



**THE POST-COVID WORLD:
NEW TRENDS IN DIGITAL
BUSINESS**

OCTOBER - NOVEMBER 2021

Introduction

The post-pandemic world is digital

In 2019, the world was a different place. GDP was growing year on year and businesses expected 2020 to continue this trend. Instead, a global pandemic would wreak havoc, with devastating effects on health, business & politics. Governments had to close borders and impose local lockdowns, putting people and businesses under enormous and unprecedented pressure. Abandoning their usual growth strategy, companies were forced to tear up their plans. Optimising operations, reducing costs and guaranteeing cash flow became the priority; those that did not adapt did not survive.

This is where digitalisation and its scaling advantages came to place: in the space of just a few months, the crisis brought about years of change in the way companies in all sectors and regions conduct business. Going beyond pure survival, companies now have to adapt to the new normal. To stay competitive in this new business and economic environment requires new strategies and practices.

This course will address the theory and practice of digitalisation, with specific focus on how digitalisation should be used in the post-COVID era. It will focus on how entrepreneurs and companies must adapt to operate in the post-COVID new normal.

Course Details

DATES

12 October 2021 - 11 November 2021

FORMAT

Accredited professional-led workshops with guaranteed student anonymity:

- Bespoke original course content from digital industry leaders in Singapore and Switzerland

DELIVERY

10 lessons over 5 weeks:

- Each session 1hr - 1hr 15mins in duration
 - 1hr- professor-led seminar
 - 15 mins- Choson Exchange-led case study presentation
- Teaching will be conducted in English

CURRICULUM

Course will be divided into 3 sections:

1. Foundation

- Review of the key points from the 2020 Foundation in Global Digital Business course

2. Digitalised Business Case Studies

- Perspectives from the world of digital business, drawing out lessons learned for the post-COVID recovery

3. Bringing it all together

- What types of businesses will succeed in the post-COVID world?

OUTCOME

Certificate of Attendance will be issued by EU Business School upon course completion

- (available in electronic or traditional format)

Teaching Goals

What you will learn in this course

The Post-COVID World: New Ways of Digital Business course has been designed to provide an introductory to intermediate level of knowledge on innovation and changes in digital business in the world following the global COVID pandemic. The course will help start-up entrepreneurs and small and medium business leaders in to understand the importance of adapting to the business value chain that has been irrevocably altered following COVID. They will be equipped with the necessary knowledge from ideation to project delivery in order to transform their businesses.

The course will provide participants with:

- an understanding of the way COVID affected all aspects of the global economy and subsequent changes brought on by responses to the pandemic
- design thinking tools to understand and navigate the post-COVID economic land-scape and successfully apply service innovation to existing business operation
- a solid foundation in understanding digital business pivots through real-world case examples
- a familiarity with digital business value chains in the 'new normal' of the pandemic

Syllabus

PART 1 – FOUNDATION

TIME	TOPIC	LECTURER
Session 1 12 Oct 8pm-9.15pm	Current business trends during COVID	Ugo Ikpeazu EU Business School, Switzerland
Session 2 14 Oct 6pm-7.15pm	Foundation of digitalisation and service design	Robert Green EU Business School, Switzerland

PART 2 – DIGITALISED BUSINESS CASE STUDIES

TIME	TOPIC	LECTURER
Session 3 19 Oct 6pm-7.15pm	Entrepreneurship 1- small businesses	Stef De Jong EU Business School, Switzerland
Session 4 21 Oct 6pm-7.15pm	Entrepreneurship 2- industry & scaling up	Stef De Jong EU Business School, Switzerland
Session 5 26 Oct 8pm-9.15pm	Intrapreneurship	Joanne Jankowski EU Business School, Switzerland
Session 6 28 Oct 6pm-7.15pm	Business innovation	Anastasia Naranova-Nassauer EU Business School, Switzerland

Syllabus

Session 7	2 Nov 7pm-8.15pm	Business trends in the post-COVID world	Calvin Chua & Julian Rossy Choson Exchange
Session 8	4 Nov 9pm-10.15pm	Change management	Jon-Hans Coetzer EU Business School, Switzerland
Session 9	9 Nov 7pm-8.15pm	Corporate law, digitalisation and COVID	Christian Horz & Horst Hamman Rhein-Main University of Applied Sciences, Germany

PART 3 - BRINGING IT ALL TOGETHER

TIME	TOPIC	LECTURER	
Session 10	11 Nov 7pm-8.15pm	Which types of businesses will succeed in the post-COVID reshuffle?	Luc Craen, EU Business School, Switzerland

Session 1: Current business trends during COVID

Timing

12 Oct
8pm-9.15pm

Resources

- Infographic summary of past course: "Global Service Innovation in Tourism, Hotel Management and Other Industries"
 - available on box drive
- Recorded lecture
 - available after session
- Lecturer's slides
 - available after session

Lecture

In this first class, we will set the scene, looking at some of the changes that have occurred in the world of business since the outbreak of COVID-19.

What new challenges have occurred, and what new opportunities can be found? Bringing in examples from recent history, and recapping the key points from the 2020 and 2021 courses, sets the scene for the session to come.

Ugo Ikpeazu



Partnership Coordinator and
Research Associate, ONResearch
EU Business School

Ugo is the Partnership Coordinator and a Research Associate at ONResearch. He is the Business and Advisory Lead at Ark Hudson which advises Governments, International Organizations and businesses on innovation and value creation. Ugo is the Co-proprietor of PenPlay School, a low-cost school in Lagos Nigeria. He is the founder of the Fine Art Gallery 'Ferrum' and serves as the Vice President of Geneva based Think Tank Africa21, a non-profit association transforming policy to action through targeted interventions.

Session 2: Foundation of digitalisation and service design

Timing

14 Oct
6pm-7.15pm

Resources

- Infographic summary of service design lecture covered in "Global Service Innovation in Tourism, Hotel Management and Other Industries"
 - available on box drive
- Recorded lecture
 - available after session

Lecture

Here we expand upon the trends outlined in session 1, taking a deeper dive into the concepts of digitalisation and service design.

How can digitalisation of existing processes and a new look at service design apply in the post-COVID era?

Robert Green



Professor of Media Psychology and
Cross Cultural Communications
EU Business School

Robert Green is a Lecturer at EU Business School for seven years. He is a Masters/Phd Research development candidate at University of Lausanne; a Digital Media & Entertainment Producer, and an Audio Engineer. He is a media & communications specialist, a professional recording artist, and a former management for Starbucks Coffee Company in the United States and Europe.

Session 3: Entrepreneurship 1- small businesses focus

Timing

19 Oct
6pm-7.15pm

Resources

- Video content walkthrough - use of urban space in Singapore and Switzerland's small business and light industry environment
 - available on box drive
- Recorded lecture
 - available after session

Lecture

Moving beyond the foundation sessions, we come to the core of the course.

In Entrepreneurship 1, we look at the challenges and opportunities facing small businesses in the post-COVID world.

We bring in specially-produced supplementary video showing how small businesses in Singapore and Switzerland have successfully pivoted their offerings to adapt to the new normal.

Stef De Jong



Communication and Public Relations
Lecturer & Academic Dean
EU Business School

Stef de Jong is the Academic Dean at EU Business School, Switzerland. He lectures in business management, entrepreneurship, communications and public relations. He has an impressive resumé and has held various senior roles in business over the last 30 years. Business, entrepreneurship, and teaching is in his DNA.

Session 4: Entrepreneurship 2 – industry scale up focus

Timing

21 Oct
6pm-7.15pm

Resources

- Video content walkthrough - post pandemic changes in business digitalisation in Singapore through new use of spaces
 - available on box drive
- Recorded lecture
 - available after session

Lecture

Entrepreneurship 2 builds on the ideas from Entrepreneurship 1, but this time focusing on industry and scaling up.

We will look at examples of how industrial factories are planning and repurposing their offerings to cope with the changes in the workplace and industry trends in the post-COVID era.

Stef De Jong



Communication and Public Relations
Lecturer & Academic Dean
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Stef de Jong is the Academic Dean at EU Business School, Switzerland. He lectures in business management, entrepreneurship, communications and public relations. He has an impressive resumé and has held various senior roles in business over the last 30 years. Business, entrepreneurship, and teaching is in his DNA.

Session 5: Intrapreneurship

Timing

26 Oct
8pm-9.15pm

Resources

- Case study slide deck: how airlines and digital booking platforms generated revenue during global travel halt
 - available on box drive
- Recorded lecture
 - available after session

Lecture

Session 5 examines the concept of 'intrapreneurship'- creating creative spaces within existing organisations to nurture entrepreneurial ideas which take advantage of existing resources and repurpose them to adapt to changing external conditions.

This lecture will be supplemented by a Choson Exchange case study of the airline AirAsia and online travel agency Traveloka's pivots to new revenue methods using digitalisation techniques during the drop in global travel in 2020-2021

Joanne Jankowski



Communication and Public Relations
Lecturer
EU Business School

Joanne Jankowski is the Head of Academic Quality Control and lecturer in the areas of communications and human capital management at EU Business School, Switzerland. She is also a professional executive coach and corporate trainer. Her background includes working in SMEs, six years of corporate experience at Tesco plc. and over 10 years in academics in Swiss and American Universities.

Session 6: Business Innovation

Timing

28 Oct
6pm-7.15pm

Resources

- Video content walkthrough - Singapore's approach to urban farming through efficient use of vertical spaces in the city
 - available on box drive
- Recorded lecture
 - available after session

Lecture

In this session we will look closely at the idea of business innovation- the process by which businesses come up with new ideas, products, services, and ways of doing things through innovative and strategic management methods.

We will look at an urban farming case study from Singapore which is thriving under COVID, and helping Singapore towards its target of producing 30% of food locally by the year 2030.

Anastasia Naranova-Nassauer



Research Coordinator and Lecturer,
ONResearch
EU Business School

Anastasia is a Research Coordinator and Lecturer at EU Business School and Associate Editor of ONResearch. She holds a PhD in Management from the University of Edinburgh (UK). Anastasia researches, teaches, and consults in the broad area of international business, management, strategy, and sustainability. She also serves as a Track Chair for the British Academy of Management (BAM).

Session 7: Business Innovation

Timing

2 Nov
7pm-8.15pm

Resources

- Recorded lecture
 - available after session
- Lecturer's slides
 - available after session

Lecture

In this session, our Choson Exchange lecturers will look at the role of Smart Cities in the post-COVID world, with an emphasis on sustainability, resilience and circularity.

We will take a deeper look at various policies and business innovations in the smart city sector in Switzerland and Singapore. These case studies include ticketless innovation in public transportation, NEWater water purification initiative and the 30 by 30 food production.

Calvin Chua



Founder, Spatial Anatomy & Adjunct Professor, Singapore University of Technology and Design

Calvin Chua is an urban strategist working at the intersection of sustainable design and planning. With over 10 years of experience in the built environment sector, Calvin currently leads Spatial Anatomy, a strategic design practice. In parallel, Calvin serves as an Adjunct Assistant Professor at the Singapore University of Technology and Design. Calvin is a member of Choson Exchange, leading research and training programs relating to economic and urban development.

A registered architect in the United Kingdom, Calvin graduated from the Architectural Association in London.

Julian Rossy



Business Development for Asia at FAIRTIQ and MBA in Business Innovation, EU Business School

Born and bred in Switzerland, Julian moved to Singapore in 2019 with the mission of developing the APAC market for FAIRTIQ, an innovative Public Transport Ticketing app.

Beyond being a big foodie, Julian is passionate about mobility (land & air) and smart cities. Julian has a Master of Arts in Business Innovation from the University of St. Gallen (Switzerland).

He has been working with Choson Exchange for 3 years.

Session 8: Change Management

Timing

4 Nov
9pm-10.15pm

Resources

- Infographic - personnel redeployment in Singapore during COVID 19
 - available on box drive
- Recorded lecture
 - available after session

Lecture

Business change is never easy, and the process of moving from model to another requires careful oversight to reduce friction.

Here we look at the increasingly important science of Change Management, with some fascinating examples of how large firms repurposed their existing capacity under COVID.

This lecture is supplemented by an infographic on personnel redeployment in Singapore by Choson Exchange

Jon-Hans Coetzer



Academic Dean of Online
Campus,
EU Business School

Jon-Hans Coetzer is the Academic Dean for the EU Business School Online Campus. He is a senior higher education leader with over 15 years of experience in higher education. He has worked as Project Coordinator in Strategic Crisis Management Training for the Federal Chancellery in Bern. He was a senior delegate of the International Committee of the Red Cross (ICRC) in more than fifteen countries, and as project coordinator for the United Nations Institute for Training and Research (UNITAR).

Session 9: Corporate law, digitalisation and COVID

Timing

9 Nov
7pm-8.15pm

Resources

- Recorded lecture
 - available after session

Lecture

A successful business requires a solid legal framework upon which to build.

In this penultimate class, we will look at the fundamentals of corporate law in the post-COVID-era, touching on stock corporation law, digitalisation of limited liability companies, and capital and liquidity bottlenecks.

Horst Hamman



Research Fellow of the Institute of Law and Finance at Goethe-University, Frankfurt, Germany

Prof. Dr. Horst Hammen studied Law at the University of Marburg. After writing his doctoral and post-doctoral theses, he took up the chair for Civil Law, Commercial Law and Capital Market Law at the Justus-Liebig-University, Giessen. Prof. Hammen has specialised and published extensively on Capital Market Law and Commercial Law.

Christian Horz



Lecturer at Wiesbaden Business School, Rhein-Main University of Applied Sciences, Germany

Christian Horz studied Law at the Justus-Liebig-University, Giessen. After his First State Exam he started working as a research assistant for Prof. Dr. Horst Hammen, University of Giessen. From 2014 to 2015, he participated in a master's program at the University of Wisconsin Law School, USA. After his Second State Exam in 2018, he started working as a lawyer for Commercial, Corporate and Insolvency Law.

Session 10: Which types of businesses will succeed in the post-COVID reshuffle?

Timing

11 Nov
7pm-8.15pm

Resources

- Content summary by Choson Exchange covering learnings in the course
- Recorded lecture
 - available after session

Lecture

In this final class of the course, we look back over the course and consider the biggest questions of all- what changes will COVID bring about?

What have we learnt about the changes that businesses need to adopt?

And, ultimately, what types of business will succeed in the post-COVID reshuffle?

Luc Craen



Managing Director and Vice-President,
EU Business School

Luc Craen is the Vice President and Managing Director at EU Business School. He has been leading EU Business School Switzerland and Germany for several years after taking over from his father Dirk Craen. As a visionary young entrepreneur and researcher, Luc Craen has a strong commitment to delivering quality education in partnership with the local and international business community.