

# A World-Class Education. For Real-World Business Leaders.

LEE KONG CHIAN SCHOOL OF BUSINESS

**Julia Lim**

*Bachelor of Business Management  
Majors in Finance and  
Corporate Communication  
2013 Intake*

**Naresh Nehvin**

*Bachelor of Business Management  
Majors in Marketing and  
Corporate Communication  
2014 Intake*





# DEAN'S ADDRESS

“ Ever increasing uncertainty in our current global market environment requires executives who are able to competently lead their organisations through any business situation in order to thrive in the midst of difficulties. As a student at the Lee Kong Chian School of Business, you will be equipped with skills to succeed in business. We train our students to think and act entrepreneurially.

Our curriculum grounds you in the understanding of business fundamentals and builds upon these foundations, using a broad-based approach to ensure that you are holistically developed to positively impact your workplace 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 practical, 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 clutter to identify key business issues, and you will be given opportunities to grow through leadership roles towards becoming effective executives.

### 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 will take you beyond the shores of Singapore.

### Experience a Rigorous, Engaging Curriculum

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

## Featured Student Testimonials



In my first year, I embarked on a trip to Yunnan with a team of 12. Once there, we set to work immediately; textbooks were disseminated, and necessities were handed out. We also equipped the school with a basic English syllabus for their own teachers to use after we returned home. The continuity of such projects is paramount, and I am glad that Project Rainbow is in its fourth installation this year, with like-minded juniors helping the project and continuing what my CSP leaders set out to achieve.

**Julia Lim**

Bachelor of Business Management  
Majors in Finance and Corporate Communication  
2013 Intake



For a long time, I had wanted to give back to society in a meaningful way. As a freshman, I had the opportunity to explore numerous local and international initiatives. One that resonated with me was Project Gazaab Nepal – an Overseas Community Service Project that aims to inspire young social entrepreneurs to be self-sustaining. We still keep in touch with those we met on Facebook and it is always heartening to see that our guidance has helped to raise their standard of living.

**Naresh Nehvin**

Bachelor of Business Management  
Majors in Marketing and Corporate Communication  
2014 Intake



# CURRICULUM

For a full list of the curriculum options, please visit

[www.business.smu.edu.sg/business/programmes/bbm-curriculum](http://www.business.smu.edu.sg/business/programmes/bbm-curriculum)

**Foundation**  
3 Credit Units

**University Core**  
4 Credit Units

**Modes of Thinking**  
1 Credit Unit

**Internship and  
Community Service**

**Finishing Touch  
Workshops**

**Business Core**  
10 Credit Units

**Business Major**  
6 Credit Units

**Business Options**  
3 Credit Units

**Business Capstone**  
1 Credit Unit

**Globalisation**  
1 Credit Unit

**Asian Studies**  
1 Credit Unit

**General Education**  
4 Credit Units

**Technology Studies**  
1 Credit Unit

**Entrepreneurship**  
1 Credit Unit

## 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 social responsibility and civic-mindedness. Both programmes are conducted in partnership with local and international organisations.



# THE 8 LKCSB BUSINESS MAJORS

Our students can opt to graduate with a business major by completing one to three compulsory courses and by selecting from a variety of electives. There are eight majors to choose from:

## 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 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 (OB 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, technological advances and regulatory requirements have driven the banking industry to the point where mathematical and statistical modeling are a necessity. A talented individual with strong quantitative skills is highly sought after by hedge funds and banks. With a Quantitative Finance (QF) major, you are in a good position to impress interviewers and head-hunters seeking to employ risk analysts, junior quant research strategists, and in time to come, specialist leaders. LKCSB's QF courses will show you how math can help an investment/trading firm generate revenue while limiting risk.

## 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, SECOND MAJORS AND DOUBLE DEGREES

## Tracks

Our students are given the opportunity to specialise in one aspect of a major.

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

Subject to the availability of double degree places, should you not be successful in your application for direct entry into the double degree programme, you may re-apply 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 with a specialisation and an SMU Business Management degree in 4.5 years. For more information on this dual-degree programme, please visit: <http://ugadmissions.sutd.edu.sg/study/sutd-smu-ddp/>

# Tracks:

Tracks under the Finance major:

- Banking
- Finance Analytics
- International Trading
- Wealth Management

## Banking

This track provides you with significant insights into:

- the process by which bankers provide loans to corporations
- the full range of banking products banks offer customers, including wealth management products
- the structuring of equity and debt transactions
- the managing of mergers and acquisitions
- 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
- the process by which universal banks diversify their risks across the different market segments

## Finance Analytics (New)

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).

## 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 (New)

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 (New)

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 (New)

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.



# 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 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:



## 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.

Small class sizes create a collaborative environment where debate and interaction are the order of the day, while our 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 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 high-end 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 selection of printed materials.

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 university life with different cultures, education systems and work practices 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 a learning experience that is nothing short of extraordinary.

## 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, study trips and networking with business leaders and government officials, so as to give you a better understanding of a region's cultural, social and business dynamics. 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 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.



# VERSATILITY ACROSS PROFESSIONS



Our graduates demonstrate their versatility across a gamut of professions from banking and finance, investment and accounting, research and consulting services, to public and social sectors and public relations. Many have opted to become entrepreneurs as well.

Ranked highly in Singapore's Graduate Employment Survey, our graduates achieve 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)



# EXPERIENCES OF OUR ALUMNI

SMU's constant push for students to think critically about real world dilemmas, to be socially responsible, and to work with different personalities — these were invaluable experiences that greatly humbled me, and helped me become more perceptive.



**Joycelyn Chua Hui Min**

Bachelor of Business Management and Social Science (Class of 2014)  
Major in Operations Management and Psychology  
Manager, Behavioural Insights and Design Unit,  
Ministry of Manpower

Through several overseas stints and business adventures, my LKCSB journey has undoubtedly emboldened my passion for entrepreneurship, primed my senses as a globetrotter, and groomed my skills to embrace challenges. LKCSB is a playground for anyone who dares to do the hard things and then commits fully to making them happen.



**Jeff Tung Chi Fung**

Bachelor of Business Management (Class of 2013)  
Major in Finance  
Founder and CEO, Sheng Ye Financial Group

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 an individual who seeks success in his/her future, in the path he/she chooses. 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



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