

# WHY STUDY AT SMU LEE KONG CHIAN SCHOOL OF BUSINESS?



SMU

SINGAPORE MANAGEMENT  
UNIVERSITY

**“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.”**

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

**Undergraduate**



## DEAN'S MESSAGE

The Singapore Management University (SMU) was established with a vision of breaking the mould in the way we educate. We were single-minded about developing students holistically and opening a world of opportunities to students, in terms of overseas exposure, community service, and work opportunities. What we do at the Lee Kong Chian School of Business (LKCSB) – the first school established at SMU – is very much about keeping with that mission. Just as we nudge our students to think out of the box, similarly, we aim to be innovative in how we approach education.

Business is an engine for growth, for improving lives through innovation, and can be a force for good. At LKCSB, we embrace the triple bottom line framework of people, planet, and profits for how businesses should be run. The Bachelor of Business Management (BBM) has been designed with that in mind and with the goal of nurturing responsible business leaders for the future.

The BBM programme is also unique for the flexibility that it affords students. We do not box you in from the start by insisting that you choose an area to specialise. There are benefits to exploring the various business disciplines first, figuring out what your strengths and what your passions are, before choosing one of nine majors to specialise in. There is also flexibility in terms of the second majors you can choose – you can take on a second major at any of the six schools at SMU to add breadth to your knowledge.

We urge you to join us because we are confident in the value that we can add to your growth. You will find a learning environment that will challenge you and that presents you with myriad opportunities to develop hard skills, soft skills, and heart skills. You will also find learning to be an engaging experience with our dedicated faculty. We assure you, as well, that there will be excellent career opportunities when you graduate!

I look forward to welcoming you to our school.

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

## 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.

### 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.

## WHY SMU LEE KONG CHIAN SCHOOL OF BUSINESS?

### 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:

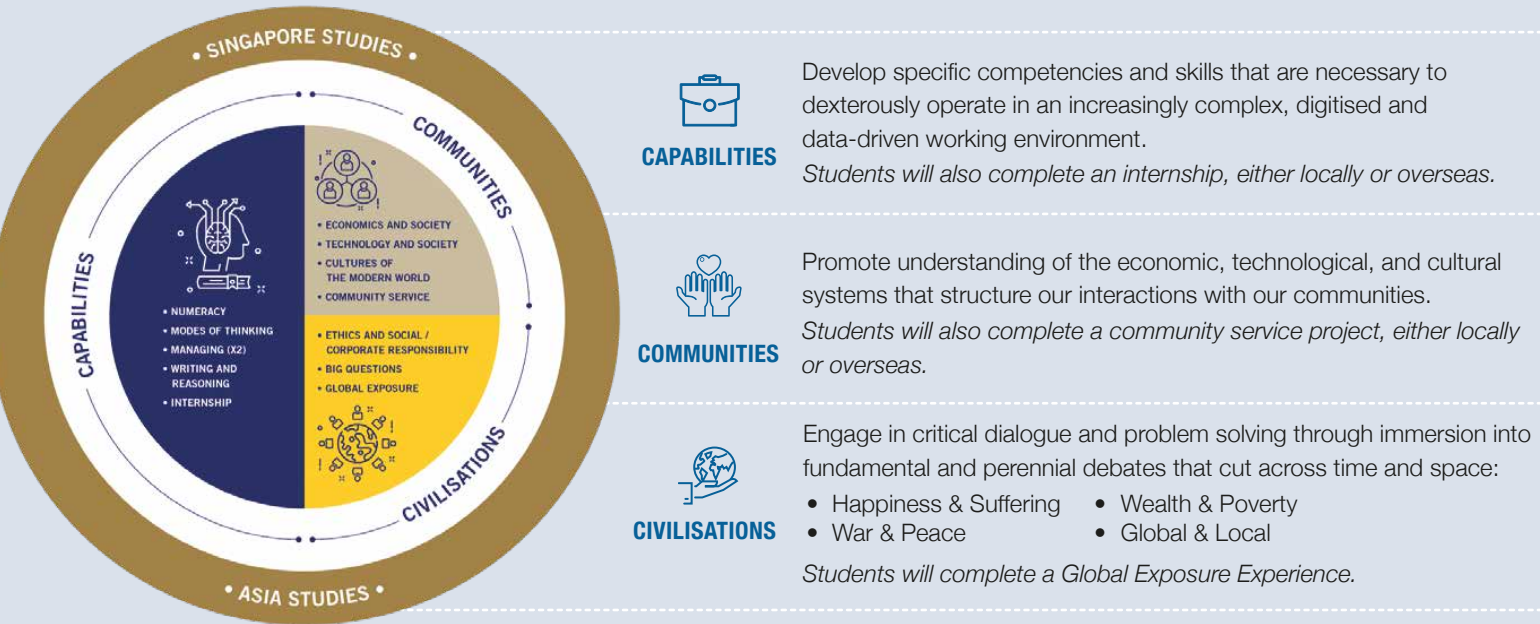




# CURRICULUM OVERVIEW

## 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:

- Communication Management
- Entrepreneurship
- Finance
- Marketing
- Organisational Behaviour and Human Resources
- Operations Management
- Quantitative Finance
- Strategic Management
- Sustainability (only as a 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

Our Bachelor of Business Management (BBM) programme offers nine majors to choose from. Alternatively, you can opt for the generalist route by selecting six courses from any of the nine business majors.



## COMMUNICATION MANAGEMENT

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.



## ENTREPRENEURSHIP

The Entrepreneurship major is for undergraduates who want to make an impact through new venture creation, leading corporate innovations, or spearheading business growth plans. Through electives, an entrepreneurship practicum, and study missions to entrepreneurial hubs globally, you will gain a foundation for applying the tools and techniques to start new ventures, lead corporate innovation, and scale your impact.



## FINANCE

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.



## MARKETING

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.



## OPERATIONS MANAGEMENT

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.



## ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCES

The OBHR major consists of two areas of emphasis. The first emphasis, Organisational Behaviour (OB), focuses on leadership, teams, organisational change, ethical decision-making, negotiations and cross-cultural management. The second area of emphasis, Human Resources (HR), consists of talent acquisition, performance management, learning and development, compensation and benefits, strategic HR and HR analytics.



## QUANTITATIVE FINANCE

Quantitative finance is a cross-disciplinary field which uses a scientific approach to make trading, hedging and investment decisions, as well as facilitating the risk management of those decisions. The financial markets are increasingly driven by technology, in which superior knowledge and efficiency provide a competitive advantage. This major builds analytic skills required in the financial markets for understanding new innovations in finance and making decisions. Quantitative Finance major aims to impart our students a good command of quantitative skills to a successful career in risk analysis, asset management, derivatives sales & trading, quantitative research, and consulting.



## STRATEGIC MANAGEMENT

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.



## SUSTAINABILITY (ONLY AS A 2ND MAJOR)

Many businesses have started to embrace environmental and social sustainability as part of their strategic goals. This major, the first of its kind in Singapore, develops a basic understanding of issues such as climate change, marine pollution, the depletion of natural resources, and poverty. The interdisciplinary nature of the major includes courses in various business and non-business disciplines, covering a variety of perspectives and tools needed to help firms, and in selected situations, government and the non-profit sector, to make meaningful impact.

## TRACKS

Within certain majors, you have the option of further specialisation by choosing a track.



### TRACKS UNDER THE FINANCE MAJOR:

#### Finance Analytics Track

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.

#### Real Estate Track

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.

#### Wealth Management Track

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.

#### International Trading Track

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.

#### Banking Track

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 and acquisitions). The vibrant banking sector in Singapore ensures promising employment opportunities.



### TRACKS UNDER THE MARKETING MAJOR:

#### Marketing Analytics Track

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.

#### Retail and Services Management Track

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.



### TRACKS UNDER THE OPERATIONS MANAGEMENT MAJOR:

#### Maritime Business and Operations Track

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.

#### Operations Analytics Track

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.

## 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
- Financial Forensics
- 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.





## 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.

### EXPERIENTIAL LEARNING

To ensure that we produce future-ready graduates who have an appreciation of real world business problems and are able to effectively apply what they have learnt in the classroom, SMU put in place SMU-X courses. These courses aim to bridge academia and industry by challenging students to tackle real-world issues, under the mentorship of professors as well as industry professionals.

### 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](http://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.

## 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.



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

Examples of career placements of our graduates:

## COMMUNICATION MANAGEMENT MAJOR

- Corporate Communication Executive
- Public Relations Specialist
- Digital Content Strategist
- Social Media Specialist
- Investor Relations Officer

## MARKETING MAJOR

- Advertising Executive
- Business Development Executive
- Product Executive
- Marketing Executive
- Social Media and Marketing Executive

## ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES MAJOR

- HR Generalist/Business Partner
- HR Consultant
- Compensation and Benefits Executive
- HR Specialist
- HR/Talent Analytics Executive

## QUANTITATIVE FINANCE MAJOR

- Risk Management Executive
- Investment Analyst
- Asset Management Analyst
- Algorithmic Trader
- Financial Data Scientist

## FINANCE MAJOR

- Commodity / Currency / Forex Trader
- Equity Research Analyst
- Wealth Manager
- Fund Manager
- Investment Banker

## OPERATIONS MANAGEMENT MAJOR

- Business Analyst
- Demand Planner
- Process Improvement Executive
- Purchasing/Procurement Executive
- Supply and Distribution Manager

## STRATEGIC MANAGEMENT MAJOR

- Business Analyst
- Business Development Executive
- Management Consultant
- Strategy Consultant
- Entrepreneur

## COMPANIES

- Accenture
- Airbnb
- Barclays
- BlackRock
- BNP Paribas
- Boston Consulting Group
- Citibank
- Credit Suisse
- DBS Bank
- Deutsche Bank
- DHL

- Economic Development Board
- Edelman
- Enterprise Singapore
- Ernst & Young
- ExxonMobil
- Facebook
- Fulford Public Relations Consultancy
- GIC
- Global Airfreight International

- Goldman Sachs
- Google
- HSBC
- J.P. Morgan
- Johnson & Johnson
- Keppel Corporation
- KPMG
- Lego
- L'Oréal
- McKinsey & Company
- Millward Brown

- Monetary Authority of Singapore
- National Research Foundation
- Nestlé
- NTUC Income
- Oceanpac Marine & Offshore Supplies
- Ogilvy & Mather
- PSA Corporation
- Procter & Gamble

- PwC
- Robert Walters
- Shangri-La
- Shell
- Singapore Airlines
- Singapore Tourism Board
- SingHealth
- Singtel
- Standard Chartered Bank
- Temasek Holdings
- Unilever

\*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

**“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**  
Senior 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

**“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



SINGAPORE MANAGEMENT  
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