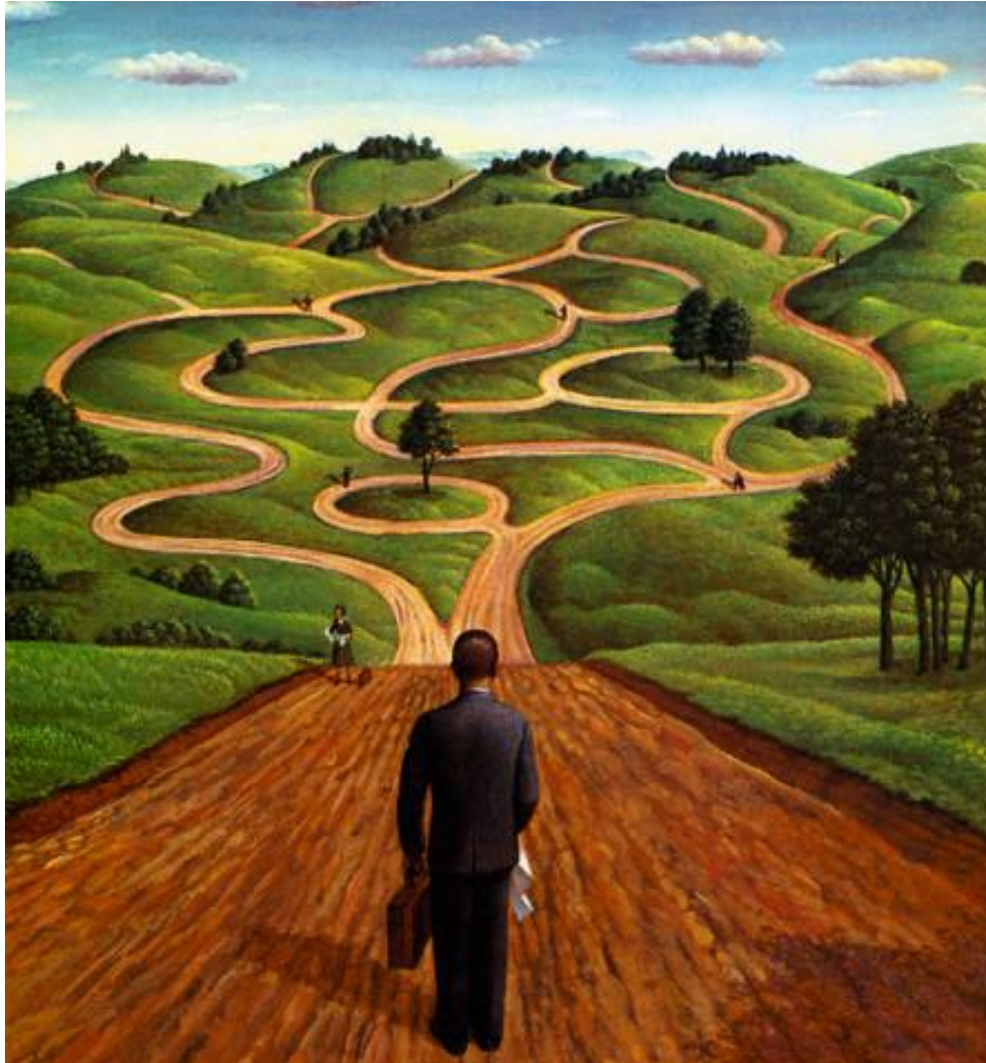


My journey in developing and teaching global experiential learning and online courses

SMU Experiential Education Day (SEED)

18 September 2020



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Students (and professors) prefer 'closed system' courses

- Majority of university courses at SMU are 'closed system' so everyone is used to it
- Less prep every term for professors
- Less ambiguity/apprehension for students as no dependence on external parties

LKCSB introduced SMU-X Design of Business in 2014 as required course to graduate

X Year after year course received poor student evaluations

X High turnover of Business Capstone Co-ordinators

X Faculty avoided (refused?) to teach as negative impact to performance evaluation

2017 June: I commenced working at SMU teaching MGMT205 International Business

2018 Jan: I taught Business Capstone MGMT330 SMU-X Design of Business

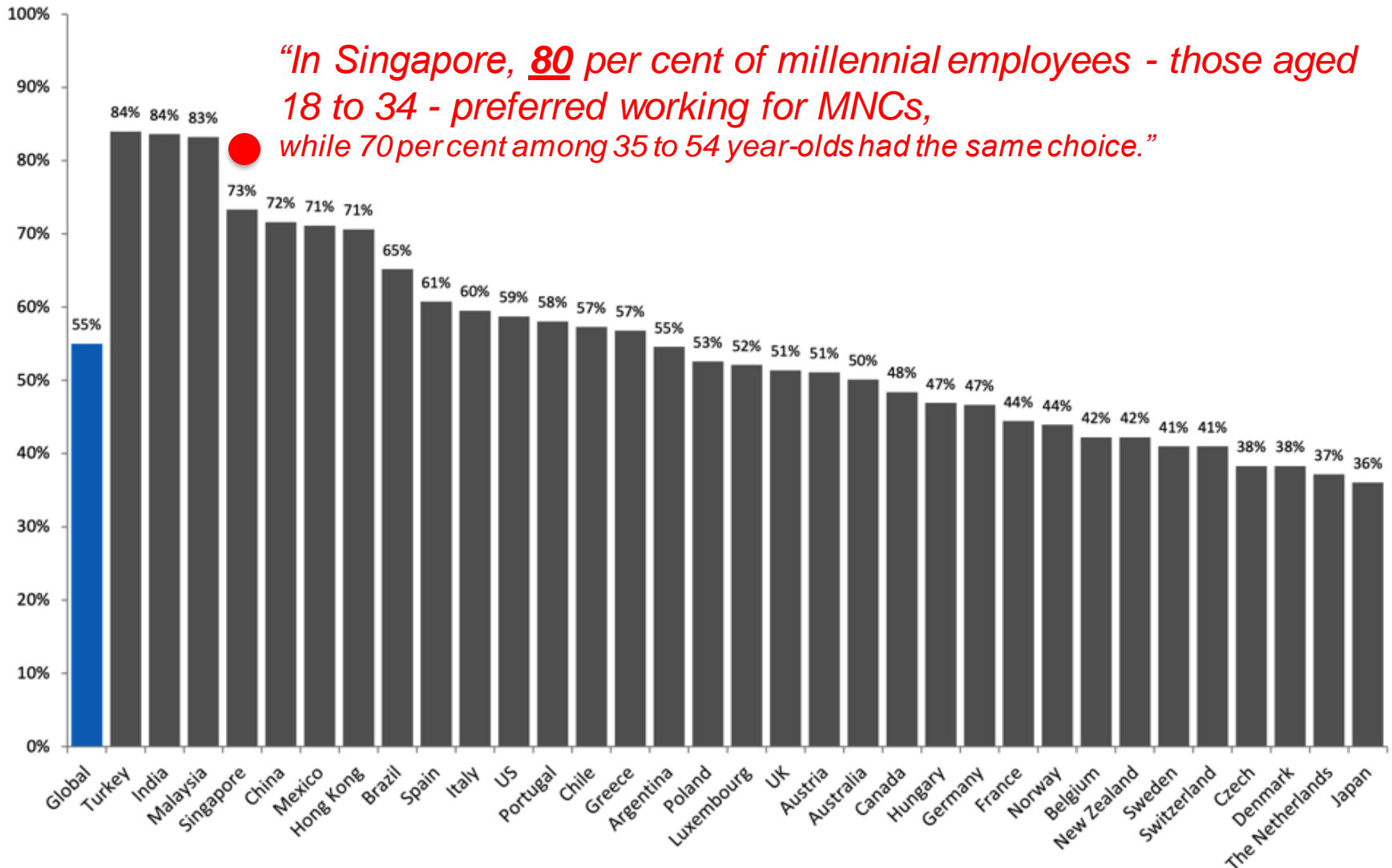
2019 Feb: Dean "*volunteered*" me to take over as Business Capstone Coordinator

2019 Feb: Actions taken have raised average course evaluations from 'C' to 'A'

- ✓ Addressed student evaluations being skewed by input of underperforming students
- ✓ Set expectations that SMU-X is an 'open-system' course (transition to industry jobs)
- ✓ Instructor skill profile defined to include 'content' plus client management capabilities
- ✓ Delivered instructor workshop to harmonise experiences and approaches
- ✓ Created alternative 'international' Global Virtual Team experiential offering:

Management of Multinationals Across Asia

Singapore is largest Regional Hub for MNCs in Asia; 37,000+ international businesses in Singapore Students will work in a MNC so must learn to work with foreigners



Workmonitor. 2017 Randstad

Karekar, R. 2017 S'pore Employees prefer working for MNCs. The Straits Times, Singapore

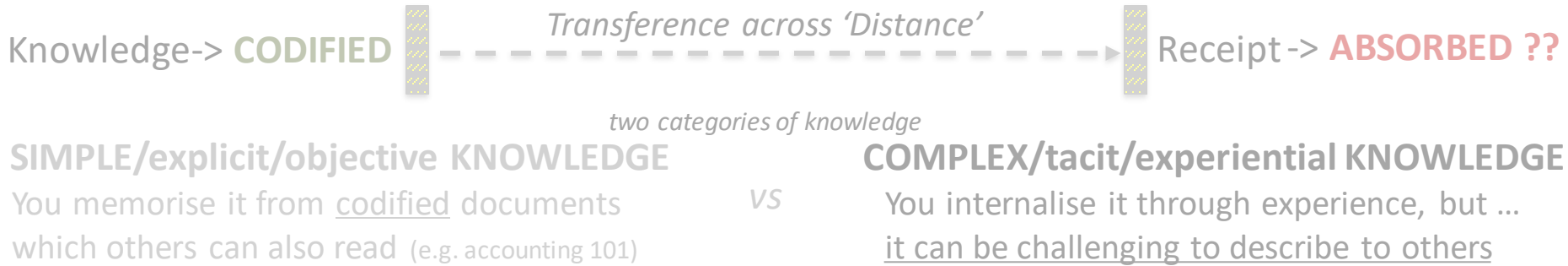


DEALER'S CHOICE

Team 7: Darryl Yeo, Naimi Nasser,
Reena Pal Kaur, Zeng Yu



The magic formula for learning !



Whether learning as a student, fostering innovation, or managing a multinational ...

1. Are you **motivated** to learn?
2. Have a **trusted relationship** between the sender (teacher) and receiver (student)?
3. Using **rich communication** medium to transfer the experiential knowledge?
4. Have had **prior exposure** to elements of the new experiential knowledge?
5. Possess a **diversity** of experiences to recognise the potential importance of the new complex/tacit/experiential knowledge

Source: Perchthold, G. 2017 PhD Dissertation, University of Sydney

- ✓ Relate Music Videos to Content, Debates (Boxing), MNC Case Studies, Confessions of an Expatriate
- ✓ The University Matrix Series (Welcome to the Real World)
- ✓ Comment on LinkedIn Posts (a considered perspective; engage with industry executive perspectives)
- ✓ X-Culture Global Virtual Team (important to brief students in advance on what they will experience)

'Management of Multinationals Across Asia' debates the range of choices that managers/executives should consider when building and managing operations across the diversity of countries in Asia.

Management of Multinationals Across Asia

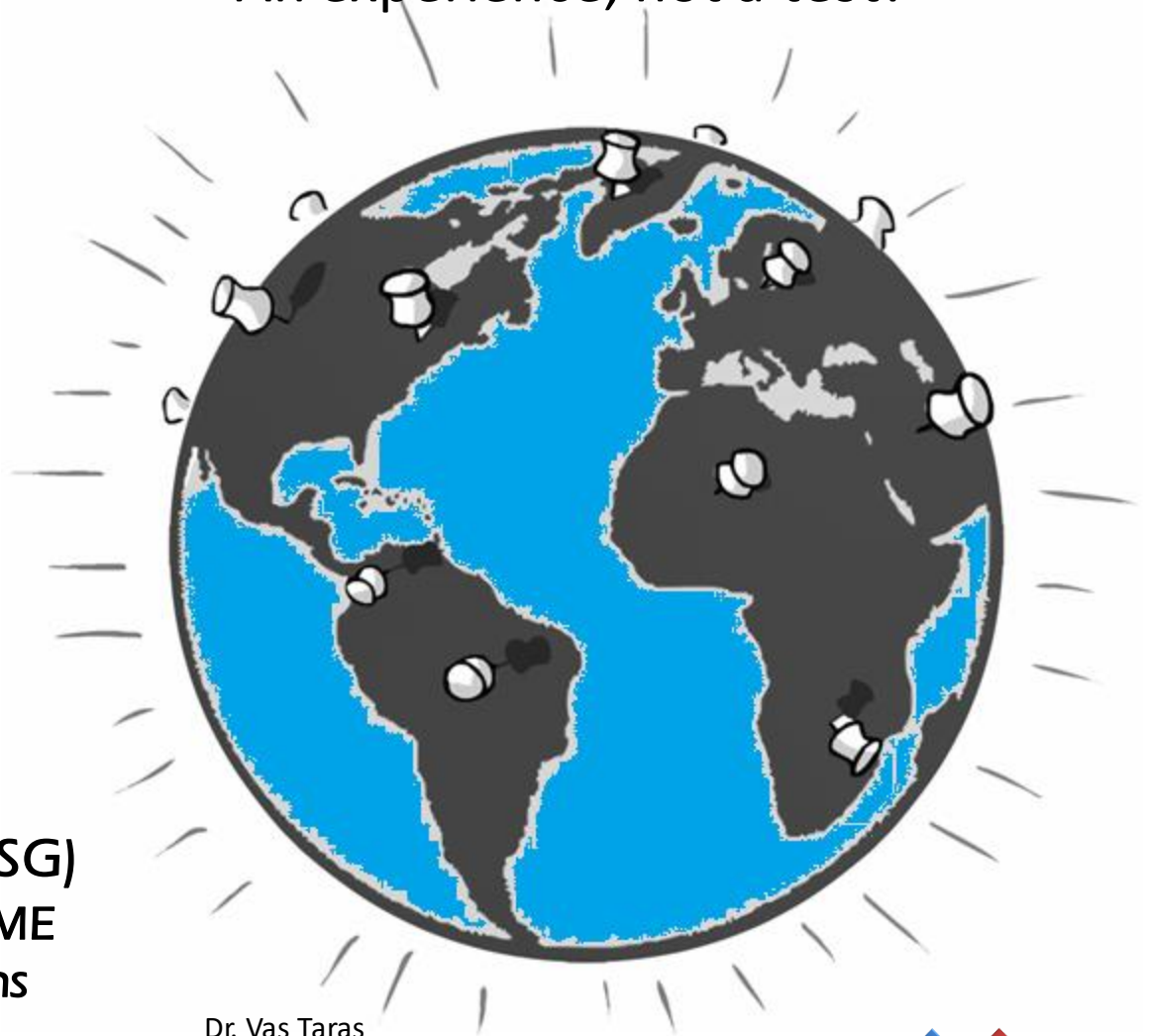
Week	Date	Topic of Discussion	
0	17 Aug	Commencement of Daily Posts on LinkedIn – Dr. Gordon Perchthold	
1	20 Aug	IB Context/Orientation (Topic Discussion in Thursday Classes)	
2	27 Aug	Principles, Opportunities & Imperatives of International Business	
3	03 Sep	Explore Asia's Vast Diversity	X-Culture Starts
4	10 Sep	Appreciate the 'Distance' Across Cognitions and Cultures	teams form
5	17 Sep	Appreciate the 'Distance' Across Market Economies	select client
6	24 Sep	Formulate an Internationalisation Strategy: Preparation	Research & QUIZ Weekly
7	01 Oct	Formulate an Internationalisation Strategy: Analysis	Submissions
8	08 Oct	Review of Your Past Single-Country Strategy Formulation Tools	REPORT
9	15 Oct	Formulate an Internationalisation Strategy: Multi-country Tools	17 Oct
10	22 Oct	Role and Management of Effective Corporate Headquarters	Team Presentations
11	29 Oct	Role and Management of Effective Regional Management	
12	05 Nov	Role and Management of Effective Country Subsidiaries	
13	12 Nov	Role and Management of Effective Use of Expatriates	
14	19 Nov	Design a MNC's Admin Structure to Sustain Internationalisation	QUIZ

Every semester:

- ~6,000+ students
- ~160 universities
- ~140 countries
- 6 continents
- ~dozen SMEs (incl SG)
 - ~100 student teams per SME
 - crowd researched solutions

<https://x-culture.org/for-students/>

An experience, not a test!



Dr. Vas Taras
X-Culture Founder and Coordinator
Associate Professor, University of North Carolina

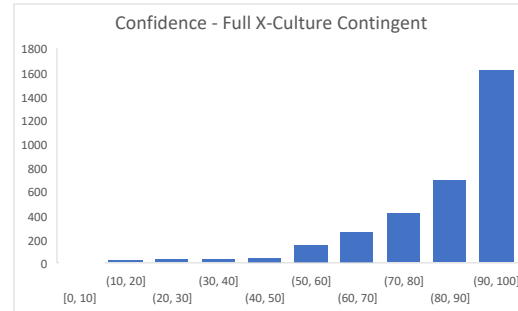
Why this SMU-X X-Culture Exercise?

- 1. Experiential Learning** exercise, simulating working as a virtual team in a multinational
 - Dynamics of working with colleagues located around the world
 - Organising, researching, analysing and producing a shared report for an executive
 - Prepares students for their career as they transition from the protective academic environment to the reality of working in industry
 - Creates awareness of various multi-country teaming dynamics
 - Safe environment to begin developing necessary life coping and managing skills
- 2. Immediately apply theory/concepts** they have learned in this and prior classes during university to a challenge of a real-world SME (Small-Medium Enterprise)
 - The applicability of their coursework varies by the chosen client challenge
 - Students likely will not have all the necessary functional knowledge
 - Students must learn to draw from knowledge/skills of globally distributed teammates
 - Students learn that they can also self-learn from the internet and other sources



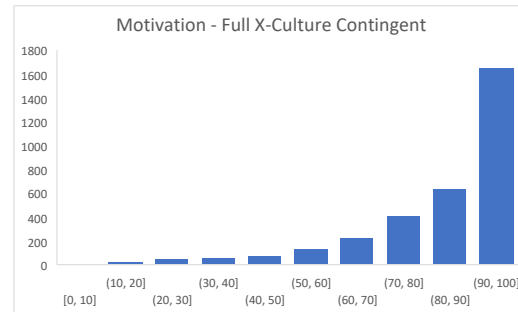
*Re-Imagine Education Award by Wharton
1st Place for “Nurturing Employability”*

Student Confidence Level

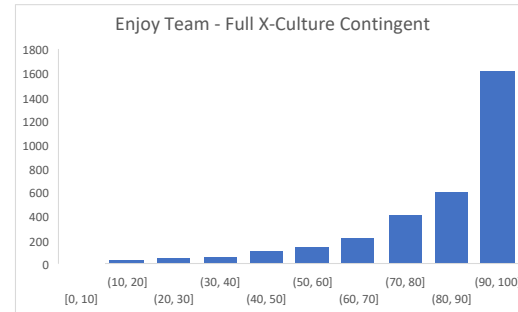


4,021 Students
 across 150 universities
 (Track B)

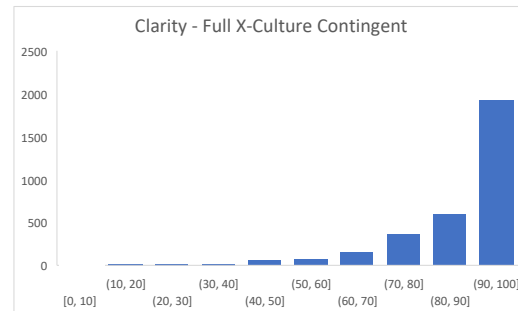
Student Motivation Level



Student Enjoying Team Level



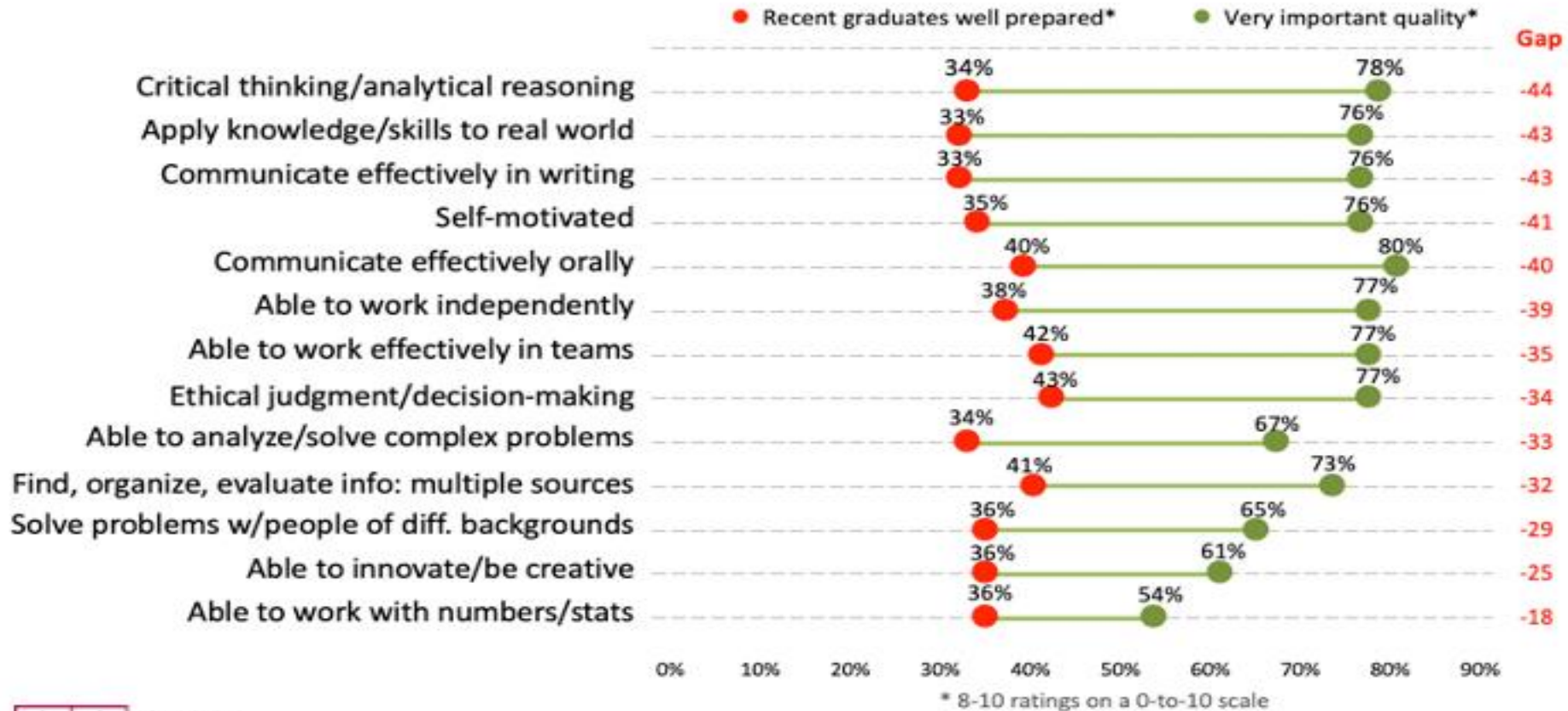
Student View of Level of Clarity



THE CHANGE IMPERATIVE FOR STUDENTS

Business Executive Perceptions of Graduating Student Abilities

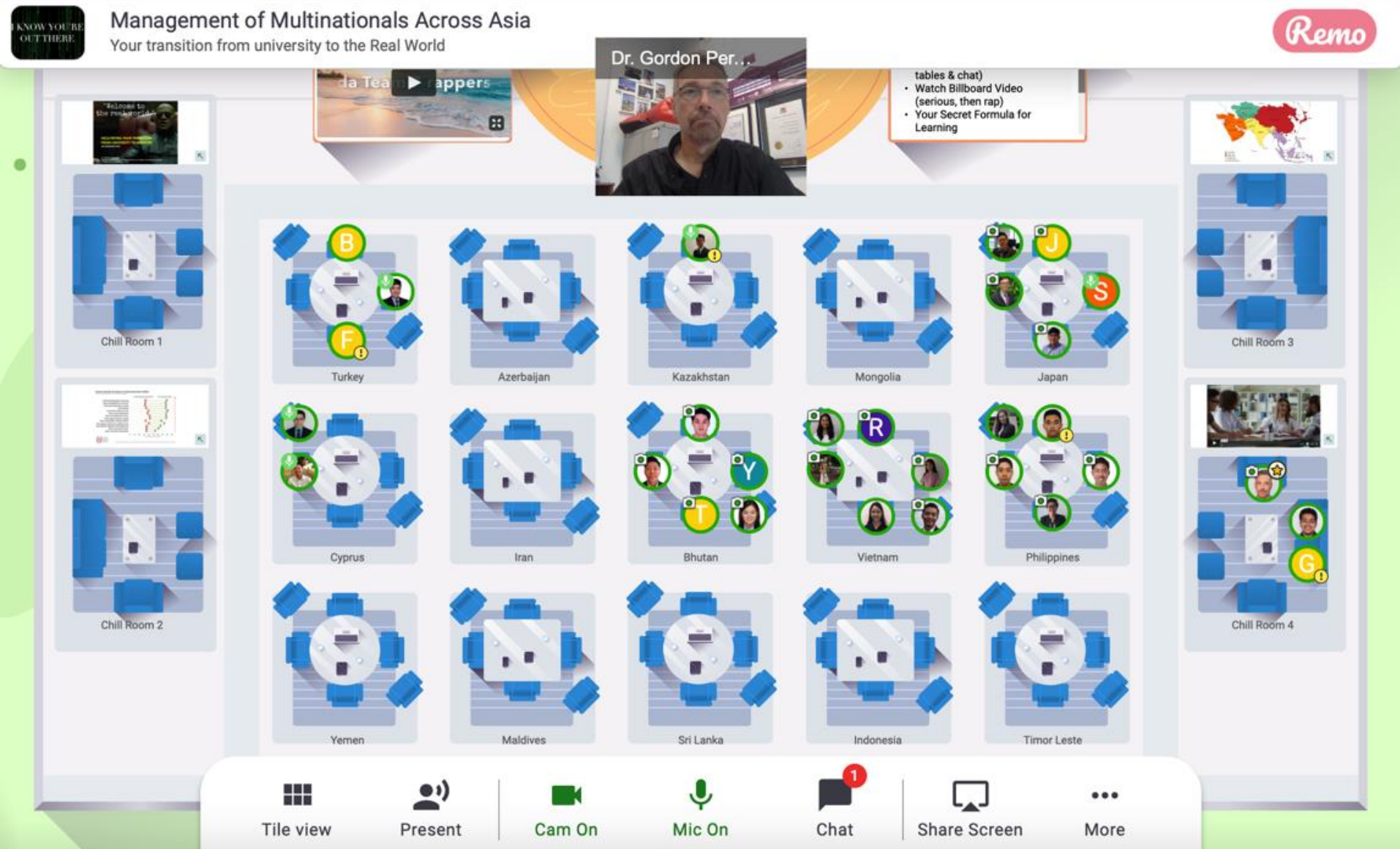
(similar survey results are found in other countries worldwide)





Made available to X-Culture students globally; via SMU Library every Tuesday from Aug 25th for 5 weeks

Episode	University Matrix Series Topic	MB File Size	Duration	Vimeo Link
ALL	Link to All Five Episodes			https://vimeo.com/showcase/7245960
0	Teaser Trailer SMU Libraries & X-Culture	28	01:29	https://vimeo.com/429132400
1	Welcome to The Real World (Change Imperative)	478	25:54	https://vimeo.com/429140032
2	Captivate Through a Compelling Executive Summary	320	17:21	https://vimeo.com/429161367
3	Contribute Insights Not Data	341	18:29	https://vimeo.com/429162471
4	Craft an Engaging Business Report	441	23:55	https://vimeo.com/429165282
5	Orchestrate Your Presentation	444	24:03	https://vimeo.com/429169966



KNOW YOUR RE OUT THERE

Management of Multinationals Across Asia

Your transition from university to the Real World

Remo

la Tea ...ppers

Dr. Gordon Per...

- tables & chat)
- Watch Billboard Video (serious, then rap)
- Your Secret Formula for Learning

Chill Room 1

Chill Room 2

Chill Room 3

Chill Room 4

Turkey

Azerbaijan

Kazakhstan

Mongolia

Japan

Cyprus

Iran

Bhutan

Vietnam

Philippines

Yemen

Maldives

Sri Lanka

Indonesia

Timor Leste

Tile view

Present

Cam On

Mic On

Chat

Share Screen

More

LIFE IS A JOURNEY AND
ONLY YOU HAVE THE MAP