

SKILLED BUSINESS LEADERS READY TO MAKE AN IMPACT



SMU
SINGAPORE MANAGEMENT
UNIVERSITY

A Different U



LEE KONG CHIAN SCHOOL OF BUSINESS



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:



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.



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>.

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.





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