

BUSINESS

UNDERGRADUATE PROSPECTUS 2015/2016

HANDS-ON INTERACTION WITH THE BUSINESS WORLD

- Learn through project work, internships, Business Study Missions and regular networking sessions
- Experience industry-relevant mentoring by acclaimed industry practitioners who will engage you in challenging business case studies



HIGHLY RANKED

- AACSB and EQUIS accredited, and ranked 4th in Asia.* Your degree is recognised wherever you go



* UTD Top 100 Business School Research Rankings

THE WORLD YOUR CAMPUS

- 86% of SMU students get global exposure from our international student exchange programmes, study missions, summer study programmes, internships and community service projects[^]
- SMU has an extensive network of more than 200 partner universities worldwide
- 140 Overseas Community Involvement Projects (OCIP) have been undertaken across 15 countries*

[^] Based on 2014 Graduating Cohort

* Based on OCIPs Conducted in Academic Year 2014



DIVERSE CAREER OPTIONS

- 7 majors and 4 concentrations mean more breadth and variety for employability across a wide range of industries



BE HIGHLY SOUGHT AFTER BY EMPLOYERS



- 91% employed within 6 months of graduation[†]

[†] Source: Graduate Employment Survey 2014

FREDA LUO

Strategist
Yahoo

SMU Lee Kong Chian School of Business
Bachelor of Business Management (Marketing)
with Second Major in
Corporate Communication

OUR MISSION

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

DEAN'S MESSAGE

LKCSB faculty, staff, curriculum and campus deliver an exceptional learning environment and a transformative student experience. As a student, you will be developed as a leader to create a positive impact at work and in society. You will also be equipped with the skills needed to excel in business, whether in a corporate or entrepreneurial environment. And you will be prepared via the latest research-based knowledge to succeed in your chosen career.

Gerard George

Dean, Lee Kong Chian School of Business





TRANSFORM

If you are looking for a world-class business education, and have the aptitude and confidence to become a mover and shaker in the business world, then look no further.

At LKCSB, we not only do things differently, we do them better — where fresh thinking and innovation are highly valued and encouraged. You will learn how to sense and

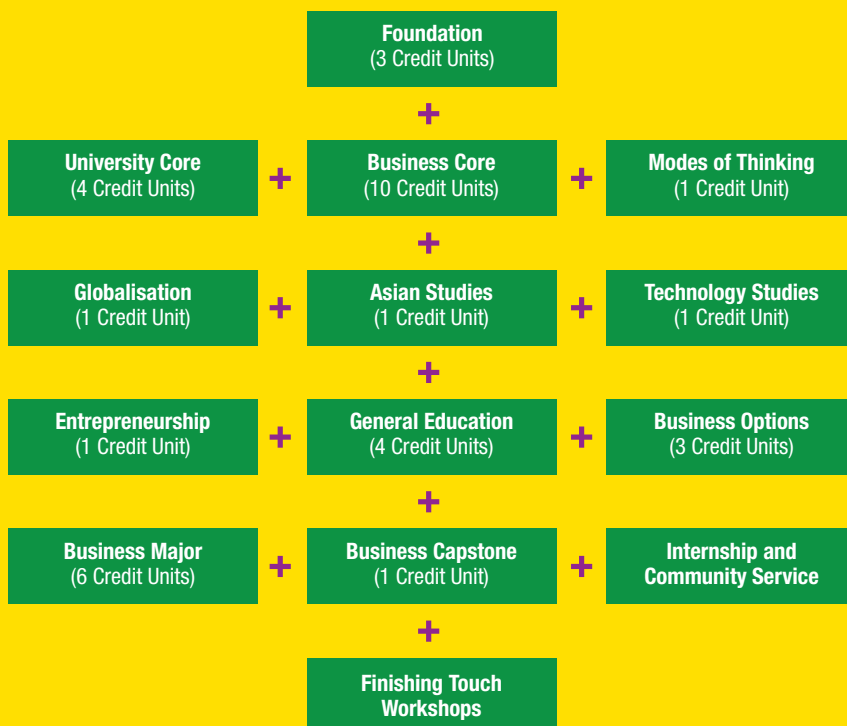
grasp opportunities, challenge conventional wisdom and surge ahead through the power of your ideas.

Ultimately, an SMU business education will equip you with skills to make things happen in any career you choose, and, most importantly, will empower you to be what you want to be.

CURRICULUM



The LKCSB Bachelor of Business Management (BBM) gives students flexibility to personalise their paths of study with a choice of core courses and majors, and the opportunity to experience practical, industry-relevant teaching and mentoring from acclaimed business faculty. For a full list of the curriculum options, please visit www.business.smu.edu.sg/business/programmes/bbm-curriculum



Internship and Community Service Programme

A distinctive feature of the BBM curriculum is the internship and community service programme at established organisations, both local and international. The internship programme aims to provide students with a deeper cross-cultural appreciation of both business practices and research, whereas the community service programme serves to remind students to be responsible and civic-minded citizens.

Finishing Touch Programme

This programme consists of a series of Career Preparation & Enrichment workshops to prepare students for internships, job applications and necessary skills for future career success.

LKCSB BUSINESS MAJORS

Bachelor of Business Management (BBM) students can choose to graduate with a business major. To complete a major, students do one to three compulsory courses and then select from a variety of electives. There are seven majors to choose from.

The 7 Majors

Corporate Communication

The Corporate Communication major provides students with a foundation in the theory and practice of corporate reputation, brand, and image management. It also provides them with the context of modern business (i.e. the impact of public opinion, media, society, governments and trends on corporations). Students with this major will be able to pursue opportunities in the fields of corporate communication, digital and social media, public relations, and marketing communication.

Finance

The Finance major equips students with skills 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 students 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 students in one of two tracks: 1) with human resources management skills in areas such as talent acquisition and management, strategic HR, performance management, compensation & benefits, and HR analytics (HR track), or 2) with general management skills in areas such as leadership, negotiation, organisational change, decision making, and cross-cultural management (OB track). General management skills help students be effective team players and leaders in any area of specialisation. Students with an HR focus often find employment in the fields of human resources management and human resources consulting.

Operations Management

The Operations Management major provides students 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, logistics, transportation and manufacturing.

Quantitative Finance

The Quantitative Finance major focuses on financial markets and industry, primarily in the management of financial risks, trading and hedging of financial derivatives, as well as in the management of investment portfolios and trading opportunities.

Strategic Management

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





CONCENTRATIONS, SECOND MAJOR AND DOUBLE DEGREE

Concentrations

Concentrations give students the opportunity to specialise in one aspect of a major.

Concentrations for the Finance major:

- Banking
- International Trading
- Wealth Management

Concentration for the Strategic Management major:

- Entrepreneurship

Banking

This concentration provides students 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

International Trading

This concentration equips students 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).



Wealth Management

This concentration grooms students 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.

Entrepreneurship

The concentration provides students with a foundation in the multi-disciplinary domain of entrepreneurship. Students will be able to:

- i. evaluate and pursue opportunities in creating new for-profit or social ventures
- ii. lead new small businesses to growth, and
- iii. lead initiatives to create new products, services, or explore new markets in large corporate and family businesses.

Second Major

Students may want to expand their learning across traditional academic disciplines by taking a second major. A second major will increase career options and 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

Students can also choose a double degree option and combine their BBM with another area of expertise, such as Economics. Students 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 Management [BBM/BSc (ISM)]
- Business Management and Social Science [BBM/BSocSci]
- Law and Business Management (LLB/BBM)

Freshmen may be granted direct entry into a double degree programme upon admission on the basis of outstanding academic results. They must meet minimum course

requirements in terms of Cumulative Grade Point Average to remain enrolled in a double degree programme.

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





SCHOLARSHIPS

SMU and LKCSB offer multiple scholarships for LKCSB undergraduates, many of which last the full duration of the course, subject to good academic performance. Below are some of the many scholarships that LKCSB offers:

- Lee Kong Chian Scholars' Programme
- Singapore Management University Scholars' Programme
- Jardine Cycle & Carriage Scholarship
- ARA Asset Management Scholarship

For the full list of scholarships and details, please visit
www.smu.edu.sg/smu-scholarships

AWARDS

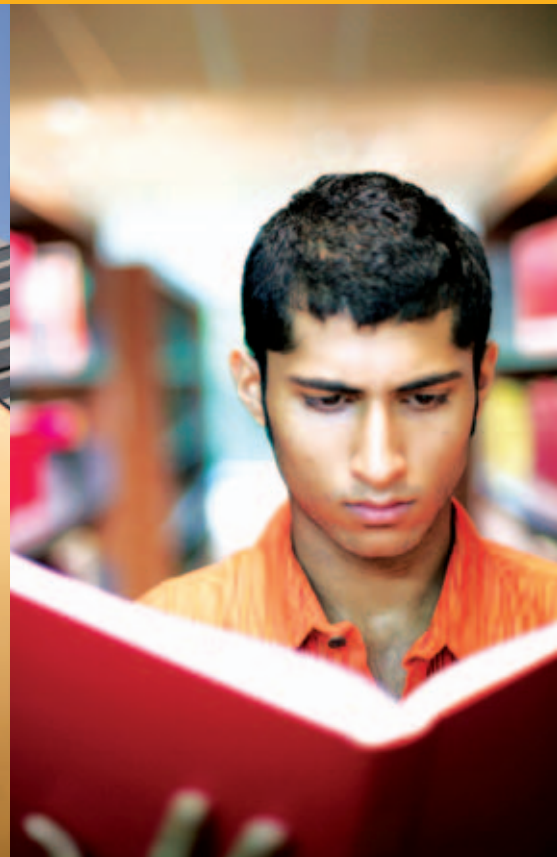
SMU students are recognised for their outstanding achievements in academics, community service and co-curricular involvement through awards sponsored by various organisations. Some of these awards are given automatically based on performance, others by application.

Some of the awards specific to LKCSB include:

- Standard Chartered Best First Year Business Student Award
- NOL Best Final Year Business Student Award
- Citi Best Second Year Finance Student Award
- ING Finance Award

For the full list of awards and more details, please visit
www.smu.edu.sg/smu-awards





LEARNING 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 standard for excellence in business education, and 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:





ENVIRONMENT

Passionate World-Class Faculty

Many of LKCSB's faculty 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.

Small classes create a collaborative environment where debate and interaction are the order of the day, while SMU professors provoke and inspire group discussions through the use of challenging case studies, team-based projects and computer-simulated challenges.

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



FACILITIES



The Li Ka Shing Library is a state-of-the-art social learning space offering a range of rich business resources and high-end financial databases to help our students stay competitive in the business world. Students can access electronic resources such as online databases, e-journals and e-books, in addition to a selection of printed materials, via our digital library PYXIS.

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.





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

GLOBAL EXPOSURE

Global exposure is an integral and important part of the LKCSB learning experience. More than 80% of our students will 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 university life with different cultures, education systems and work practices around the world. Students can choose from big-league business schools like Wharton at the University of Pennsylvania or less conventional destinations like Turkey, Mexico and Eastern Europe. Students can be sure that every exchange programme will be a learning experience that is nothing short of extraordinary.

Business Study Mission

A business study mission gives students the opportunity to learn about a specific part of the world. It comprises seminars, culture talks, study trips and networking with business leaders and government officials, so as to give students a better understanding of a region's cultural, social and business dynamics. Students can choose which business study mission they 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 students to spend four weeks at a designated top university. The programme starts in May or June, allowing students an overseas experience between academic terms. Currently, there are two summer study programmes — the University of British Columbia, Canada and the University of St. Gallen, Switzerland.



OUR GRADUATES

The versatility of LKCSB graduates is demonstrated by the wide variety of professions and industries they are employed in — from banking and finance, to investment and accounting, to research and consulting services, to public and social sectors and public relations. Many have opted to become entrepreneurs as well.

LKCSB graduates rank highly in Singapore's Graduate Employment Survey — a survey conducted by the Ministry of Education annually on the employment conditions of graduates across local universities. They typically achieve employment close to 100% with higher starting salaries across all local universities' business degree programmes*.

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



ADMISSION REQUIREMENTS

Admission to the LKCSB is on a selective and competitive basis. As part of SMU's holistic admissions process, applicants will be evaluated on the basis of:

- Academic record
- Co-curricular activities
- SAT (if applicable)
- Interview and/or essay writing, for shortlisted applicants

Admission requirements are subject to change from time to time. For full details, please visit www.admissions.smu.edu.sg

TUITION FEES AND FINANCIAL ASSISTANCE

Studying at SMU is very affordable, because the tuition fees are highly subsidised by the Singapore Government. SMU adopts a fixed fee model, which guarantees that tuition fees remain unchanged throughout the normal duration of study at SMU (four years). This gives students peace of mind that there will be no fee increase throughout their time at SMU.

Permanent residents and foreign students who are eligible and intend to take up a tuition grant must sign a Tuition Grant Deed,

which will require them to work in Singapore-registered companies for three years upon graduation from SMU. Students who are not eligible, or choose not to apply for the grant, are required to pay the non-subsidised fees. The latter will not be bound by the three-year work obligation.

No deserving student will be denied an education at SMU because of tuition fees. Financial assistance schemes are available to help students on Singapore Government Tuition Grants meet the costs of education and study-related activities at SMU. These schemes are

not open to students who are not eligible or choose not to apply for the tuition grant.

For more information about tuition fees and grants, please visit www.admissions.smu.edu.sg/fees/tuition-fees

For more information about financial assistance, please visit www.admissions.smu.edu.sg/fees/financial-aid



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The SMU Jump was introduced when SMU was established in 2000 as a way of differentiating ourselves. It symbolises the high energy and different perspectives that our students are capable of bringing to any situation or issue, and making a difference. It has evolved into a highly recognisable and endearing icon; and is very much an integral part of the SMU spirit that transcends and binds all students past and present and the larger SMU community together.