

# SKILLED BUSINESS LEADERS READY TO MAKE AN IMPACT



**LEE KONG CHIAN SCHOOL OF BUSINESS**



# DEAN'S ADDRESS

“At Lee Kong Chian School of Business, we are committed to excellence in teaching and providing a transformative and innovative learning environment.

Our students are groomed to be future business leaders to competently lead their organisations through any situation in the ever-changing global market environment today. We prepare them for these roles with a broad-based curriculum, interactive pedagogy through small class sizes as well as abundant opportunities for global exposure. Our graduates are valued for their well-rounded education and enjoy strong career opportunities. Always future-ready, they are well prepared to make a difference to business and society.

I look forward to welcoming you to the School.”

**Professor Gerard George**  
Dean, Lee Kong Chian School of Business  
Lee Kong Chian Chair Professor of Innovation  
and Entrepreneurship



# THE LKCSB MISSION

We create business knowledge, and nurture keen minds to lead organisations and serve society.

# WHAT MAKES THE SMU BACHELOR OF BUSINESS MANAGEMENT DISTINCTIVE

## Personalise Your Learning Journey



The Lee Kong Chian School of Business (LKCSB) Bachelor of Business Management (BBM) offers you the flexibility to personalise your path of study with a suite of majors and tracks to choose from. You will have the opportunity to experience industry-relevant teaching and mentoring from acclaimed business faculty.

## Develop Your Leadership Potential



You will have your business acumen shaped by challenging conventional thought. You will learn how to cut through vast amounts of information to identify key business issues, and you will be given opportunities to grow towards becoming effective business leaders through leadership roles.

## Discover New Worlds Outside of Singapore



You will grow in perspective through abundant opportunities such as overseas exchanges, internships, study missions, and community service projects that take you beyond the shores of Singapore.

## Experience a Rigorous, Engaging Curriculum



Our four-year accredited curriculum will equip you with skills and knowledge that give you a competitive edge anywhere in the world of business, whether in a corporate or entrepreneurial environment.

# INTERNATIONAL RECOGNITION

LKCSB is accredited by both AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System). AACSB and EQUIS are the gold standards for excellence in business education. Only a handful of the world's business schools have earned these accreditations.

SMU is one of the youngest universities to have earned both of these accreditations, a testament to its high-quality teaching environment, its commitment to continuous improvement, and its curricula responsiveness to the needs of business and industry.

LKCSB is also a member of GMAC (Graduate Management Admission Council), PRME (Principles for Responsible Management Education), UNGC (United Nations Global Compact), EMBA Council (Executive MBA Council), and the Beta Gamma Sigma Society.

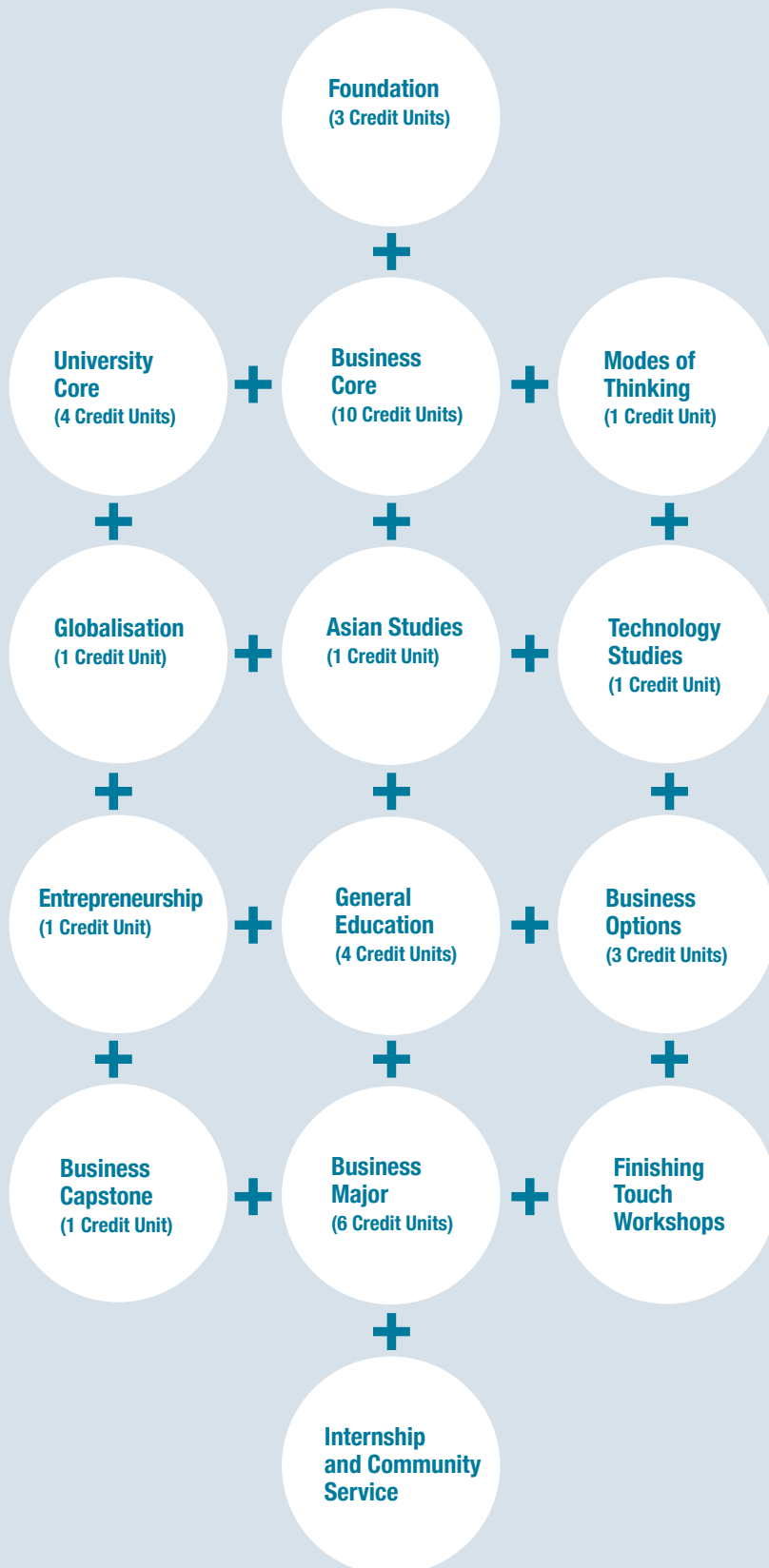
Accredited by:



Member of:



# CURRICULUM



## Finishing Touch Programme

Comprising a series of Career Preparation & Enrichment workshops, this programme ensures that our students are well-prepared for internships, interviews, and future career success.

## Internship and Community Service Programmes

Our internship programme is an avenue for you to gain work experience as well as to familiarise yourself with various industries, businesses, and the cross-cultural nature of the modern workplace. Our community service programme imbues you with a sense of responsibility and civic-mindedness. Both programmes are conducted in partnership with local and international organisations.

# THE LKCSB BUSINESS MAJORS AND TRACKS

Our students can opt to graduate with a major by focusing on a particular discipline within business. This requires taking a set of six courses that fulfil the major's requirements. There are eight majors to choose from - Corporate Communication, Entrepreneurship, Finance, Marketing, Operations Management, Organisational Behaviour and Human Resources, Quantitative Finance, and Strategic Management. Within these majors, there are various tracks that students may choose to further specialise in.

## MAJORS

### Corporate Communication

The Corporate Communication major prepares students to manage communicative relationships for businesses and organisations operating in competitive environments, e.g. the links to media, public opinion, netizens, the financial community, employees, consumers, etc. These links are typically managed by public affairs, public relations or corporate communication departments together with experts in communication agencies. The Corporate Communication major equips students with communicative skills needed to thrive in any management role, including workplace communication, intercultural communication, and crisis communication techniques.

### Entrepreneurship

The Entrepreneurship major is for undergraduates who want to learn about creating new businesses, either as stand-alone new firms or as part of existing organisations' new business growth plans. Through a slew of targeted electives, entrepreneurship study missions to places such as Silicon Valley and other entrepreneurial locations, and the entrepreneurship practicum, you will

become familiar with tools, techniques, theories, and practices that will enable you to identify, refine, incubate and grow your new business ideas.

### Finance

The Finance major equips you with the skills needed to excel in all areas of finance, in both the private and public sectors. Finance graduates often find employment with banks, investment banking houses, consulting firms, insurance companies, and various corporations, both large and small.

### Marketing

The Marketing major trains you to understand consumers through research, and to use this knowledge to develop competitive and sustainable marketing strategies. Marketing graduates work as brand managers, sales, retail and marketing executives, and consultants in a wide variety of industries, including consumer goods, business goods and services, financial services, advertising, digital media, retailing, technology, and marketing research.

### Organisational Behaviour and Human Resources

The Organisational Behaviour and Human Resources major equips you in one of two areas of emphasis:

- 1) human resources (HR) management skills in areas such as talent acquisition and management, strategic HR, performance management, compensation & benefits, and HR analytics (HR emphasis)
- 2) general management skills in areas such as leadership, teams, negotiation, organisational change, decision-making, and cross-cultural management (Organisational Behaviour emphasis)

General management skills help you become an effective team player and leader in any area of specialisation. Our students with a HR focus often find employment in the fields of human resources management and human resources consulting.

### Operations Management

The Operations Management major provides you with the skills needed to drive operational excellence and to manage business operations in a wide range of sectors, including retail, consumer goods, hospitality, health care, supply chains, logistics, and manufacturing.

### Quantitative Finance

In the fast-paced world of finance, product innovation and regulatory requirements have driven the finance industry to the point where mathematical and statistical modelling are a necessity. The Quantitative Finance (QF) major builds analytic skills required in the financial markets for quantitative analysis, model validation, asset pricing, trading strategies, investment decision-making, and risk management. The quantitative skills obtained from LKCSB's QF courses will prepare you for a successful career in risk, asset management, quantitative research, derivative sales and trading, or consulting. With a QF major, you gain valuable competitive advantage as a specialist in the industry.

### Strategic Management

The Strategic Management major trains you in various strategic management concepts, skills and competencies, including formulating corporate strategies, developing new businesses, designing corporate structures, and managing businesses and corporations.

## TRACKS

Within the business majors, students are given the opportunity to specialise along various tracks.

### Tracks under the Finance major:

- Banking
- Finance Analytics
- International Trading
- Real Estate
- Wealth Management

### Banking

This track provides you with significant insights into:

- i) the process by which bankers provide loans to corporations
- ii) the full range of banking products banks offer customers, including wealth management products
- iii) the structuring of equity and debt transactions
- iv) the managing of mergers and acquisitions
- v) the benefits of the universal banking model which helps bankers cross-sell products and services within the four major banking segments – corporate banking, individual banking, investment banking, and treasury
- vi) the process by which universal banks diversify their risks across the different market segments

### Finance Analytics

This track enables you to acquire and hone your data analysis and modelling skills. You will receive rigorous training in Finance, and will develop Analytics skills specific to the Finance sector through a wide range of core and elective modules covering data management, computational thinking, portfolio management, and analyses of derivative securities and fixed income investments. You will also take a newly developed module – financial innovation, which will empower you with skills related to new business models, to prepare you for new challenges arising from future innovations. The Finance Analytics track will prepare you for jobs in asset management, such as managing mutual funds and hedge funds, and banking.

### International Trading

This track equips you with skill sets essential for physical trading such as

product knowledge (e.g. oil, agriculture), logistics (e.g. shipping, warehousing, refining), and financial/risk management. The emphasis is on physical commodities trading (as opposed to screen/paper trading).

### Real Estate (New!)

This track equips you with a strong grounding in real estate investments and finance. The track fits well with the national objective to develop more talent and skillsets needed to advance Singapore as a hub for regional real estate investments and financing. You will acquire computational and qualitative tools necessary for a variety of roles in the real estate sector, including real estate investment, finance and development, management of real estate investment trusts (REITs), investment banking, advisory and consulting. Graduates can seek employment with firms engaged in real estate investment and finance, including China's "One Belt, One Road" initiative.

### Wealth Management

This track grooms you to succeed in the wealth management sector of the global financial industry. It is a dynamic sector, as rapid product development, the changing needs of clients and globalisation are posing new challenges for wealth management professionals.

### Tracks under the Marketing major:

- Marketing Analytics
- Retail and Services Management

### Marketing Analytics

This track provides you with breadth and depth in training through core and elective modules covering consumer behaviour, marketing research, marketing analytics, data management, digital and services marketing, as well as retail and strategic brand management. A thorough knowledge of Analytics as applied to Marketing will prepare you for internships and employment in this growing and challenging arena. You will also have the opportunity to work with industry partners through special enrichment activities and collaborative projects.

### Retail and Services Management

This track equips you with general management skills embracing all the key disciplines of marketing, operations management, human resources, information systems and analytics as applied to the strategy and operations of retail and service businesses. The track will also enable you to participate in retail industry internships while undertaking various research and retail marketing projects with SMU's key retail industry partners. Such internships will expose you to augmented skills in areas such as merchandise buying, visual merchandising, supply chain management, retail analytics, and other associated functions that will prepare you for the challenges of new-age retailing.

### Track under the Operations Management major:

- Operations Analytics

### Operations Analytics

This track equips you with statistical, optimisation, and simulation tools and skill sets to give you a competitive edge in the marketplace. You will receive rigorous training in Operations Management, with a wide range of core and electives modules covering topics such as project management, global supply chain, logistics and transport management, retail operations, and high performance warehousing and fulfilment. In addition, the course will take you through the entire cycle of data analysis, and you will have the opportunity to employ analytics tools on real data.



## SECOND MAJORS AND DOUBLE DEGREES

### Second Major

You may want to expand your learning across traditional academic disciplines by taking a second major as this will increase your career options. A second major can be pursued either within LKCSB or with any other SMU school. Examples of second majors include Accounting, Actuarial Science, Advanced Business Technology, Applied Statistics, Economics, Information Systems Management, Legal Studies, Political Science, Psychology, and Sociology.

### Double Degree

You can also choose a double degree option and combine your BBM with another area of expertise, such as Economics. You will graduate with two undergraduate degrees from two different SMU schools within four to five years:

- Business Management and Accountancy [BBM/BAcc]
- Business Management and Economics [BBM/BSc (Econs)]
- Business Management and Information Systems [BBM/BSc (IS)]
- Business Management and Social Science [BBM/BSocSci]
- Law and Business Management (LLB/BBM)

As a freshman, you may be granted direct entry into a double degree programme upon admission on the basis of outstanding academic results. You must meet minimum course requirements in terms of Cumulative Grade Point Average to remain enrolled in a double degree programme.

If you are not successful in your application for direct entry into the double degree programme, you may apply again, subject to the availability of places, if you achieve excellent grades in your first or second year at SMU and meet the subject pre-requisites.

### SUTD-SMU Dual Degree Programme

Another LKCSB programme is the Dual Degree Programme in Technology and Management, a collaboration with the Singapore University of Technology and Design (SUTD). You will graduate with two Bachelor degrees - an SUTD Engineering degree and an SMU Business Management degree in 4.5 years. For more information on this dual-degree programme, please visit <http://sutd.edu.sg/DDP>.

# LEARNING ENVIRONMENT

Small class sizes create an engaging environment where debate and interaction are the order of the day. Our professors provoke and inspire group discussions through the use of challenging case studies, team-based projects, and through engaging with real world companies and enterprises. Through the process of questioning, research, and collaboration with peers, students develop deep content knowledge and a rich learning experience.

## Passionate World-Class Faculty

Many of our faculty members are notably engaged with businesses and government agencies, bringing their understanding of the business world into the classroom and helping students apply what they learn to the business world.

Faculty members are accessible outside of class, serving as academic advisors or research mentors, to help you make the most of your SMU experience.

## Vibrant Student Life

Opportunities abound for a rich and fulfilling student life outside the classroom. For more information about student life at SMU, please visit [www.studentlife.smu.edu.sg/student-life/student-life-overview](http://www.studentlife.smu.edu.sg/student-life/student-life-overview).

## Facilities

The Li Ka Shing Library and the new Kwa Geok Choo Law Library are state-of-the-art social learning spaces offering a range of resources and databases to help our students stay

competitive in the business world. You can access electronic resources such as online databases, e-journals and e-books via our digital library, in addition to a wide selection of printed materials.

## Research Centres and Institutes

SMU has 19 research centres and institutes. The Centre for Marketing Excellence, Institute of Innovation & Entrepreneurship, and the Sim Kee Boon Institute for Financial Economics are just a few of the centres and institutes at SMU that provide cutting-edge research that is highly relevant to the business world.





# GLOBAL EXPOSURE

Global exposure is an integral and important part of the LKCSB learning experience. More than 80% of SMU students travel overseas while studying at SMU.

## International Student Exchange Programme

With over 200 partner universities in 48 countries, opportunities are plentiful for students to experience academic life with different cultures and education systems around the world. You can choose from big-league business schools like Wharton at the University of Pennsylvania or less conventional destinations like Turkey, Mexico and Eastern Europe. You can be sure that every exchange programme will be an experience that is enriching and eye-opening.

## Business Study Mission

A business study mission gives you the opportunity to learn about a specific part of the world. It comprises seminars, culture talks, networking sessions with business leaders and government officials, and an overseas trip to the country or region of study. The aim is to give you a better understanding of a region's cultural, social and business environment, and to provide an immersive experience. You can choose which business study mission you would like to join. Places visited include China, Japan, South Korea, Taiwan, Vietnam, Germany, Scandinavia, Israel, and the Middle East.

## Summer Study Programme

The summer study programme enables you to spend four weeks in the summer at a reputable university overseas. Currently, students can choose to go to one of two universities — the University of British Columbia, Canada, and the University of St. Gallen, Switzerland.



# CAREER PROSPECTS

Our graduates demonstrate their versatility across a range of professions, from banking and finance, investment, research and consulting services, to careers in the public and social services sector, and public relations. Many have opted to become entrepreneurs as well.

Our graduates perform well in Singapore's Graduate Employment Survey, achieving nearly 100% employment with higher starting salaries across all local universities' business degree programmes.\*

\*Source: Graduate Employment Survey (GES) data released by Ministry of Education (Singapore)

## Examples of career paths of LKCSB's graduates

Asset Management Analyst	Investment Banker
Business Analyst	Management Consultant
Corporate Communication Executive	Portfolio Analyst
Entrepreneur	Social Media and Marketing Executive
HR Consultant	Strategy Consultant





# EXPERIENCES OF OUR ALUMNI

“LKCSB empowered me to explore a plethora of possibilities, taking learning out of the classroom and into the real world. Students are given the opportunity to create a unique experience and pursue his/her passions through a comprehensive blend of academic majors, student clubs, internships, and study missions. Through the vibrant programme, my imagination and perspectives were broadened, and this prepared me well for working in developing countries in South-East Asia.”



**Benjamin Tsoon Wai Mun**  
Bachelor of Business Management (Class of 2013)  
Major in Finance  
Managing Director, Fundnel

“My time in LKCSB has never been short of having fun amidst the seriousness of preparing for the corporate world. Within a span of four years, I have forged many great friendships, had opportunities to develop my personal and technical skills, and was given a platform to network with alumni and senior corporate executives. The SMU/LKCSB pedagogy indeed brings out the potential of individuals who seek success in the future paths they choose. My time at LKCSB has spurred me to stay connected to LKCSB through its alumni network after my graduation.”



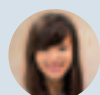
**Cavin Wong Han Xian**  
Bachelor of Business Management (Class of 2009)  
Major in Marketing and Finance  
Head of Financial Institutions, Asia Pacific,  
Toronto-Dominion Bank  
Co-Founder & Director, CDT Tradings Pte Ltd

“My four years in SMU have blessed me with the best gifts that education has to offer - a desire to contribute to society, a belief in the endless possibilities to do so, and the conviction that anyone can achieve what they set their minds to.”



**Sharon Yeo Qian Ling**  
Bachelor of Business Management (Class of 2016)  
Major in Finance and Operations Management  
Co-founder and Managing Director, TalentTribe Asia

“I thoroughly enjoyed my SMU experience, defined by its engaging teaching pedagogy and global experiences. More importantly, the school provided me with countless opportunities - to discover various disciplines, discern my passion, and dream up the possibilities. These things combined readied me to navigate the world of work today.”



**Lim Zhen Ting**  
Bachelor of Business Management and  
Bachelor of Science (Economics) (Class of 2017)  
Major in Marketing and Economics  
Business Analyst, McKinsey & Company



SINGAPORE MANAGEMENT  
UNIVERSITY

## A Different U

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