
Asian Business & Global Economy

Summer 2019

Singapore



Study Abroad Program Guide

Study Abroad Programs
University at Buffalo
201 Talbert Hall
Buffalo, New York 14260
Tel: 716 645-3912
Fax: 716 645 6197
studyabroad@buffalo.edu
www.buffalo.edu/studyabroad

Program Director:
Christopher Kohler
489 Baldy Hall
(716) 418-2114
cwkohler@buffalo.edu

DESTINATION: SINGAPORE

Official Name: Republic of Singapore (Chinese: 新加坡共和国)

Singapore is an island city-state, located at one of the crossroads of the world. Singapore's strategic position has helped it grow into a major center for trade, communications and tourism. Its geographical location is 136.8 km north of the equator.

Population: 5.63 million

Ethnic Structure: Chinese - 76.0%; Malays - 13.7%; Indians - 8.4%; other ethnic groups - 1.8%

Official Languages: English, Malay, Mandarin Chinese, Tamil

Religions: Buddhism, Taoism, Christianity, Islam, Hinduism, Sikhism and Judaism

Form of government: Parliamentary Republic



Singapore is a vibrant city-state situated in the heart of Southeast Asia. With an education system ranked among the world's best and rated as one of the safest countries in the world, it offers an excellent location for studying abroad. Singapore is also one of the leading centers of trade and international business with many multinational companies headquartered there. As a multicultural society with strong links to China, India, Japan, Korea and the neighboring ASEAN countries, Singapore offers UB students an excellent gateway to the major economic powers of East and South Asia.

If there is one word that best captures Singapore, it is "unique." A dynamic, cosmopolitan city rich in contrast and color, you'll find a harmonious blend of culture, cuisine, arts and architecture. Brimming with unbridled energy, Singapore embodies the finest of both East and West. A single day's train will take you from the past to the future, from exotic ethnic enclave to modern, efficient business center; from serene gardens to sleek skyscrapers.

Singapore is made up of not just one island but a main island with 63 surrounding islets. The main island has a total land area of 682 square km (264 sq. mi.). However, its compact size belies its economic growth. In just over 50 years, Singapore has grown into a thriving center of commerce and industry. Singapore is also the busiest port in the world with over 600 shipping lines sending super tankers, container ships and passenger liners to share the busy waters with coastal fishing vessels and wooden lighters.

One of the world's major oil refining and distribution centers, Singapore is a major supplier of electronic components and a leader in shipbuilding and repairing. It has also become one of the most important

financial centers of Asia, with more than 130 banks. Business dealings are facilitated by Singapore's superb communications network which links the nation to the rest of the world.

English is the dominant language of education, administration and business in Singapore; other languages commonly spoken include Chinese, Malay and Tamil. This works to our advantage because there is no language barrier, thus making it easier for our students to learn and communicate without having to first learn a foreign language; and to experience other languages and culture at the same time.

Singapore's strategic location, excellent facilities, fascinating cultural contrasts and tourist attractions contribute to its success as a leading destination for both business and pleasure. Singapore is also a hub for education, where top notch universities choose to establish their branch campuses, including UB.

BRIEF HISTORY OF SINGAPORE

Although Singapore's history dates from the 11th century, the island was little known to the West until the 19th century, when in 1819, Sir Thomas Stamford Raffles arrived as an agent of the British East India Company. In 1824, the British purchased Singapore Island, and by 1825, the city of Singapore had become a major port, with trade exceeding that of Malaya's Malacca and Penang combined. In 1826, Singapore, Penang, and Malacca were combined as the Straits Settlements to form an outlying residency of the British East India Company. In 1867, the Straits Settlements were made a British Crown Colony, an arrangement that continued until 1946.

The opening of the Suez Canal in 1869 and the advent of steamships launched an era of prosperity for Singapore as transit trade expanded throughout Southeast Asia. In the 20th century, the automobile industry's demand for rubber from Southeast Asia and the packaging industry's need for tin helped make Singapore one of the world's major ports.

In 1921, the British constructed a naval base, which was soon supplemented by an air base. But the Japanese captured the island in February 1942, and it remained under their control until September 1945, when the British returned.

In 1946, the Straits Settlements was dissolved, Penang and Malacca became part of the Malayan Union, and Singapore became a separate British Crown Colony. In 1959, Singapore became self-governing, and, in 1963, it joined the newly independent Federation of Malaya, Sabah, and Sarawak--the latter two former British Borneo territories--to form Malaysia.

Indonesia adopted a policy of "confrontation" against the new federation, charging that it was a "British colonial creation," and severed trade with Malaysia. The move particularly affected Singapore, since Indonesia had been the island's second-largest trading partner. The political dispute was resolved in 1966, and Indonesia resumed trade with Singapore. After a period of friction between Singapore and the central government in Kuala Lumpur, Singapore separated from Malaysia on August 9, 1965, and became an independent republic.

SPECIAL NOTES ON SINGAPORE

Climate

Singapore has a tropical rainforest climate with no distinct seasons, under the Köppen climate classification. Its climate is characterized by uniform temperature and pressure, high humidity and abundant rainfall. Temperatures range from 22° to 34°C (72° to 93°F). On average, the relative humidity is around 90% in the morning and 60% in the afternoon. During prolonged heavy rain, relative humidity can reach up to 100%. Upon arrival, you will notice the lush green tropical vegetation surrounding the island, which gives you the feeling of a modern city in a tropical rainforest!

Local transportation

MRT(Subway)

The Mass Rapid Transit (MRT) in Singapore is a modern, air-conditioned passenger train service with stations all over the island. There are five main lines – the North-South line from Marina South Pier to Jurong East, the East-West line from Changi Airport/ Pasir Ris to Tuas Link, the North-East line from HarbourFront to Punggol, The Circle Line from Marina Bay to Dhoby Ghaut, and the Downtown Line from Bukit Panjang to Expo. Trains operate at intervals of between two and a half minutes and eight minutes from 0530 hrs until 0030 hrs daily. Traveling on the MRT is cheap, with rides ranging from SGD 0.77 to a maximum of SGD 2.02. For more information, visit the SMRT website: <http://www.smrt.com.sg/trains.html>

Buses

Buses are a very convenient and economical form of transportation in Singapore. There are about three bus companies in Singapore. For maximum convenience, buy an ez-link card from the MRT stations and you can use it on the buses and the MRT trains. Fares are distance based and range from SGD 0.77 to SGD 2.02. No change is given. Buses operate from 0600 hrs until 0000 hrs daily with limited extended-hours routes. Please check the bus guide for the different buses to your destination.

A convenient app for navigating Singapore's public transport system is called **MyTransport.SG**, which provides information about nearby MRT and bus stops, as well as bus arrival times and routings. I recommend downloading this.

MyTransport.SG

Android: <https://play.google.com/store/apps/details?id=sg.gov.lta.mytransportsg>

Apple: <https://itunes.apple.com/kz/app/mytransport-sg/id1306661188>

Taxis

Over 15,000 air-conditioned cabs ply local roads and provide comfortable, hassle-free travel at a very reasonable cost. They can be flagged down 24 hours a day on most roads, with well-marked taxi-stands available outside most major shopping centers and hotels. At Singapore Changi Airport, there are clearly-marked taxi stands at all terminals.

Ride-Sharing

Singapore has ride-sharing services through Grab. Grab is very similar to Uber, and operates throughout many countries in Southeast Asia. You can download the app here:

Grab

Android: <https://play.google.com/store/apps/details?id=com.grabtaxi.passenger>

Apple: <https://itunes.apple.com/SG/app/id647268330?mt=8>

Rules and Regulations

Alcohol

The legal drinking age is 18 years old in Singapore. Although most of the participants will be of legal drinking age, please bear in mind that you are representing UB and your country, thus you should be more responsible for your behavior and act appropriately.

Smoking

Smoking is not permitted in public service vehicles, bus-stops, subway stations, museums, libraries, lifts, theatres, cinemas, air-conditioned restaurants, hair salons, supermarkets, department stores and government offices - generally most indoor places. Offenders can be fined up to SGD \$1,000. While it is an offence to smoke in air-conditioned eating places, smoking is permitted in some air-conditioned pubs, discos, karaoke bars and nightspots.

Please note that SIM is a smoke free campus. Smoking is not permitted anywhere on campus grounds.

Drugs

Possession of any recreational drugs is a serious offence and is punishable by the death penalty.

USEFUL WEBSITES (IN ENGLISH)

- Singapore Tourism Board: <http://www.visitsingapore.com>
- US Dept of State Background Note on Singapore: <http://www.state.gov/r/pa/ei/bgn/2798.htm>
- US Dept of State/ Consular Sheet: http://travel.state.gov/travel/cis_pa_tw/cis/cis_1017.html
- United States Embassy in Singapore: <http://singapore.usembassy.gov/>
- Embassy of Singapore (WashingtonDC): <http://www.mfa.gov.sg/washington/>
- Singapore Education: <http://app.singaporeedu.gov.sg/asp/index.asp>

PROGRAM DESCRIPTION

The program will be conducted at UB's branch campus in Singapore at the Singapore Institute of Management (SIM), one of the leading management universities in Singapore.

This program has an International Business focus that brings together students from three countries (US, Japan and Singapore) from various institutions (UB, SIM, Konan University, Hong Kong Polytechnic University) at a comparable stage in their undergraduate studies to undertake coursework at SIM. The program also includes visits to multinational companies and activities that will enhance your understanding of the business and cultural environment in Asia. UB and students from the other foreign institutions will stay together in the same accommodation, which will enable students to live, work, learn, and establish strong friendships. It also enhances their cross-cultural learning experience.

The Coursework

MGG 495 – Asian Business & Global Economy (3 credits)

All students will enroll in this course. This course provides practical perspectives on managing business operations in Asia, and an assessment of how to enter Asian markets including growing economies like China, Korea and Singapore; and it discusses the role of Asia in the global economy. In addition, company visits will be arranged to complement students' academic work and to experience firsthand how multinational companies operate in Asia.

For the second elective course (3 credits), students can choose from one of the following courses:

ECO 205 – Money and Banking

Studies the U.S. monetary system; including roles of financial institutions; commercial banking; creation of money; the Federal Reserve and monetary policy; and the macroeconomic relationships among money, interest rates, inflation, and gross domestic product.

GEO 330 – Dynamics of International Business

Involves a theoretical and empirical study of the spatial aspects of commodity flows among countries and regions; also examines conditions leading to trade, and to barriers to the movement of goods.

MGF 402 – Investment Management

Discusses techniques of analyzing various companies and industries, as well as recent research on security markets, portfolio theory, and the measurements of investment performance.

MGI 301 – Human Resource Management(limited space)

Introduces the management of human resources (HR) at the level of the firm. Focuses on the systems and practices required to implement such HR functions as selection, development, compensation, and performance appraisal.

MGB 301 – Organizational Behavior (limited space)

Explores the systematic interrelation of economic, technological, psychological, and sociological variables useful in observing, predicting, and influencing organizational behavior. Students develop ways of thinking about organizational problems to increase their effectiveness as administrators.

PSY 322 – Abnormal Psychology

Theory and description of the major behavior disorders and the psychopathology of everyday life; causes and treatment of these disorders.

PSY 429 – Psychophysiology

Basic physiological processes; physiological aspects of behavior, emotions, and cognition; psychophysiological methods.

SOC 211 – Sociology of Diversity

What does diversity mean? Under what conditions is diversity positive or negative? This course applies a sociological lens to the meaning and experience of diversity, paying particular attention to dimensions of difference such race, ethnicity, religion, class, (dis)ability, sexuality, and gender.

SOC 327 – Victims and Victimization

This course focuses on victims of crime, as well as the emotional and social psychological consequences associated with victimization. Students will develop an understanding of the impact of crime on victims and communities, the relationship (and overlap) between victims and offenders, as well as the victim's treatment, roles, and rights in the criminal justice system. We will also examine the social construction of victimization, including how race, gender, and class shape societal response to harm and victimization, and how and why society defines certain harmful acts as more serious than others, and some victims as more important than others. The course will also provide a comprehensive review of the history and theories of victimology.

Company Visits

A series of visits to multinational companies from different industries and government agencies are arranged to give students the opportunity to see how multinational companies do business in Asia and learn about their strategies for success in the Asian market. You will have the opportunity to visit around eight companies during the course of the program and have the chance to network with high level officers in those companies.

Please note that the company visits are **MANDATORY** for all students.

The names of the companies that you will be visiting will be released closer to the date of departure or when you get there.

Companies visited in the past:

- 1) Microsoft
- 2) Citi Group

- 3) PriceWaterhouseCoopers (PWC)
- 4) 3M
- 5) TNT Logistics
- 6) Singapore Airlines
- 7) Oracle
- 8) SingTel
- 9) Starbucks Coffee
- 10) Asia Pacific Breweries

PROGRAM SCHEDULE

The final program schedule will be distributed upon arrival or on the first day of class.

ACCOMMODATIONS

For Summer 2019, students will stay in dormitory style residence halls located about 10 minutes by bus from the main campus and shopping and dining areas. Participants will share triple, double or quad rooms and have access to shared bathrooms, laundry facilities, and recreational spaces.

Nanyang Girl's Boarding School

21 Linden Drive, Singapore 288735 [Tel: +65-6469-8248](tel:+65-6469-8248) Website: <http://www.nyboarding.edu.sg/>

Facilities also include:

- Wireless internet throughout campus
- Basketball court and jogging track
- Laundry facilities
- 24-hour front office security with card entry security system

NOTE: Your reservation for the dormitory is from **12:00p.m. May 25th to 8:00 a.m. July 7th, 2019**. If you arrive earlier or departing later than the date stated, you are responsible for finding your own accommodations.

PASSPORTS AND IMMIGRATION

Make sure you have a valid passport. If you need a visa for Singapore, it is your responsibility to get it. However, the Study Abroad office will be able to assist you get the visa by sending your application through a visa processing service. If you would like the Study Abroad help you with the visa, please contact the Study Abroad office as soon as possible. You will also need to pick up an “ITA Letter” from the Study Abroad office or have it emailed to you for you to show when you go through immigration in Singapore. You will have to pick up your Singapore Student Pass in the first week after you arrive. You should also make a photocopy of your passport and carry that with you at all times in case your passport gets stolen or lost.

TRAVEL TO SINGAPORE

Buying the airline ticket:

- a. There is no official group ticket/travel to Singapore, and all participants are responsible for arranging their own airline ticket to Singapore. Students **MUST send Mr. Chris Kohler, Program Director (cwkohler@buffalo.edu) a copy of your itinerary for approval, before you purchase/pay for your ticket!** Participants are welcome, but not required, to arrange to travel together on the same flights. This may be particularly attractive for those participants traveling abroad for the first time.

- b. All participants, as soon as you purchased your ticket, you **MUST upload flight details (airline, flight numbers, arrival time, and arrival terminal) on the UB Study Abroad website**. Make sure you **attach** a copy of your **flight itineraries** as well.
- c. We will establish meeting places at the airport based on participant arrival times. Information regarding these meeting places will be distributed via email once everyone has submitted their arrival information.
- d. If you want to arrive in Singapore before the official arrival date (May 25th), please inform Chris and notify him which hotel/address you will be staying in. It is recommended that you consult with Chris about which hotel you would like to stay in. You will be responsible for the cost of the hotel outside the program dates.
- e. Make sure you check with your airline about luggage allowance information before departure.

If you need help shopping for an air ticket, contact Chris and he would be happy to help you choose a suitable flight.

ARRIVAL AND DEPARTURE

You should plan to arrive in Singapore on **Saturday, May 25th, 2019**. You will only be able to check into the dormitory from **Saturday, May 25th, 2019 from 12:00 noon onwards (Singapore Time)**, so **make sure you arrive AFTER this time**. Some flights arrive past midnight and it will show the arrival date as May 25th, which in fact, is the night of May 24th and you cannot check-in to the hostel yet. If your arrival time is past midnight (eg. 00:34/12:34am) your arrival date should be May 26th. **Please check your air ticket and make sure you DO NOT arrive before the dormitory check-in time. You should send a copy of your itinerary to Mr. Kohler for review if you are not sure.** Also, if you plan to arrive in Singapore before the check-in date, you have to arrange for your own accommodation and find the way to the dormitory by yourself.

You MUST send Mr. Kohler your flight itinerary as soon as you complete the booking. that he can help you arrange someone to meet you at the airport. One of the Program Assistants will meet you at the arrival hall after you pick up your bags. **You will be responsible for the cost of transportation from the airport to the dormitory.**

If your flight is delayed or if you don't see anyone at the arrival hall, please call Mr. Kohler. If for some reason you could not get in touch with Mr. Kohler, please wait another 15 mins before proceeding directly to the dormitory by taxi on your own, then try to contact Mr. Kohler again. The address of the dormitory can be found above. You will soon receive more information by email about your travel once all the applicants are confirmed.

Upon arrival **at the Airport**, please go to the **Currency Exchange** Counters to exchange for some Singapore Dollars. You should exchange about \$200 Singapore dollars to make sure you have spending money for the beginning part of the program.

For your departure, you will be responsible for your own transportation to the airport from the dormitory.

PACKING

Things to Bring:

- Business wear for company visits – i.e. Business suit/shirt & tie
- Business Cards (if available) – You can have them made on campus
- Summer clothes and some nice evening wear
- Laptop
- Camera

- Some souvenirs from Buffalo / UB / US
- Prescription medication
- Photos of your family and friends
- An open mind
- A definite MUST: A Positive Attitude!

Things NOT to Bring:

- Too much clothing (don't pack more than you can carry; remember you may be shopping there!)
- Expensive jewelry
- Recreational drugs

MONEY

You will be able to use almost any ATMs in most places. However, some charges may apply. If you use your own bank's ATM(e.g. HSBC or CitiBank), there may be no charge. Most ATMs are available in shopping malls and subway stations. There are a few ATMs on the SIM campus that you can use too.

Most places accept credit cards, except if you take the bus or buy food from the food courts. Therefore, it is always a good idea to carry some cash with you. You could also carry traveler's checks and exchange them for cash at the currency exchanges. The best places for currency exchanges are in the town area of Singapore.

ELECTRICAL EQUIPMENT

Singapore voltage is 220-240 volts AC, 50 cycles per second (compared to 120 volts in the US). The power plugs used in Singapore are of the three-pin, square-shaped type. So you may need an adapter/converter for any electrical appliances that you bring with you.

Some electronic devices, including laptop computers, are dual voltage, so you may not need a converter. Check your owner's manual to be sure. Converters are available at most electrical stores and typically cost \$15-\$30 depending on the wattage capacity. Regardless of whether or not your appliances need a voltage converter, you will need a special adapter plug to fit into the wall sockets. Many converters include the plug adaptor, but they are also available separately and the adaptors only can be quite inexpensive.

CELL PHONES / INTERNATIONAL CALLS

It is recommended to have a cell phone in Singapore because almost everyone has one there. You can purchase a used cell phone in Singapore (SGD\$30-40) and buy a pre-paid SIM card to put in your phone. Or if you have a GSM phone in the U.S. (mainly from AT&T & Sprint), you can call your carrier to unlock the phone and buy a pre-paid SIM card to use in Singapore. There are many international phone cards that you can buy online or at the stores as well, so ask around.

FOOD

There are plenty of places to eat in Singapore. There are so many different cuisines, including American food, that are available. There are also many vegetarian restaurants around Singapore.

Food in Singapore is relatively inexpensive with a wide variety to choose from. There are a few food courts and cafeterias on the SIM campus. You could eat your breakfast and lunch on campus, and venture out to all the good places to eat around Singapore for dinner. Most restaurants close around 9:30 – 10:00pm (like

the malls), but there are some places that are open very late or even 24hrs. Make sure you make some local friends and they will tell you the best places to eat and hangout!

TRANSPORTATION

You will need to take the public bus to the SIM main campus (Clementi Rd) for classes. I will show you how to take the bus to campus and back on the first day of the program. On days when you do not have afternoon classes, you can stay in school to study and use the facilities or you can go back to the dorms on your own.

We will have a chartered bus to pick you up from the dormitory on the days of company visits and then take you to SIM campus for your afternoon classes or the dormitory if the majority wants to be dropped off there instead. Please refer to the program schedule for the dates and time of the company visits. Mr. Kohler will show you the pick-up location when you get to Singapore. Make sure you arrive at the pick-up point 10 minutes before departure time for the company visits. The bus will leave on the dot, because we do not want to be late for the company visits. If you miss the chartered bus, you will not be able to attend the company visits.

HEALTH INFORMATION

Singapore's medical facilities are among the finest in the world, with well-qualified doctors and dental surgeons. Health care in Singapore is relatively inexpensive. For information about insurance coverage, please check with UB's study abroad office. International health insurance is required and you are automatically enrolled in the university's plan, which is quite extensive and covers most occurrences with no copay.

There are a few clinics near your accommodation, and there is a hospital (NUH) not too far away from the dormitory in case of an emergency. Medication will be dispensed at the doctor's clinic so you do not need to go to a pharmacy to get your medication. Pharmacies are also available at supermarkets, department stores, and shopping centers.

You **MUST** contact Mr. Kohler immediately if you are not feeling well or need medical attention. He will assist you in finding a doctor and help you in every way he can.

CLASSES, SCHEDULE AND TRIPS

Please make sure you check your schedule to find out when and where your classes, company visits and organized trips and activities are. **Attendance is mandatory for all classes, company visits and some organized activities.** If you are not able to attend, you **MUST** notify Mr. Kohler in advance.

Also, if you are leaving Singapore for travel, you **MUST** inform Mr. Kohler and provide him with your travel details 3 days in advance.

TRAVEL IN ASIA

You should start thinking about your travel around Asia now so that you have an idea of where you would like to visit and start planning for it. Mr. Kohler has extensive travel experience around Southeast Asia, so he is a good resource to consult when considering where to travel to. Try to travel in groups at all times. You can travel to most countries in Southeast Asia either visa free or by obtaining a visa on arrival, but some countries require advance planning to obtain a visa before boarding the plane, so plan in advance.

IMPORTANT CONTACT INFORMATION

- 1) Christopher Kohler, Program Director
Singapore Cell Number: +65 8335 7412
US Cell Number: +1 716 418 2114
E-mail: cwkohler@buffalo.edu
- 2) Mary Odrzywolski, Director of Study Abroad Programs
University at Buffalo
201 Talbert Hall
Buffalo, New York 14260
Phone: 716-645-3912 (Mon-Fri, 8:30am - 5:00pm)
Phone: 716-645-2222 (24 hours - UB Police – emergencies only)
Fax: 716-645-6197
E-mail: maryodrz@buffalo.edu or studyabroad@buffalo.edu
- 3) SIM Campus
461 Clementi Road, Singapore 599491
Contact Person: Ms. Joann Lee
Tel: (65) 6248-0074
Website: http://www1.sim.edu.sg/sim/pub/gen/sim_pub_gen_home.cfm or
http://www1.sim.edu.sg/sim/pub/gen/sim_pub_gen_content.cfm?mnuid=97
- 4) U.S. Embassy in Singapore
27 Napier Road
Singapore 258508
Main Tel. No: (65) 6476-9100
Main Fax No: (65) 6476-9340
Website: <http://singapore.usembassy.gov/index.html>
- 5) Police / Emergency (in Singapore): Dial 999