

LEE KONG CHIAN SCHOOL OF BUSINESS

Let's Get Down to Business



SINGAPORE MANAGEMENT
UNIVERSITY



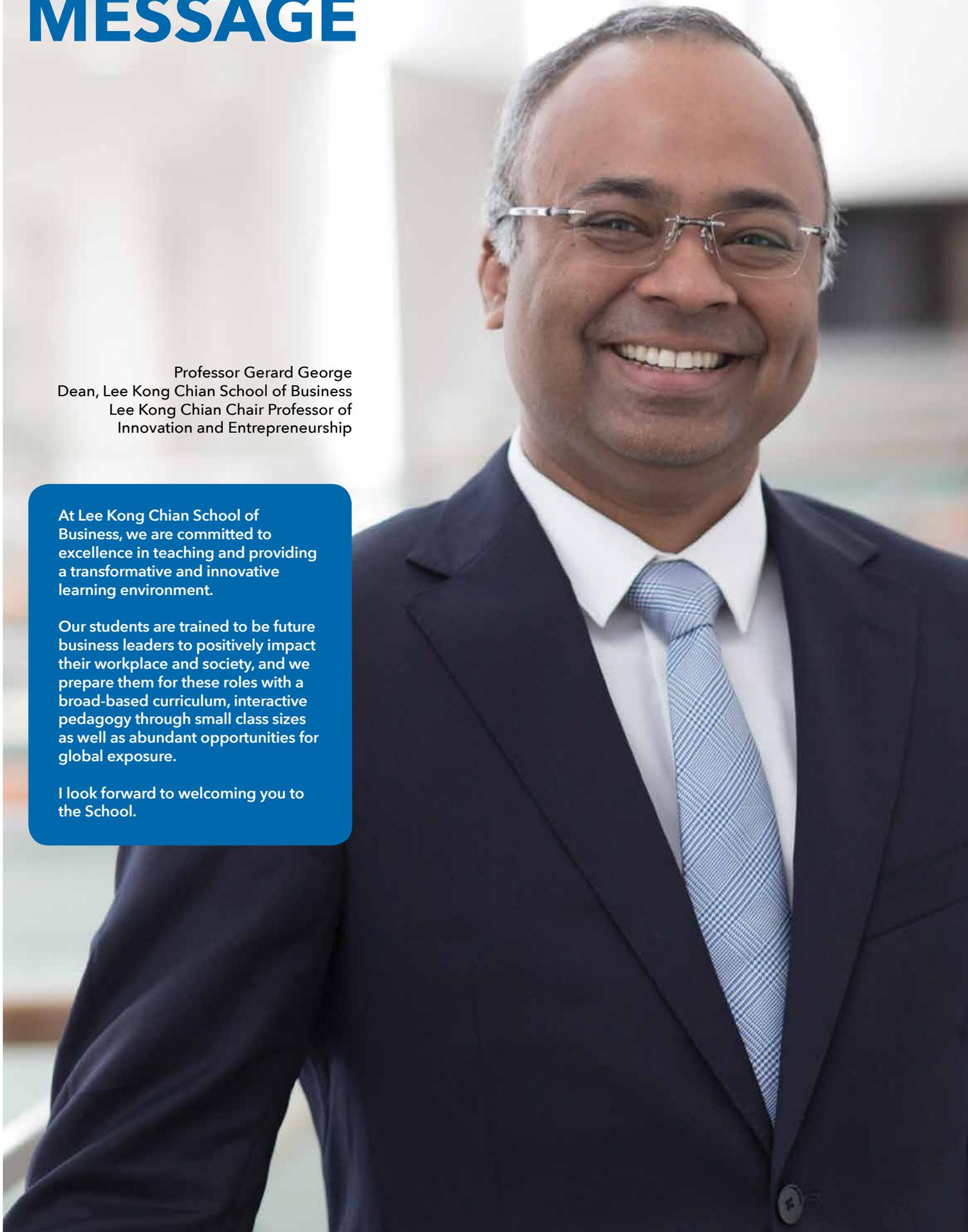
DEAN'S MESSAGE

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

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 trained to be future business leaders to positively impact their workplace and society, and 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.

I look forward to welcoming you to the School.



A SCHOOL OF DISTINCTION

Our Mission

At the Lee Kong Chian School of Business (LKCSB), we create business knowledge, and nurture keen minds to lead organisations and serve society.

Your Path to Success

Personalise Your Learning Journey

Craft your path of study with a flexible suite of majors and tracks, and receive industry-relevant teaching and mentoring from an acclaimed business faculty.



Develop Your Leadership Potential

Hone your business acumen by taking on leadership roles, challenging conventional thought, and navigating vast amounts of information to identify core business issues.



Discover New Worlds Beyond Singapore

Expand your horizons and enrich your life experience through abundant opportunities in overseas exchanges, internships, study missions, and community service projects.



Experience a Rigorous, Engaging Curriculum

Gain the skills, knowledge and competitive edge you need to excel in a corporate or entrepreneurial environment through our four-year accredited curriculum.



International Recognition

LKCSB is the first in Singapore to achieve the 'triple crown' accreditation, gold standards for excellence in business education, which only a handful of schools in the world have earned:

- Association to Advance Collegiate Schools of Business (AACSB)
- Association of MBAs (AMBA)
- European Quality Improvement System (EQUIS)

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

Accredited by:



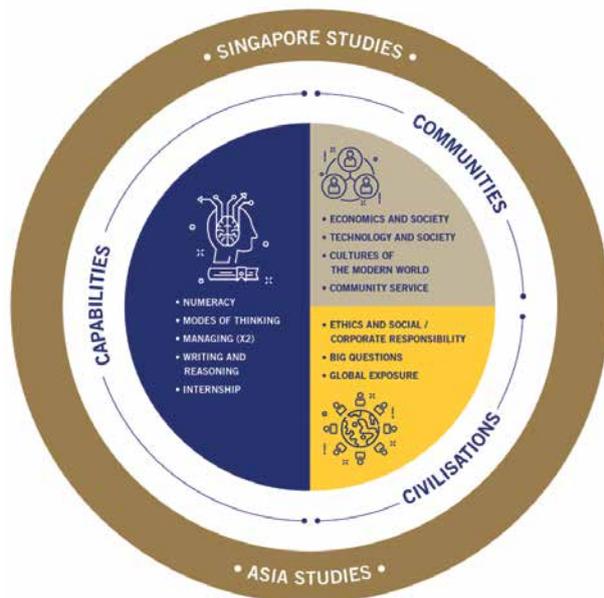
Member of:



CURRICULUM OVERVIEW

SMU Core Curriculum 12 CUs

The SMU Core Curriculum is a menu of twelve carefully selected course units (CUs) to initiate undergraduates into their journey to become holistic SMU graduates. The Core Curriculum also serves as a means for students across all disciplines to bond through a common intellectual experience. It stands on three pillars of learning, or inter-related paths of development: Capabilities, Communities and Civilisations.



Capabilities



Develop specific competencies and skills that are necessary to dexterously operate in an increasingly complex, digitised and data-driven working environment.

Students will also complete an internship, either locally or overseas.

Communities



Promote understanding of the economic, technological, and cultural systems that structure our interactions with our communities.

Students will also complete a community service project, either locally or overseas.

Civilisations



Engage in critical dialogue and problem solving through immersion into fundamental and perennial debates that cut across time and space:

- Happiness & Suffering
- Wealth & Poverty
- War & Peace
- Global & Local

Students will complete a Global Exposure Experience.

Business Core 11 CUs

The Business Core provides you with grounding in the theories, concepts and working tools that are essential for operating in a modern business environment.

- Business Capstone
- Business in Context
- Business Law
- Decision Analysis
- Finance
- Financial Accounting
- Management Accounting
- Management of People at Work
- Marketing
- Operations Management
- Strategy

Business Major at least 6 CUs

You may opt for the generalist route by selecting courses from any of the nine business majors, or specialise in any of the following:

- Corporate Communication
- Entrepreneurship
- Finance
- Marketing
- Organisational Behaviour and Human Resources
- Operations Management
- Quantitative Finance
- Strategic Management
- Sustainability (only as 2nd major)

Free Electives up to 7 CUs

Total

36 Course Units (CUs)

The Exploratory Courses policy allows the exclusion of two Course Units of passed grades from the cumulative GPA (cGPA) computation – aside from compulsory University/Programme Core courses, compulsory Major and Track courses, and courses taken in the final term. This is to encourage you to explore classes outside your spheres of interest without having an impact on your cGPA.

MAJORS AND TRACKS

Our Bachelor of Business Management (BBM) programme offers nine majors to choose from, and within certain majors, several tracks for further specialisation.

Finance	Marketing
<p>Finance is a key pillar of the Singapore economy and accounts for a large fraction of foreign investments into Singapore. Not only does the sector employ a significant part of Singapore's professional workforce, job opportunities will be expanded by advances in FinTech and Asia's growth. The finance major is well-designed to equip you with the relevant industry skills to be ready to take on a career in finance and related sectors.</p> <p>Finance Analytics Track</p> <p>This track puts you at the forefront of innovation in the new FinTech world of finance. You will learn programming and data analytical skills that help you make sense of the big data in financial markets. The finance analytics track will prepare you to have the necessary skills for new jobs in the finance industry.</p> <p>Real Estate Track</p> <p>Singapore is a hub for regional real estate investments and financing. In partnership with Mapletree, this track will provide you skills 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), infrastructure financing, etc.</p> <p>Wealth Management Track</p> <p>Wealth management is a very important sector due to the growing wealth in Asia and Singapore's position as a wealth management hub. With SMU's established global reputation in training wealth management professionals, this track will equip you with deep knowledge and expertise in investment products, portfolio management, and client advisory skills.</p> <p>International Trading Track</p> <p>Singapore is expanding as a centre of global trade flows. This track focuses on physical commodities trading, equipping you with knowledge of products (e.g. oil, agriculture), logistics (e.g. shipping, warehousing), and risk management. Organisations seeking such talent include trading, shipping, logistics, trade finance, and maritime services.</p> <p>Banking Track</p> <p>In this track, you will explore the three sub-sectors of banking: corporate banking (financing businesses through loans), consumer banking (maturity transformation, access to credit), and investment banking (capital raising, mergers acquisitions). The vibrant banking sector in Singapore ensures promising employment opportunities.</p>	<p>In this major, you will learn to use consumer research to develop competitive and sustainable marketing strategies. Marketing graduates find work in diverse industries, including branding, advertising, digital media, sales, retail, consulting, and marketing research.</p> <p>Marketing Analytics Track</p> <p>This track examines consumer behaviour, marketing research, data management, digital marketing, as well as retail and strategic brand management - with potential opportunities to work with industry partners through enrichment activities and collaborative projects.</p> <p>Retail and Services Management Track</p> <p>Through research, internships and projects with industry partners, you will learn about strategy and operations of retail and service businesses, in aspects such as human resources, information systems, merchandise buying, visual merchandising, supply chain management and retail analytics.</p>
Operations Management	
	<p>This major provides you with the skills needed to drive operational excellence and manage business operations in a wide range of sectors, including retail, consumer goods, hospitality, health care, supply chains, logistics, and manufacturing.</p> <p>Maritime Business and Operations Track</p> <p>Apart from port-focal logistics, maritime law and regulations, and business analytics, you will explore how modern technology is used in maritime business. Your learning will be extended through non-credit courses, internships, overseas study missions and local site visits.</p> <p>Operations Analytics Track</p> <p>In this track, core courses introduce the full cycle of data analysis and the tools required to turn a business from reactive to proactive. Elective courses look at applications in areas such as logistics and transportation, warehousing and fulfilment, and business process improvement.</p>

MAJORS AND TRACKS

<p>Corporate Communication</p> <p>This highly versatile major focuses on the theory and practice of strategic and brand communication, and is suitable for careers in corporate communication, public relations, digital media, advertising, and content development. You will also develop the communication skills required to thrive in management roles.</p>	<p>Organisational Behaviour and Human Resources</p> <p>The OBHR major consists of two areas of emphasis. The first emphasis, Organisational Behaviour, focuses on leadership, teams, organisational change, decision-making, and cross-cultural management. The second area of emphasis, Human Resources (HR), enables you to acquire skills and knowledge in talent acquisition, performance management, learning and development, and HR analytics.</p>
<p>Strategic Management</p> <p>This major develops strategic management concepts, skills and competencies. These include formulating corporate strategies, developing new businesses, designing corporate structures, and managing businesses and corporations.</p>	<p>Entrepreneurship</p> <p>This 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 electives, an entrepreneurship practicum, and study missions to entrepreneurial hubs globally, you will learn the theoretical foundations to apply the tools and techniques needed to refine and grow new business ideas.</p>
<p>Quantitative Finance</p> <p>The global financial market is increasingly denominated by "quants" who can combine financial knowledge with mathematical modelling and analyses. In Singapore, MAS is committed to promoting the deployment of advanced quantitative algorithms in the finance industry. This major builds analytic skills required in the financial markets for quantitative analysis, model validation, asset pricing, trading strategies, investment decision-making, and risk management. You will be imparted with a good command of practical skills to a successful career in risk analysis, asset management, derivatives sales & trading, quantitative research, and consulting.</p>	<p>Sustainability (only as a 2nd major)</p> <p>Many businesses have started to embrace sustainability as part of their strategic goals. This major, the first of its kind in Singapore, develops a strong understanding of issues such as climate change, marine pollution, depletion of natural resources, and poverty. You will also learn the tools and frameworks needed to make meaningful impact.</p>



SECOND MAJORS AND DOUBLE DEGREES



Second Majors

Guaranteed second major for every SMU undergraduate

You may expand your learning across academic disciplines or increase your career options by taking a second major at either LKCSB or another SMU school. Examples of second majors include: Sustainability, Accounting, Accounting Data & Analytics, Actuarial Science, Data Science & Analytics, Economics, Health Economics & Management, Technology for Business, Legal Studies, Political Science, Psychology, Sociology, Arts & Culture Management, Global Asia, Public Policy & Public Management.

Double Degrees

You may combine a Bachelor of Business Management (BBM) with another area of expertise from another school and graduate with two undergraduate degrees within 4 to 5 years:

- Business Management & Accountancy [BBM/BAcc]
- Business Management & Economics [BBM/BSc (Econ)]
- Business Management & Information Systems [BBM/BSc (IS)]
- Business Management & Computer Science [BBM/BSc (CS)]
- Business Management & Social Science [BBM/BSocSc]
- Law & Business Management [LLB/BBM]

As a freshman, you may be accepted into a double degree programme on the basis of outstanding academic results. You must maintain a required cumulative Grade Point Average (cGPA) to remain enrolled in a double degree programme.

If your initial application is not successful, you may apply again if you meet the subject pre-requisites and achieve excellent grades in your first or second year, subject to the availability of places.

SUTD-SMU Dual Degree in Technology and Management

In this collaboration between LKCSB and the Singapore University of Technology and Design (SUTD), you graduate with an SUTD Engineering degree and an SMU Business Management degree in 4.5 years. For more information, please visit www.sutd.edu.sg/DDP.

LEARNING ENVIRONMENT

Our small class sizes create an interactive environment where students examine challenging case studies, collaborate on team projects, and engage with real-world companies and enterprises. Through the processes of research, debate and questioning, they develop deep knowledge and a rich learning experience.

World-Class Faculty: Our faculty members, many of whom are professionally engaged with businesses and government agencies, bring their real-world experience and expertise to the classroom to help you apply what you learn. Outside of class, they also serve as academic advisors and research mentors.

Vibrant Student Life: Opportunities abound for a rich and fulfilling student life outside the classroom. For more information, please visit www.smu.edu.sg/campus-life.

State-of-the-Art Libraries: The Li Ka Shing Library and the Kwa Geok Choo Law Library are state-of-the-art social learning spaces offering a range of printed and digital resources and databases to help you stay competitive in the business world.

Prinsep Street Residences: SMU Prinsep Street Residences (PSR) is a novel communal living concept where students co-live, co-work and co-learn in the heart of the city. A range of educational and social events promote and embrace diversity among residents, with a focus on raising culture awareness, deepening the understanding of disability issues, and developing young change agents on campus and beyond.

Institutes, Centres, Labs and Initiatives (ICLIs): SMU has over 30 institutes, centres, labs and initiatives (ICLIs). 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



SMU is committed to providing every student with opportunities to adapt and thrive in an international environment, pushing their limits of learning and helping them gain skills beyond the classroom.

International Student Exchange Programme

With over 200 partner universities to choose from, the world is indeed your oyster. You get to experience academic life in renowned business schools like the Wharton School of the University of Pennsylvania, or immerse yourself in the rich cultures of destinations like Turkey, Mexico and Eastern Europe.

Business Study Mission

A business study mission is an overseas trip that gives you a better understanding of a region's cultural, social and business environment. It comprises seminars, culture talks and networking sessions with business leaders and government officials. Past destinations include China, Japan, South Korea, Taiwan, Vietnam, Germany, Scandinavia, Israel and the Middle East.

Short-term Study Programme

The short-term study programme runs for two to four weeks during the summer or winter break. Currently, students can choose to go to the University of British Columbia in Canada, the University of St. Gallen in Switzerland, and the University of Gadjah Mada in Indonesia.

Overseas Internship

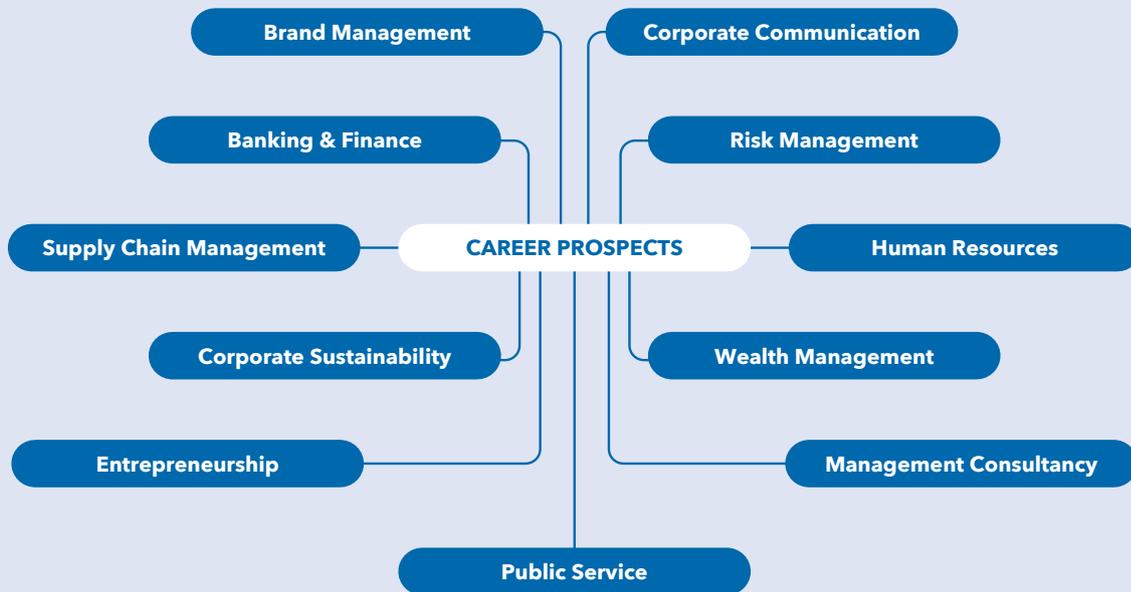
An overseas internship lets you experience first hand how industries and businesses operate in other markets, and apply your knowledge and skills in a real-world setting. The connections you make also have the potential to translate into full-time employment opportunities.

Overseas Community Service

Overseas community service not only exposes you to diverse social, political, and economic insights, but also shapes your sense of social responsibility. You can choose to join, lead or start an overseas community service project.

CAREER PROSPECTS

Our graduates demonstrate remarkable versatility in the job market across private and public sectors, entering a range of professions in banking and finance, investment, research and consulting, social services, public relations, and many other fields.



They achieve nearly 100% employment within 6 months of graduation, with higher starting salaries compared to graduates of other local universities' business degree programmes.*

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



HEAR FROM 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 their 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 Southeast Asia.



Benjamin Tsoon Wai Mun
Co-founder & COO, Fundnel

Class of 2013
Bachelor of Business Management
Major in Finance



My time in SMU was filled with great friendships and unique experiences. The wide-ranging student activities, overseas exposure and community service programmes broadened my perspectives, while the academic rigour and internship opportunities prepared me well for the workplace. Students are encouraged to step out of their comfort zone to pursue various passions / disciplines and develop holistically.



Daniel Guo Weizhong
Associate, Investment Banking Division,
Goldman Sachs

Class of 2015
Bachelor of Business Management
Major in Finance



I thoroughly enjoyed my SMU experience, defined by its engaging 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
Business Analyst, McKinsey & Company

Class of 2017
Bachelor of Business Management &
Bachelor of Science (Economics)
Major in Marketing and Economics



Whenever anyone asks me why I chose SMU, I tell them this: knowledge for the real world. The field of business cannot solely be learnt through books and exam papers; but through lively interaction with classmates while analysing case studies, helping real businesses innovate and solve problems, and even by empowering at-risk youths by equipping them with entrepreneurial skills through community service programmes. I am happy to bring with me the things I developed through my time in university - both hard and soft skills - as I take on my future.



Nadia Pritta Wibisono
Regional Assistant Brand Manager,
Procter & Gamble

Class of 2018
Bachelor of Business Management
Major in Marketing and Strategic Management



SINGAPORE MANAGEMENT
UNIVERSITY

A Different U

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Information is correct at time of print in Feb 2019