

# The Farmleigh Fellowship

## *MBS Asian Business FAQ*



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Q: How is the MBS funded?

This programme will be co-funded by a partnership between Government and Industry with approximately one quarter of the funding coming from government and the balance from industry.

Q: What is the sponsorship fee for the MBS 2012?

For the 2012 MBS Asian Business program, the sponsorship fee is 20,000 Euro per participant.

Q: Who are the sponsoring companies?

The sponsoring "Farmleigh Companies" will either come from Ireland or have strong Irish connections and have a specific and challenging Asian business development project for their sponsored participant to complete.

Q: How long is the MBS 2012 programme?

The programme is twelve months long, running from December 2011 to December 2012.

Q: How many places are there?

There are thirty places on this programme.

Q: What kind of people is this programme open to?

The programme is primarily focused on professionals with experience from a variety of backgrounds including business, science, engineering, etc but is open to recently qualified applicants as well. All must meet the entry requirements for the Masters in Asian Business programme at the School of Asian Studies, University College Cork (UCC).

Q: What are the selection criteria for participants?

The screening criteria will be aligned to each sponsoring company's specific needs and requirements and it is expected that most companies may require work experience. In addition, the candidates will need to meet UCC's academic entry criteria for its Masters Degree programme.

Q: What is the selection process?

- Applicants fill out an online application form.
- Applicants will be invited to complete an online psychometric test after they have completed the online application.
- Suitable candidates will be invited to a 1st round screening interview with respected members of various industry bodies and academic representatives from UCC.

- Three best fit candidates subject to each Farmleigh Sponsoring company's project brief and requirements will be invited to a 2nd round interview with that company. The company will choose one candidate.
- Candidates offered positions at Farmleigh companies will commence the programme from the middle of December 2011 or beginning of January 2012.

Q: When will the selection process start/end?

The online application portal will open in September 2011. Screening, initial selection, interviews and final offers will take place in October/November 2011.

Q: When will the programme start?

The programme will start in December 2011 in Ireland when the participants may spend two weeks with their sponsoring company familiarising themselves with its operations and developing the details of their project. The participants will start taking modules at UCC in January 2012.

Q: What costs does the scholarship cover?

The scholarship covers the cost of tuition at UCC and NTU, one return flight from Ireland to Singapore, the participant's travel and health insurance for nine months in Asia and their visa costs for Singapore.

Q: What contribution does the participant make?

The participant will cover the cost of accommodation and their daily maintenance in Ireland and in Singapore for the full duration of the programme. However, any travel and accommodation costs for work placements or business trips outside of Singapore will be borne by the sponsoring company.

Q: Will the participant receive an allowance from their sponsoring company during their five month work placement?

No.

Q: Will the participant be able to work part time in Singapore?

No.

Q: What kind of report will the participants have to write?

All participants will have to write a practical and actionable business development report for their sponsoring company. This is a critical element of the MBS and each participant will be expected to submit a report of the highest quality by the scheduled deadline.

Q: Who will supervise the report?

It will be jointly supervised by a representative from the participant's sponsoring company and a supervisor from UCC.

Q: What countries will the work placements take place in?

The work placements will take place across the region in countries such as Singapore, China, India, Indonesia, Malaysia, Thailand, Vietnam, Cambodia, Philippines, etc with the location being determined by the sponsoring company.

Q: What kind of assistance will the participant receive on the programme?

The participant will receive assistance from their sponsoring company and UCC. In addition, all participants will be linked with the local Irish business and associated networks and a mentor from the Irish Diaspora will be assigned to each participant to offer guidance and advice from their knowledge and understanding of the region.

Q: How can the sponsoring companies monitor the quality of the participant's work throughout the year?

A number of project milestones have been scheduled throughout the year, during which each sponsoring company will meet or teleconference with their participant to validate the project's brief, view and monitor the participant's progress and offer feedback and guidance.

Q: What kind of subjects will be covered on the programme?

The School of Asian Business Studies (UCC) will cover subjects such as Orientalism, International History of East Asia, Business in East Asia, Asian Models: States, Markets, and Social Change.

The Nanyang Business School at NTU will cover subjects such as Marketing Practices in Asia, Entrepreneurship and Business Planning, Financial Management, Financial Accounting, Leadership and Organisational Behaviour, Strategy Formulation, Leadership in Organisations.

Q: What academic qualification will the participants receive on completion of the programme?

All participants will receive a Masters in Asian Business awarded by UCC on successful completion of this programme.

Q: What will be required from each participant during the programme?

Each participant will be required to;

- 1/ Write a practical and actionable business development report for their sponsoring company. Each participant is expected to submit a report of the highest quality by the scheduled deadline.
- 2/ Attend all classes and hand in all assignments on time.
- 3/ Behave in a professional manner at all times when on the programme.
- 4/ Actively participate in the numerous networking activities that will take place throughout the year.
- 5/ Exercise their own initiative when dealing with the daily challenges of life in a foreign country.

Q: How will all these requirements be formalised?

All participants will sign an agreement which will clearly outline their obligations and requirements to the Farmleigh Fellowship and to each other.

Q: What will be required from each Farmleigh Company during the programme?

Companies, who agree to sponsor a participant need to;

- 1/ Identify a specific and challenging business development project for their participant.
- 2/ Provide the guidance, support and contact to ensure the participant delivers the best project possible and to commit to meeting their obligations for the 12 month period.
- 3/ Participate in the interview process.
- 4/ Appoint an appropriate representative from their company who will commit to actively managing and advising the participant on an on-going basis during the course of the project.
- 5/ Attend (in person or by teleconference) each of the scheduled milestones and offer comprehensive feedback and guidance to the participant.
- 6/ Offer feedback to the coordinators at the end of the programme.

Q: When will the sponsoring companies need to deposit their contribution of 20,000 Euro to the programme?

They will need to deposit their contribution by October 2011.

Q: What happens at the end of the Fellowship?

The companies receive a high quality Asian Business Development Report and the participants receive a Masters in Asian Business awarded by UCC, on successful completion of this work-study programme. Companies have no obligation to the participant beyond the programme.

Q: What if the participant is unable to complete the programme?

Given the commitment by the government, industry and respective universities, it is essential that all participants are 100% focused on completing the company project and the Masters in Asian Business. Those applicants who are successful in being accepted on the programme need to demonstrate personal accountability to fulfil their commitments. Consequently, any participant who fails to deliver on their obligations to the programme will be liable for the costs of the programme to the Farmleigh Fellowship. As always, unforeseen personal or family issues will be addressed on a case-by-case basis by the Board of Management.

Q: How will expenditure on this project be monitored?

All expenditure will be fully audited at the end of each financial year by an approved auditor of the Irish Government's Irish Abroad Division.

Q: How will this programme be managed?

This programme will be managed by an appointed Programme Manager based in Singapore and this person will report into the Board of Management for the Farmleigh Fellowship.

Q: Who will make up the Board of Management?

The Board of Management will comprise of representatives from Government, Academia and local business.

Q: How did the Fellowship come about?

The Fellowship arose out of the 2009 Global Irish Economic Forum which brought together Irish people from all walks of life to brainstorm ways out of our current economic malaise. One of the key themes emerging out of the Forum was the need to recalibrate Ireland's engagement with Asia. People within the Irish business world have enormous expertise in engaging with America and Europe, with deep pools of talent and a body of professionals capable of thriving in these markets, but currently there isn't a similar large body of professionals with the same level of expertise on doing business in Asia. The genesis for the Farmleigh Fellowship was from a need to address this imbalance and ultimately, to help make the Asian marketplaces of the future as real and as relevant to our lives as America and Europe is today.