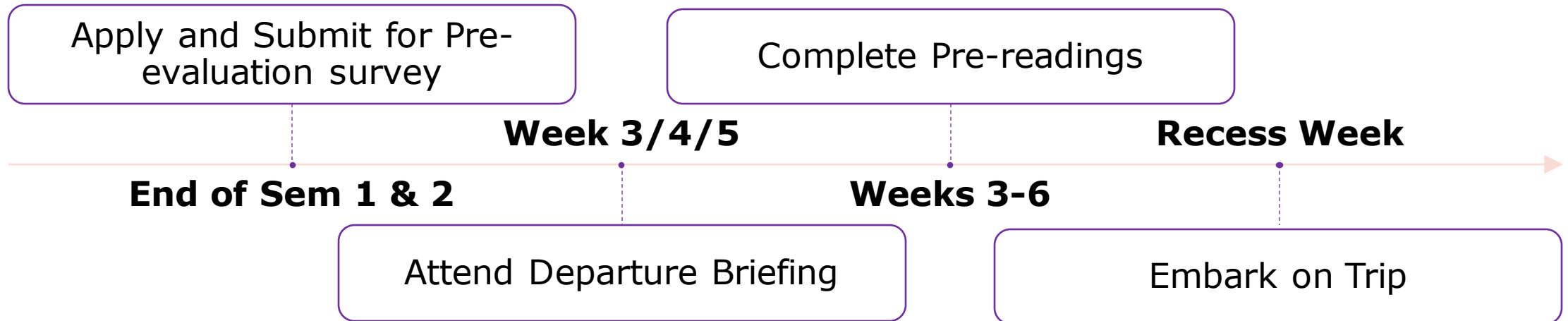
- \$1000 for students who have not done any NUS Study Trips For Engagement & EnRichment (STEER) programmes, OR
- S\$500 for students who have completed STEER programmes

For Singapore Citizens, you may also tap on available funds in your Post-Secondary Education Account to fully or partially fund the Programme Fee. This will be done via an ad-hoc withdrawal, after completion of the programme. More details can be found [here](#).

In addition, students on Financial Aid may register the usage of the [Opportunity Enhancement Grant \(OEG\)](#) for this course. Please approach the [Office of Admissions](#) for more details.



# Course Timeline & Pre-Evaluation Criteria



As the course is limited to 30 students per country, a **pre-evaluation survey** will be conducted.




## Pre-Evaluation Criteria

- Completion of Career Catalyst (CFG1002), HS1401S/A Career Compass, STR1000 Career Creation Starter Workshops or equivalent
- Will not be on LOA in the Semester





# ASSESSMENTS

	 <b>Individual Assignment</b>	 <b>Group Assignment (4-5 pax)</b>	 <b>Class Participation</b>
<b>Pre-Trip</b>	Pre-trip Quiz	-	-
<b>During Trip</b>		<ul style="list-style-type: none"><li>• Create a short video/presentation during the trip</li></ul>	<ul style="list-style-type: none"><li>• Proactive interaction with speakers/company representatives</li><li>• Active participation during Group Assignment Presentations</li></ul>
<b>Post-Trip</b>	Business Model Canvas (BMC) Quiz	Share thought process and reflections	-
<b>Weightage</b>	<b>40%</b>	<b>40%</b>	<b>20%</b>



# Past Trip Programme for reference (*Thailand*)

Date/ Session	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>AM</b>	<b>Flight out of SG</b>	<b>Company Visit</b> (Agoda Thailand)	<b>Company Visit</b> (Flash Express)	<b>Cultural Activities</b>	<b>Company Visit</b> (Whatnot Startup Studio)	<b>Company Visit</b> (Banpu)	<b>Group Assignment &amp; Presentations</b>
<b>PM</b>	<b>Admin Brief and Check-in</b> at hotel	<b>Company Visit</b> (UOB Thailand)	<b>Company Visit</b> (UN ESCAP)		<b>Company Visit</b> (LightBlue Environmental Consulting)	Group Assignment Discussions	<b>Networking Event</b> (Reps from host companies, employers, NUS Alumni, NUS students on exchange etc.)
<b>Evening</b>	R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	<b>Flight back to SG</b>



# Past Trip Programme for reference (*Vietnam*)

Date/ Session	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>AM</b>	<b>Flight out of SG</b>	<b>Company Visit</b> (GeoComply)	<b>Company Visit</b> (Capital Studio)	<b>Cultural Activity</b> (HCMC University of Economics & Finance)	<b>Company Visit</b> (MetKraft)	<b>Company Visit</b> (CapitaLand (Vietnam) Holdings)	<b>Group Assignment &amp; Presentations</b>
<b>PM</b>	<b>Admin Brief and Check-in</b> at hotel	<b>Company Visit</b> (Keppel Group Vietnam)	<b>Cultural Workshop</b> (Coffee Making Workshop)	<b>Company Visit</b> (Sanofi Vietnam)	<b>Company Visit</b> (VNG Corporation)	<b>Company Visit</b> (Heineken Vietnam)	<b>R&amp;R</b>
<b>Evening</b>	<b>Networking Event</b> (Reps from host companies, employers, NUS Alumni, NUS students on exchange etc.)	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	Group Assignment Discussions / R&R	<b>Flight back to SG</b>

# WHAT OUR STUDENTS SAY



I like how we got to **interact with such a large variety of companies in different industries** and the depth of the insights they were able to provide with each visit. It was a **unique and valuable experience** that I believe we would not have been able to arrange for ourselves.

*Janthina Tan, Year 2  
Faculty of Arts & Social  
Sciences  
Cambodia, Feb 2024*



This is a **unique and eye-opening experience of a lifetime**. You won't get many such opportunities to go abroad, **learn new cultures and immerse yourselves in unique experiences**. You have much to gain from this course, be it gaining new insights that you would never get from other courses or making new friends.

*Yanesh Sreedharan, Year 2  
Faculty of Science  
Indonesia, Feb 2024*



This course was **enriching and enjoyable** for me with a good balance of learning and fun. As we got to visit **a variety of companies ranging from start-ups to established companies**, it was interesting to see the different working models of each company.

*Beverlyn Foong, Year 3,  
College of Design &  
Engineering  
Thailand, Sep 2023*

# Thank You



Centre for  
Future-ready Graduates

THIS PRESENTATION IS THE INTELLECTUAL PROPERTY OF THE CENTRE FOR FUTURE-READY GRADUATES (NUS).  
REPRODUCTION AND DISTRIBUTION OF THE PRESENTATION IN PART OR IN WHOLE WITHOUT WRITTEN PERMISSION IS PROHIBITED.