



**An excellent opportunity to know senior business leaders up close and personal and to learn about the inner workings of the integrated resorts industry – fully sponsored!**

## PROGRAMME TAKEAWAYS

- Acquire a global perspective and Asian values of cooperation and collaboration
- Be equipped with the ability to understand the new business realities and changing dynamics.
- Gain insights into customer-centric innovations that will create value for organisations.
- Learn from SMU's highly rated executive education and professional training faculty
- Acquire an expanded network with senior business leaders from the integrated resorts industry

## ELIGIBILITY

- Strong interest in integrated resorts industry
- Open to all Year 2 to 3 SMU students
- Open to all in-bound exchange students from Japanese Universities with a high level of English language proficiency

## WORKSHOP SCHEDULE

Time/Day	5 <sup>th</sup> Aug 2015	14 <sup>th</sup> Aug 2015	21 <sup>st</sup> Aug 2015	11 <sup>th</sup> Sep 2015	18 <sup>th</sup> Sep 2015	16 <sup>th</sup> Oct 2015
	<b>Introduction</b>	<b>Value Creation &amp; Capture (by SMU)</b>		<b>Value Delivery (by SMU)</b>		
<b>AM (9:00AM - 12:30PM)</b>	<ul style="list-style-type: none"> <li>- Welcome</li> <li>- Overview of training and business projects by SMU</li> <li>- Intro to the business world of RWS by GENS</li> <li>- Project Grouping</li> </ul>	<b>Strategic Marketing</b> <ul style="list-style-type: none"> <li>- A new marketing paradigm</li> <li>- Creating superior customer value</li> </ul>	<b>Owning the Customer Experience</b> <ul style="list-style-type: none"> <li>- Redesigning the customer experience</li> <li>- Customer service design tools &amp; concepts</li> </ul>	<b>Operations Management - Innovation for Productivity Improvement</b> <ul style="list-style-type: none"> <li>- Matching of service supply to demand</li> <li>- Identify operations improvement</li> </ul>	<b>Talent Development &amp; Management</b> <ul style="list-style-type: none"> <li>-Talent needs and Organization needs</li> <li>- New Trends in Employee Engagement</li> <li>- Talent strategies</li> <li>- Building talent capabilities</li> <li>- Communication plans</li> <li>- Change management</li> </ul>	<b>Project Presentations</b>
<b>PM (1:30PM - 5:00PM)</b>	<ul style="list-style-type: none"> <li>- First immersion activity at RWS!</li> <li>- Subsequent <b>full day (9am to 5pm) immersion activities</b> will be on 28<sup>th</sup> Aug, 4<sup>th</sup> Sep, 25<sup>th</sup> Sep and 2<sup>nd</sup> Oct.</li> </ul>	<b>Branding and Implementing Marketing Management</b> <ul style="list-style-type: none"> <li>- Impact on design of customer service delivery, operations and manpower requirements</li> </ul>	<b>Application Time</b> <ul style="list-style-type: none"> <li>- Case Studies</li> <li>- Practice time</li> <li>- Gather feedback, build prototypes</li> </ul>	<b>Process Improvements</b> <ul style="list-style-type: none"> <li>- Overview of lean management and six sigma</li> </ul>		

# PROGRAMME STRUCTURE

## A. Customised workshop jointly developed by Resorts World Academy and SMU's Centre for Professional Studies with the following business focus:

1. Operations Management – Innovation for Productivity Improvement
2. Sales and Marketing Strategies – Value Creation for Profitable Growth
3. Talent Development and Management
4. Customer Experience Management for Brand Loyalty

Deliverable: Business Project completed for IR Management Cross-Cultural Exchange Programme

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

1. Project coaching by SMU faculty
2. Project mentoring by RWS senior management
3. Industry immersion to various facilities within IR



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

Professor Annie Koh is Vice President for Office of Business Development at the Singapore Management University. A Professor of Finance, Annie also holds the position Academic Director of The Financial Training Institute (FTI), Centre 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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