



London School of Business & Finance

2025 ASIA SUMMER SCHOOL - SINGAPORE & MALAYSIA

		Date	Location	Module
Phase 1	Week 1	June 2 – June 6, 2025	SG	Digital Marketing: Social Media Tactics
	Week 2	June 9 – June 13, 2025	SG	Innovation and Entrepreneurship
Phase 2	Week 3	June 16 – June 20, 2025	MY	Introduction to Business Etiquette and Cultural Appreciation in Asia
	Week 4	June 23 – June 27, 2025	MY	Asian Hospitality

ABOUT LONDON SCHOOL OF BUSINESS & FINANCE

Since 2003, the London School of Business & Finance (LSBF) has empowered over 45,000 learners from 40+ countries. As part of the Global University System (GUS), LSBF has campuses in London, Singapore, and Kuala Lumpur. With a strong focus in Asia, LSBF Singapore and LSBF Kuala Lumpur in Malaysia, located in the heart of both cities, offer over 35 programmes in business, finance, law, hospitality, and technology. Collaborating with renowned universities globally, LSBF provides internationally recognized qualifications. It has received awards for excellence in accountancy and hospitality & tourism. LSBF is dedicated to preparing professionals for the evolving business landscape.

PROGRAMME OVERVIEW

Dive into an interactive learning experience in two of Southeast Asia's key capital cities. This summer school programme offers valuable insights into business practices and culture in Asia.

Through lectures, group sessions, projects, networking, experiential learning, and visits to various organisations, you'll gain a comprehensive understanding while building lasting social and academic connections. This programme will provide you with the context to understand how the ASEAN region is positioned in relation to global businesses.

5 REASONS TO JOIN THIS PROGRAMME

- ✓ Business Network Immersion – Learn the traits of connections
- ✓ Learn how to do Business with Asia - Business Culture and Etiquettes
- ✓ Immerse in Asian culture through cultural visits & field trips
- ✓ Enterprise Experience with Asia's home-grown brands
- ✓ Group projects



CERTIFICATE

LSBF Certificate of Participation issued to all participants achieving 100% attendance and successfully presenting the mini capstone project proposals.

FEES

Programme Fee	SGD 2516 – 2 weeks (Phase 1 or 2) SGD 4,375 – 4 weeks (Phase 1 and 2)
Accommodation Fee	SGD 650 – Singapore SGD 350 - Malaysia
GST (9%)	An additional 9% tax will be applied

- * Application Requirements: A copy of passport and Academic Transcript
- * Please note that applicants are responsible for transaction and bank service fees. Students are not considered enrolled until the Programme Fees are paid in full.
- * Accommodation will be arranged by LSBF, with the budget based on two people sharing a double room in 3-star hotels or dormitory-style student hostels.
- * Meals and transportations are not included. Please refer to the below table for budgeting purposes.

Cost of living in Singapore	Singapores Dollars	In GBP	In USD
Average local lunch or dinner	SGD 6	3.5	5
Average bus/ metro ticket (1 way)	SGD 2	1.15	1.50
Cost of living in Malaysia	Malaysian Ringgits	In GBP	In USD
Average local lunch or dinner	MYR 10	2	2.25
Average bus/ metro ticket (1 way)	MYR 4	0.70	0.90

To Register:

✉ Email us at: edo@lsbf.edu.sg

📞 WhatsApp us at: +65 6580 7593





PROGRAMME TIMETABLE

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1: Singapore	Morning	Orientation + Welcome lunch	Digital Marketing module	Digital Marketing module	Digital Marketing module	Mini Capstone Project Presentation	
	Afternoon	Ice Breaking Activities	Cultural Field trip: SG National Museum	Cultural Field trip: China Town + SG River			
	Evening	SG culture visit: Merlion + Hawker center dinner					
Week 2: Singapore	Morning	Innovation and Entrepreneurship module	Innovation and Entrepreneurship module	Innovation and Entrepreneurship module	Mini Capstone Project Presentation	Free day! (Optional tour to Universal Studio/ Batam, Indonesia)	Take coach bus to Kuala Lumpur, Malaysia
	Afternoon	Cultural Field trip: SG City Gallery + SG Sustainable Gallery		Cultural Field trip: Little India + Arab Street			
	Evening						
Week 3: Malaysia	Morning	Orientation + Welcome lunch	Business Etiquette and Cultural Appreciation in Asia module	Business Etiquette and Cultural Appreciation in Asia module	Business Etiquette and Cultural Appreciation in Asia module	Mini Capstone Project Presentation	
	Afternoon	Petronas Twin Tower + Networking session	Cultural Field trip: Historical tour		Street Food tour		
	Evening						
Week 4: Malaysia	Morning	Free day! (Optional tour to Malaka)	Asian Hospitality module	Asian Hospitality module	Asian Hospitality module	Mini Capstone Project Presentation	Take coach bus back to Singapore
	Afternoon		Field trip: Hotel Visits	Cultural field trip: Batu Caves		Gala Dinner & Farewell party	(Or fly out directly from Malaysia)