



UOB-SMU
Asian Enterprise Institute

A photograph showing a group of five students sitting on the grass outdoors, engaged in a discussion. One student is using a laptop.

Business Consulting Opportunities with UOB-SMU AEI

Project 775FY21 – Business Strategies

Brief Company Profile

The company is a well-known trader of luxury cars in Singapore. Recently, it has just gained more eyeballs with its new building situated at a prime location, at the edge of the city's centre.

Objective of the consulting project

The founder of the company is an advocate and supporter of social good, volunteerism and is always on the lookout to explore new economy concept that could bring about greater impact to the society as a whole. He is especially keen on the idea of bringing in corporations to support and work together with various stakeholders to leverage on each other's strengths to create such opportunity.

More and more corporations are viewing Corporate Social Responsibility (CSR) beyond just an 'extra-curriculum' to make good their public image. Instead, CSR activities have since evolved to incorporating more systemic thinking to enable sustainability approaches to become part of business practices that drives societal impact and equally, profit. It is no longer just a cost spent on making the corporates 'look good'.

With its new building and the facilities it has, the founder hopes to play his part through a placemaking approach.

It is looking to support SMU students who are passionate about social causes and hopes to partner them with its partner network in doing good together for collective impact. Areas of impact are the social causes found at www.giving.sg.

The project team is to research and develop a strategic plan that will bring about a common agenda among corporates and the various stakeholders (government agencies, the community) leveraging on the building/facilities that the founder has to offer, to work together for the common good.

Project Scope

Playbook for community engagement which includes but not limited to the following:

- Conduct environmental analysis on current engagement tools in the market
- Research on and evaluate corporations' problem statements in relation to the SDG or ESG goals
- Research on and evaluate how the community can contribute and play a part
- Strategic plans for engagement

Student Requirements

- **3-member** team

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks