The Lee Kong Chian School of Business
Academic Year 2023/24
Term 2

**OBHR233   OVERSEAS PROJECT EXPERIENCE
(EMPLOYER BRANDING FOR HR - ASIA)**

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COURSE DESCRIPTION

The country of focus in this course is **Indonesia.**

The way in which generational cohorts behave at the workplace and perceive engagement may differ in many aspects. Millennials are best positioned to provide insights into how millennial employees are recruited and how they should be engaged in the workplace. In the context of a human resources related issue proposed by a client organization (e.g., Millennial talent management and engagement, Employer branding and recruitment), participants from **Singapore and Indonesia** are to collaborate with each other to present proposals to the client organisation. These issues are reflective of human resources challenges faced by organisations today, as seen in the following articles:

https://hbr.org/2015/05/ceos-need-to-pay-attention-to-employer-branding
https://iveybusinessjournal.com/publication/the-millennials-a-new-generation-of-employees-a-new-set-of-engagement-policies/
https://hbr.org/2018/03/the-new-rules-of-talent-management

This is a SMU-X overseas course where SMU will collaborate with organisations and institutions in Indonesia to study projects faced by our overseas partners. Participants will be equipped with human resources theories and cultural context from faculty. Participants will also need to be physically present in both countries for meetings, discussions, briefings and presentations during the required module phases.

LEARNING OBJECTIVES

By the end of this course, students will be able to do the following:
- Identify relevant theories in talent management with a focus on millennial engagement and recruitment
- Understand cultural principles and processes working in a cross-border (Indonesia vis-à-vis Singapore) setting
- Develop effective skills to present proposals to respond to the needs of the client organisation.

DESTINATION AND DURATION

Singapore Phase: 26 February to 1 March 2024

Indonesia Phase: 5 May to 14 May 2024 (tentative dates to be confirmed)

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

Assessment will be based on the following:

- Constructive Participation and Attendance: 15% (Throughout whole term)
- Cultural Presentation: 10% (Recess Week)
- Peer Evaluation: 10% (End of course)
- Group Project: 40% (TBC)
- Reflection Essay: 25% (TBC)

INSTRUCTIONAL METHODS AND EXPECTATIONS

The course is highly interactive and the objectives of this course will be accomplished via the required readings, lectures, class discussions, in-class and course assignments.

Constructive Participation and Attendance (15%)

Students are expected to attend class and add value through meaningful contributions in terms of ideas or opinions; as well as to demonstrate a spirit of learning from their peers. The measure for participation should not be seen solely from the number of times one speaks up; rather from the quality of thought that one contributes to the learning of the class.

Cultural Presentation (10%)

This activity requires students to create relevant and interesting cultural sharing to be delivered in an innovative format.

Peer Evaluation (10%)

This accountability exercise will be conducted at the end of the course

Group Project (40%)

Groups of students will be formed to work on the problem identified by the client organisation and propose solutions in a final presentation to the organisation's representatives. Primary data may be obtained from the organisation. Secondary data sourced from the internet, books, reports, credible media sources, lecture notes and site visits are acceptable and highly recommended.

You are to deliver a presentation (20%) and a formal report (20%). Presentation may be face to face or in the form of a Youtube video (subject to confirmation).

Citations are to be done in APA format.

Reflection Essay (25%)

This take-home graded activity will require you to submit an **1200 word (max)** essay. The purpose for this analysis is to promote the reflection of your experiences throughout the whole course. You are to describe valuable insights that you gained about yourself. Notes are allowed to be referred to in this exercise. The **compulsory** format is as follows:

a) Introduction: Description of experience in the course
b) Body: Describe and analyse 2 significant moments where you gained valuable insights
c) Conclusion: How do you plan to apply what you have learned into the future

This activity will be carried out on MS Word document, Arial font size 12, at 1.5 line spacing. You must submit to e-learn before (TBC).

Please save the file in your FULL NAME.

Students are encouraged to carry out good time management to avoid last minute work.

Turnitin plagiarism checker will used to ensure the submissions are original in nature. Those found plagiarizing will be reported to the undergraduate office for punitive actions.

CONSULTATIONS

This course is taught in 3h 15min sessions.

CLASS TIMINGS

Class timings to be confirmed. Typically, classes will take place twice a day – once in the morning and in the afternoon. These class sessions will comprise of consultations, group discussion, guest speaker sessions and company visits.

REQUIRED TEXT AND READINGS

To be confirmed.

CHANGES

The aim is to keep the curriculum and schedule as close to its original state as possible. However, changes and updates are to be expected. Where possible, I will do my best to provide you with sufficient time to react to these changes.

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at https://oasis.smu.edu.sg/Pages/DOS-WKLSWC/UCSC.aspx.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: DSS@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

Proposed Areas of Collaboration

OVERSEAS PROJECT EXPERIENCE (EMPLOYER BRANDING FOR HR - ASIA)

Functional area	Examples of possible projects	Description
HR (talent recruitment)	Employer Branding	Organisations are finding it hard to attract the best talent due to a more discerning millennial cohort; and the variety of options available in the work place. Students will be involved in proposing direction and methods to present the organisation externally as an attractive employer of choice.
HR (employee engagement)	Millennial Employee Engagement	Millennials are perceived to be different from prior generations as a result of their different interests and priorities. Students are to study and propose how the organisation can take steps to better improve their internal engagement efforts with their youngest employees