

SMU MBA

SINGAPORE MANAGEMENT UNIVERSITY MBA

A true reflection of global connections.



Lee Kong Chian
School of
Business



Conducted in Singapore, the SMU MBA
prepares you for the real world.

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Images courtesy of Singapore Tourism Board

WELCOME TO THE REAL WORLD MBA



DEAN'S MESSAGE

If you value learning about how to think, decide and act in a complex and dynamic management environment, I recommend that you consider the SMU MBA. Its innovative curriculum balances learning about leadership and communication skills with strong management fundamentals, analytic and creative thinking, action learning and hands-on experience.

The SMU MBA encompasses the latest management ideas and research coupled with proven approaches in management education. Our distinguished faculty comprises senior academics and industry experts who are familiar with the most current business concepts and are passionate about teaching. We are also committed to creating opportunities for participants to interact with top business leaders at our vibrant campus in Singapore's city centre. The ties between the business and management community and SMU are extensive and growing. Our MBA participants will have constant access to the strong business network we have built.

The Part-time and Full-time programmes are designed to train participants in leadership and management so they can effectively lead teams and manage organisations right after they graduate. Although we offer a general management curriculum, participants can tailor the MBA to their interests through our elective courses by choosing nearly half of their courses and participating in sector focused activities. We also provide career services and

development skills at the outset that direct our MBA students towards the identification of their professional interests so they are prepared for their long term management careers.

Our MBA programme is distinctive. First, it emphasises leadership, creativity and communication skills. Such expertise is highly valued by companies, even though it receives limited focus in other MBA programmes. Second, fundamental finance, accounting and analytical concepts are studied thoroughly prior to starting the programme in order to provide a solid grounding in basic concepts. This ensures richer in-class discussion and a strong platform for starting this fast-paced, accelerated MBA. Finally, our service-oriented focus ensures that participants receive first-class strong attention and a stimulating learning environment from our world-class administration, faculty and Career Services team.

I strongly encourage you to join our programme and the exciting SMU community. You should find it distinctive, different and extremely rewarding. You will definitely gain both breadth and depth in our holistic approach to management education.

Professor Howard Thomas
Dean
Lee Kong Chian School of Business
Singapore Management University

SINGAPORE MANAGEMENT UNIVERSITY:

A PIONEER IN TERTIARY EDUCATION



Singapore Management University is breaking new ground in the tertiary education landscape of Singapore. Since its incorporation in 2000, SMU's undergraduate and postgraduate programmes have produced business leaders and creative entrepreneurs capable of excelling in our rapidly changing world. Its educational and administrative practices are modelled on world-class institutions, in particular the Wharton School of the University of Pennsylvania, which has played a key role in

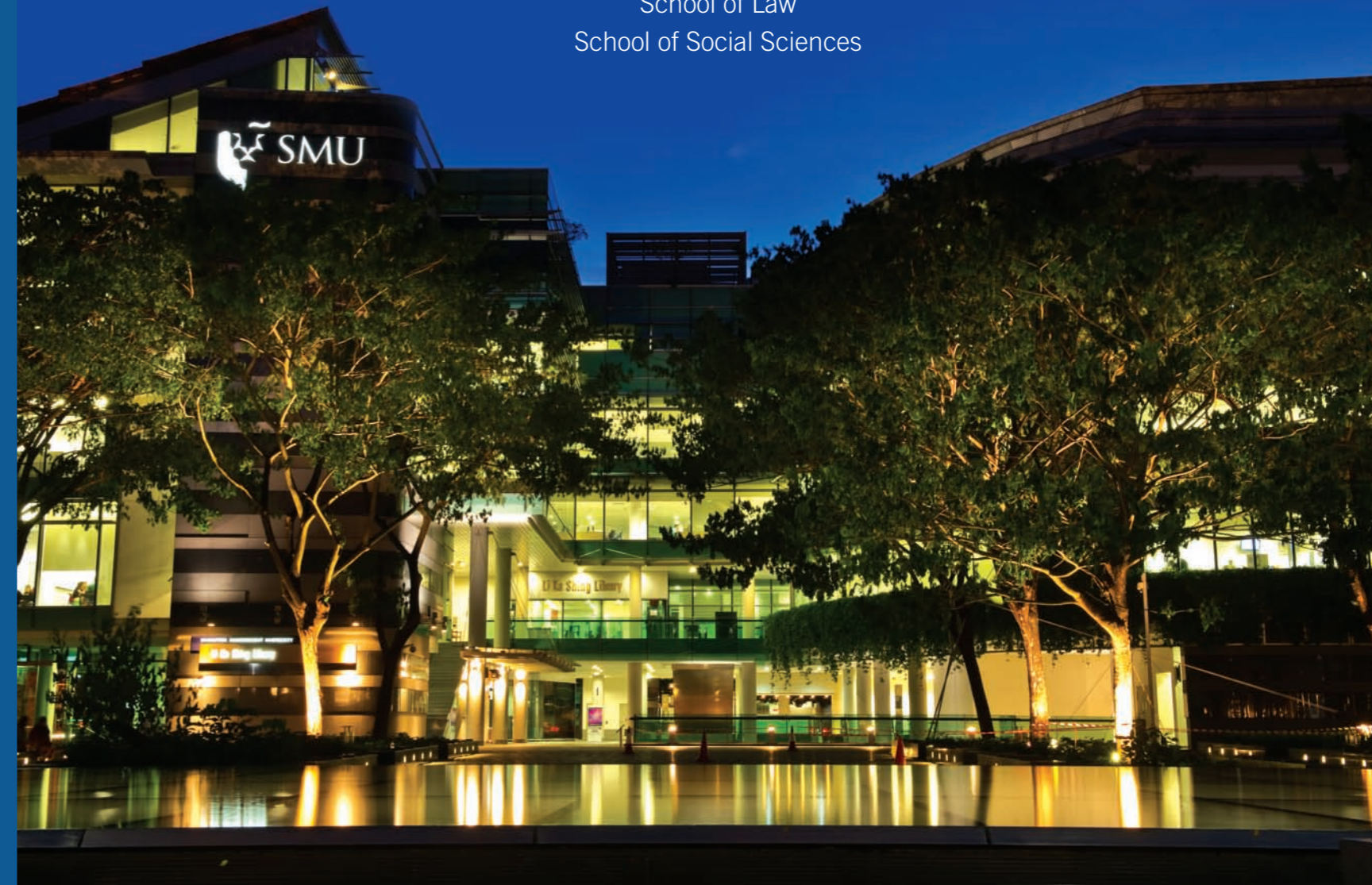
SMU's development. SMU remains Singapore's only national university focused on providing broad-based business education. Today, SMU is home to more than 7,000 students and has 6 schools – the Lee Kong Chian School of Business, School of Accountancy, School of Economics, School of Information Systems, School of Law, and School of Social Sciences – as well as 25 institutes and centres of excellence. Within a few short years, SMU has achieved wide recognition and respect in Singapore, Asia and beyond.

7,000
Students

6
Prestigious Schools

25
Institutes

School of Accountancy
Lee Kong Chian School of Business
School of Economics
School of Information Systems
School of Law
School of Social Sciences





LEE KONG CHIAN SCHOOL OF BUSINESS:

SINGAPORE'S DEFINITIVE BUSINESS SCHOOL

Building on this momentum, the Lee Kong Chian School of Business is rapidly establishing its credentials as one of Asia's top business schools. Established in 2008, the SMU MBA values quality over quantity. Our selective approach ensures you receive unparalleled attention throughout the programme. Courses are taught by professors and practitioners selected from close to 300 faculty across SMU's six schools. SMU actively engages the business community as recruiters, board members, donors, research partners and guest lecturers. We have built relationships with more than 2,000 current and prospective

recruiters, providing an unmatched connection to the business communities of Singapore and Asia.

The Lee Kong Chian School of Business was ranked 3rd in Asia by the University of Texas at Dallas's worldwide business school rankings based on research contributions in the period 2007 to 2011.

SMU has earned the AACSB International (AACSB) and EQUIS accreditations within a year. We are one of only five schools in Asia to have achieved the coveted five-year EQUIS accreditation.

3rd
in Asia by Top 100 World Rankings
of Business Schools based on
Research Contribution 2007-2011
(University of Texas, Dallas)

2,000
Business Recruiters

300
Faculty across SMU's 6 Schools

WHY THE SMU MBA?

Asia is booming and many of the jobs created today are in Asia. Singapore has a vibrant economy with a low unemployment rate of around 2%. It is a cosmopolitan city where 40% of the population are international. With lower tuition fees than Western schools, studying in Singapore gives you an affordable education, better career prospects and ultimately, a faster ROI on your MBA investments.



“SMU is located in the heart of Singapore, very close to the central business district and conveniently connected to 3 subway lines. Its central location is perfect for me as I work in the CBD and makes commuting to and from campus, fuss-free. SMU’s state-of-the-art learning facilities are designed to enhance the learning process by facilitating class discussions. The campus also boasts of sports and recreational facilities that enable networking and bonding among classmates. The campus is surrounded by museums, cafes, parks, theatres and malls, making it one of the most happening universities in Singapore.”

Mikel Gorostiaga
Spain
Class of 2013 (Part-time)
Area Manager (Asia-Pacific), Lipotec, S.A.





SMU is Singapore's national business university and is known for delivering a top-quality business management education.

Established by the Singapore Ministry of Education, SMU is modeled after the Wharton School, which differentiates it from other Singapore universities.

In addition to a traditional hard skills component, the SMU MBA programme offers a unique soft skills element with leadership, negotiation and communication as the defining qualities of the programme – qualities frequently cited as the most valuable skill sought by companies and often overlooked in other MBA curricula.

Case studies feature strongly in our MBA curriculum so as to provide real world learning. SMU's Case Writing Initiative produces case studies focusing on Asian companies and these supplement case studies written on western companies.

Seminar-style teaching led by world-class faculty and industry experts ensures you acquire the soft and hard skills necessary to be a business leader.

SMU has built relationships with more than 2,000 current and prospective recruiters in Singapore and beyond. This enables SMU to engage outstanding leaders from the business community to share their industry expertise and hands-on management experience through regular industry talks and events to enable you to develop a deep understanding of Asia's key growth industries and their impact on an increasingly complex global market.

A smaller class size gives you privileged opportunities to form enduring relationships with your classmates and professors. Through one-on-one interaction with our academics, industry experts and Career Services team, you also benefit from the intensive coaching and individual attention that high calibre leadership development demands.



“ The SMU MBA, with its intensive and well-structured curriculum, helps me to gain insights into contemporary business concepts and taught me how to apply them in real world situations. The diverse faculty with strong academic background and real world corporate experience, helped to enhance my analytical abilities and to understand and tackle complex business challenges with a balanced perspective. SMU MBA's practice of rotating students in different project groups every term also allowed me to learn from classmates of diverse cultural and professional backgrounds, promoting inter-cultural and inter-industry learning. The SMU MBA has imparted to me not just a suite of business management know-how, but also helped me to look at business issues from a global perspective and equipped me with the necessary leadership skills to be a better manager.”

Minhee Son
South Korea
Class of 2012 (Full-time)
Senior Manager, Samsung Electronics



An Accelerated Programme

Choose from two programme structures: an 18-month part-time or a 12-month full-time MBA. Designed to minimise your time away from the workforce, so you can recoup your investment sooner, both programmes offer the skills and training you need to make an impact as a leader or entrepreneur in the global economy.

Part-time
18-month
Programme Structure

Full-time
12-month
Programme Structure

A Unique Learning Experience

By drawing the best and brightest together, the SMU MBA provides an international learning experience. Our student body is a melting pot of knowledge, perspectives and nationalities. Lively in-class discussions and active engagement form a key component of your MBA experience and give you an opportunity to learn together and from each other.

SMU's state-of-the-art city campus is located at the centre of Singapore – a world capital that embodies the dynamic spirit of Asia. Offering a wealth of amenities and services, the SMU campus is surrounded by cultural institutions, cafes, restaurants and entertainment hotspots that promises an enriching life outside the classroom.



“I decided to pursue an MBA because I wanted to update my knowledge of modern business concepts and acquire the management skills needed in order to successfully run a business. Beyond the expected set of traditional “hard skills” such as marketing, accounting and finance, the SMU MBA also provided me with a unique and extensive opportunity to develop my “soft skills” such as negotiation, communication and leadership. Collaborating and working with a truly diverse cohort, in terms of nationality, educational and professional backgrounds, has helped to polish my interpersonal skills, transforming me into a better communicator and team-player.”

Ayush Kumar
India

Class of 2012 (Full-time)
CEO, One & Only Furniture Pvt Ltd



OUR DISTINGUISHED FACULTY

Life at SMU is enriching in many ways. Our students benefit from unrivalled access to senior academics and highly respected industry practitioners. We also attract accomplished, motivated individuals from across the region, creating a student body with diverse cultural, educational and industry backgrounds.

Access to World-class Expertise

The SMU MBA is taught by senior academics selected from SMU's 6 schools. Well versed in current business concepts and among the leading experts in their field, our distinguished faculty earned their qualifications at established international institutions, and bring a wealth of research, teaching and professional experience from Asia and beyond. We also engage outstanding leaders from the business community to share their industry expertise and

hands-on management experience. The interactive nature of the SMU MBA and its relatively small class size ensures you will receive intensive coaching and individual attention throughout the programme.

In addition, participants are given constant opportunities to interact with top business leaders and acquire a better understanding of developments in a variety of industries by visiting our corporate partners. The extensive ties between SMU and the business community are constantly expanding. Through our MBA programme, participants have privileged access to the vast business network we have built over the last decade.

For more on our outstanding faculty, please visit www.smu.edu.sg/MBA

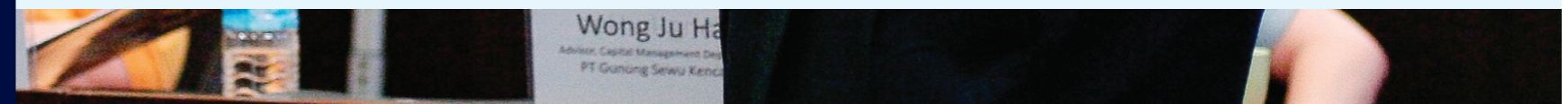
Dr. Philip Zerrillo,
Dean, Postgraduate
Professional Programmes
teaching a class.



60%
International Faculty

95%
Faculty with PhDs from Overseas Universities

30
Nationalities



UNMATCHED CONNECTIONS WITH ASIA'S BUSINESS LEADERS



The Advisory Board to the Lee Kong Chian School of Business plays an active role in the lives of our MBA participants. Comprising some of Singapore's top business leaders, the board offers invaluable advice on curriculum development, internships, scholarships, exchange programmes, and employment of the School's graduates.

LEE KONG CHIAN SCHOOL OF BUSINESS ADVISORY BOARD

Ms Jeanette Wong
(Chairperson)
Group Executive
Institutional Banking Group
DBS Bank Limited

Mr Jonathan Auerbach
Managing Partner
McKinsey & Company
Southeast Asia

Dr Beh Swan Gin
Permanent Secretary
Ministry of Law

Mr Vicky Bindra
President
Asia/Pacific, Middle East & Africa
MasterCard Worldwide

Mr Chay Yee Meng
Chairman
Autoscan Technology Pte Ltd

Mr Chong Lit Cheong
Chief Executive Officer
CapitaLand Commercial Limited

Mr Bill Chua Teck Huat
Managing Director & Head
Global Financial Institutions Group
United Overseas Bank Ltd

Mr Boris F J Collardi
Chief Executive Officer
Bank Julius Baer & Co. Ltd

Mr David Conner
Director
Oversea-Chinese Banking
Corporation Limited

Ms Maureen Derooij
Regional Head
Singapore & South East Asia
SME Banking
Standard Chartered Bank

Mr Fermin Diez
Senior Partner,
Regional Business Leader,
Asia Pacific Human Capital
Mercer (Singapore) Pte Ltd

Mr Gay Chee Cheong
Director
Hyflux Limited
Chairman
Radcliffe Invertron Pte Ltd

Mr Edmund Lin
Senior Partner & Director
Bain & Company

Prof Ivy Ng
Group Chief Executive Officer
Singapore Health Services Pte Ltd
(SingHealth)

Mr Ronald Ong
Managing Director/Chairman/CEO
SE Asia
Morgan Stanley

Mr Girija Pande
Executive Chairman
Apex Advisors Pte Ltd

Mr Pradeep Pant
President, Asia Pacific
Mondelez International

Mr Michael del Prado
Company Group Chairman
Johnson & Johnson Medical
Asia Pacific

Mr Ron Sim
Founder and CEO
OSIM International Ltd



“The SMU MBA is unique as it focuses on both hard and soft skills. Soft skills such as critical thinking, negotiation, culture and leadership help me to apply the business concepts learned during the programme in various cross-cultural and cross-functional situations. The specially designed small class room settings allow me to present and debate my business ideas and at the same time, offer constructive feedback to my classmates. Through this, I am trained to communicate my thoughts clearly and concisely. Learning from a diverse group of classmates and a world-class faculty, the SMU MBA experience is intensive yet practical and enriching, preparing me to excel in the corporate world.”

Lester Chan
Singapore
Class of 2012 (Full-time)
Director, BeaconRock Consultancy



CAREER SERVICES:

PREPARING YOU FOR THE REAL WORLD OF BUSINESS

Many organisations in Singapore and Asia look to SMU when they are seeking to attract new talent. Career Services works with our MBA participants to map their career development and opens up new opportunities in targeted industries. Singapore's first university to focus exclusively on business education, SMU has fostered unmatched connections with the business community in Singapore and throughout the region.

Tailored Career Coaching for Every Participant

The SMU MBA programme works closely with the Office of Career Services (OCS) to provide individual attention to every MBA student. We facilitate a comprehensive career management programme to help you make informed career decisions. Throughout the year, OCS organises on-campus recruitment talks, industry talks, networking events, training and development programmes, and company visits to help you keep abreast of developments in various industries.

Within the first month of induction, you will work with a panel of career coaches and OCS to develop job search strategies. Whether you are looking for a career change, seeking to acquire new business knowledge to augment your professional skills, or expand the depth of your expertise, help is available.

Learning By Doing

Through OCS' structured internship programme, you will gain exposure to the corporate and business worlds, and test out your career aspirations in your industry or function of choice. You will leverage on OCS' extensive network of contacts to build your own networks in targeted industries.

SMU provides unrivalled access to the business community, having forged close ties with over 2,000 current and prospective recruiters. This network extends from Singapore to the region, and around the world.

TRAINING ASIA'S NEXT GENERATION OF BUSINESS LEADERS

Part-time

The part-time programme is designed for working professionals. Core classes are taught Monday and Tuesday evenings (7–10pm) during the first 10 months. Elective classes take place during weekday evenings and weekends

for the final 8 months. Our participants find this format ideal, as it attracts committed classmates and enables them to complete their MBA in a much shorter time.



* Undertaken before programme commences.

Pre-study

- Financial Accounting
- Introductory Finance
- Quantitative Methods

Core Subjects

- Marketing
- Decision Analysis
- Corporate Finance
- Managerial Economics
- Operations Management
- Current Issues in Asian Business
- Finance & Managerial Accounting

Supplementary Core Subjects

- Creative & Critical Thinking
- Communication Across Cultures
- Negotiation & Conflict Resolution
- Leadership in a Global Environment



Electives

Participants can choose from a wide range of electives based on their interests. Offerings range from Managerial Decision Making to Customer Relationship Management to Private Equity and Venture Capital.

Full-time

The full-time programme takes place over 12 months with internship opportunities starting in July. Core classes are conducted during the day, with electives held on weekday evenings and weekends.



* Undertaken before programme commences.

“ After 5 years in the family business, I took on the SMU MBA because I wanted to learn how I can run my business more efficiently and professionally. The SMU MBA equips me with skills and knowledge in the different areas like HR, finance, operations and marketing. I am now able to look at my business from various perspectives. The SMU MBA has definitely made me a more confident and competent business leader. I am very satisfied with the quality of the course content and the professionalism of the faculty.”

Johaness Chen
Singapore
Class of 2013 (Part-time)
General Manager,
Ban Choon Marketing Pte Ltd



Pre-term Self-study

To provide a solid basis for this accelerated MBA and ensure robust in-class discussions, participants are expected to master pre-term self-study material covering financial accounting, introductory finance and quantitative methods. Tutorials are available upon request.

Business Foundations

This three-and-a-half day component provides a transition into the classroom environment and context to the year ahead. Participants review their pre-study material, attend a seminar on presentation skills, and are introduced to the case method.

Pedagogy

The SMU pedagogy fosters leadership and communication skills through a seminar-style teaching environment. Class participation typically accounts for between 20% and 50% of the course grades. Lectures, panels and public forums given by distinguished guest speakers support our highly interactive seminars.

Sector Focus

Sector focuses – Entrepreneurship & Family Business, Finance, Energy, and Technology – are included to provide participants with industry insights. They are incorporated into the programme not only in the classroom, but also through company visits and industry exposure opportunities offered throughout the year.

Internships

In consultation with Career Services, internships with leading companies are co-ordinated to enable participants to gain experience and build networks in their targeted industries.

“ In the course of a regular business day, my staff and I encounter a range of complex challenges. So I expect my managers to always be thinking on their feet. Skills like leadership, communication, and negotiation in cross-cultural situations are crucial management skills for a company like ours. And I’m glad to see that they’re strongly emphasised in the SMU MBA programme.”

Vicky Bindra
President
Asia/Pacific, Middle East & Africa
MasterCard Worldwide



COURSE DESCRIPTION:

A PROGRAMME UNIQUE IN DELIVERY AND DESIGN

The SMU MBA is designed to bring out the best in Asia's next generation of leaders and entrepreneurs. Intense and accelerated, the programme is structured around an innovative curriculum. A solid 'soft skills' base complements the traditional 'hard skills' component, ensuring the SMU MBA produces leaders with the cross-cultural sensitivities that are essential in a global economy.

Core Subjects

With its strong focus on leadership and communication skills, SMU's innovative curriculum features a number of core classes traditionally offered as electives. These include Leading Organisations & Teams, Negotiating in Business, Ethics & Corporate Governance, and Corporate Communication. MBA students must complete 11 courses that make up the core curriculum.

8 Core Subjects:

CORPORATE STRATEGY integrates material learned in prior core classes to better understand how companies create long- and short-term strategies. Sustaining competitive advantage, optimising product mix and activities, and assessing opportunities and risks will be covered, as well as analysing issues such as cannibalisation, network externalities and globalisation.

CORPORATE FINANCE exposes participants to complex financial concepts and equips them with the analytical tools to make strategic decisions on financing companies. Topics include optimal capital structure, initial public offerings, rights issues, mergers & acquisitions, corporate restructuring and risk management.

MARKETING introduces the critical role of marketing in creating value for organisations. Concepts covered include pricing, segmentation, channel management, customer service and branding. Using the latest findings from businesses in Asia and around the world, participants will examine the discipline of marketing as practised by companies today.

MANAGERIAL ECONOMICS deals with the application of economic principles to key management decisions within organisations. It helps to enhance value creation in organisations and provides a better understanding of the influences of the external business environment in which organisations operate. Economics provides a key foundation to understand what is taught in many of the functional courses in the MBA program including finance, marketing, business strategy. This course will provide you to develop practical economic intuition to think about problems, issues and decisions that managers face in each of the functional areas of their organisation.

DECISION ANALYSIS provides you with methods and tools to structure and analyses decision problems and apply them in a variety of managerial decision contexts. Uncertainty, complexity and risk, make managerial decision making increasingly difficult. This course will help you think clearly about objectives, alternatives, consequences and uncertainties and provides a useful way to approach decisions in a risky and uncertain environment.

OPERATIONS MANAGEMENT provides the conceptual framework and analytical tools to better manage the mismatch between the supply and demand in companies, and thus significantly improve their operational efficiency. Cutting-edge theory, interactive learning, and teamwork are used to explore process design and improvement, production and service delivery, resource planning, inventory management, and related topics.

CURRENT ISSUES IN ASIAN BUSINESS introduces the concepts of government and law, and their role in business. Participants learn more about the impact of macroeconomic tools such as FDI, interest rates, exchange rates and the effect political regimes can have on global business. Legal concepts such as contracts, intellectual property and securities law are introduced.

FINANCE AND MANAGERIAL ACCOUNTING aims to train participants to become informed users of financial statements. This course will familiarise participants with accounting terminology and formats to comfortably extract the data needed to evaluate the health of companies and to make sound business decisions.

4 Supplementary Core Subjects:

CREATIVE & CRITICAL THINKING delivers an understanding of how thinking occurs in the creative mind and organisation. The student is led through the practical and theoretical frameworks of abductive thinking

(the logic of what might be), inductive thinking (proving by observation that something works), and deductive thinking (proving by reason that something must be). Data collection and the interpretation of patterns and interactions are explored. The use of decision-making tools within these frameworks and game models elucidate the key learning outcomes.

COMMUNICATION ACROSS CULTURES presents a mix of negotiation, marketing, strategy, process and leadership challenges that may arise due to cultural differences, with the aim of developing participants' intercultural managerial competence. This becomes a pivotal leadership quality when enabling or leading corporations through international changes, crises and mergers.

LEADERSHIP IN A GLOBAL ENVIRONMENT works to clarify what effective leadership means and how it can be practised, covering concepts such as group culture, power, team building and team leadership. Building on leadership theory, case studies, and introspection, participants work towards discovering and developing their own leadership potential.

NEGOTIATION AND CONFLICT RESOLUTION gives participants a broad understanding of the central concepts in negotiation, and improves their ability to analyse the behaviour and motives of others in settings that have both competitive and co-operative elements. Through multiple simulations, participants learn and improve upon their personal negotiation styles.



Electives

A minimum of 10 electives is required to complement the core curriculum. Participants are encouraged to choose from a number of electives based on their interests and knowledge gaps. Offerings range from Managerial Decision Making to Customer Relationship Management to Private Equity and Venture Capital.

INTERNATIONAL LEARNING EXPERIENCE

In the integrated world we are living in today, companies expect their executives to be able to think on their feet as they encounter a range of complex challenges in cross-cultural situations. Other than equipping our MBA students with skills such as communication, leadership and negotiation, the SMU MBA programme also provides opportunities for inter-cultural and inter-industry learning through overseas student exchange programmes and business study trips to various countries.

Our exchange programme partners include:



University of British Columbia
Canada



Instituto de Empresa (IE)
Spain



University of St Gallen
Switzerland



Seoul National University
South Korea



“ I participated in the business study trip to Ho Chi Minh City, Vietnam. It was my first time there. During the trip, we gleaned an insight into the business climate and culture in Vietnam from the 5 companies we visited; all of which hail from different industries. The one that left the deepest impression was OPV Pharmaceuticals as it is a large establishment and has collaborated with leading pharmaceutical and nutritional companies worldwide. It was a fantastic experience; made all the more extraordinary by the special bonds that were created with those who have gone on the Vietnam study trip as well.”

Angela Tan
Singapore
Class of 2012 (Full-time)
Manager, Engann (Singapore) Pte Ltd



CLASS OF 2013

STUDENT PROFILE

(FULL-TIME & PART-TIME)

Diversity is a key strength of the SMU MBA programme. Creative, inspiring and close knit, our participants collectively possess a wide range of expertise across many industries including finance, energy, IT, media, manufacturing, biotechnology, engineering, shipping, education, construction, law, government and the public sector.

Drawn from various national, educational and professional backgrounds, they truly embody the multicultural face of Asia. And with an average work experience approaching 6 years, our participants benefit from sharing their knowledge through the enriching in-class discussions encouraged by our seminar-style teaching.



Average Age

29

Average GMAT

640

Average Working Experience

5.2 years

International Students

58%

Class Size

100

OUR ALUMNI

Unique to SMU, once you embark on your postgraduate studies with us, we will welcome you into our young and vibrant alumni community as provisional alumni. You will be immediately connected to our alumni community through activities that are tailored for working adults which will add zest to your student life here. You will network with alumni who share similar work experiences and get connected with other postgraduate students and alumni who truly share the challenges you may face. At SMU, we make sure that you will get more than just a degree in your learning journey with us!

“ The one-year SMU MBA programme represents a fulfilling period of learning, reflecting and networking. Besides the opportunity to be exposed to a wide array of management and technical subjects, the diversity of the faculty as well as my classmates provided added value to the programme. Given the compact class size, we were able to learn more effectively from one another on how innovative solutions were devised in different industries and sectors. This broadened our minds on how we can take a more holistic approach towards problem-solving. The SMU MBA experience has better prepared me to tackle challenges faced by my organisation which will become more complex and multifaceted in the future.”

Tan Chian Chern
Class of 2011
Senior Assistant Director,
Public Utilities Board (Singapore)



“ The SMU MBA experience has provided me the professional competencies, cultural awareness, and personal humility necessary to succeed in today’s global business environment. Through the programme’s classroom discourse, team projects, business study missions, and peer interaction - my ability to recognise, capitalise on, and lead modern commercial activity has been radically transformed. Whatever challenges lay before me or are pursued, I am able to proceed confidently knowing that the holistic education I received during my time with the programme has adequately prepared me to succeed.”

Sander Bogdan
Class of 2011
Director of Product Management,
Nokia



SINGAPORE AS AN MBA DESTINATION

The Pulse of the City

Once selected, you will attend SMU's state-of-the-art 4.5-hectare city campus in the heart of Singapore – a world capital that embodies the dynamic spirit of Asia. The campus boasts a gymnasium, swimming pool, dance studio and a range of food and beverage outlets, plus banking and healthcare services.

SMU has become an integral part of Singapore's central business district. The University has formed especially close relationships with the business community, as well as the neighbouring cultural institutions. There are ample opportunities for you to make friends, network and acquire new professional skills with an abundance of museums, theatres, educational institutions, art galleries, cafes and restaurants surrounding our campus. The Esplanade, Singapore's iconic performing arts complex, is just a 10-minute walk away, while a 5-minute ride by bus or MRT gets you to Chinatown, Little India, Orchard Road or Clarke Quay, the centres of Singapore's nightlife. The SMU campus is connected to Bras Basah MRT station, and is located

just a few city blocks from City Hall and Dhoby Ghaut MRT stations, providing convenient train and bus connections throughout Singapore.

An Asian Powerhouse

Singapore offers unique experiences that will prepare you for life at the top in Asia. A long-time conduit between East and West, Singapore is an economically vibrant island city-state that benefits from a rich multi-cultural society of Chinese, Malays, Indians, Eurasians and expatriates.

Many multinational organisations have chosen Singapore for their Asia-Pacific headquarters. And with good reason. A key financial hub and a major trading centre strategically located at the centre of the ASEAN community, Singapore boasts outstanding infrastructure and an economic climate that balances innovation and prosperity with social and corporate responsibility. Located at the heart of Singapore's cultural and civic centre, SMU is perfectly positioned to tap into this extraordinary resource, providing unmatched opportunities for networking and personal growth.

SINGAPORE AT A GLANCE*

Singapore is the best place in Asia to live, work and play.

Quality of living worldwide city rankings, Mercer survey, June 2011

Singapore is the world's easiest place to do business.

Doing Business 2012 Report, World Bank

Singapore is the best business environment in Asia Pacific and worldwide.

Economist Intelligence Unit, Country Forecasts, Dec 2011

* More information at www.edb.gov.sg/content/edb/en/why-singapore/about-singapore/facts-and-rankings/rankings.html



Images courtesy of Singapore Tourism Board

LIVING IN SINGAPORE



Cost of Living*

The standard of living in Singapore is amongst the highest in Asia. Compared to countries in Western continents, the cost of living here is relatively low, and basic items like food and clothing are very reasonably priced.

When planning your budget, you will need to cater for these items:

- Accommodation
- Food
- Clothing
- Books & Stationery
- Medical/Hospitalisation Insurance
- Utilities
- Transport
- Telecommunications
- Personal Expenses

An international student in Singapore spends on average about S\$750 to S\$2,000 a month on living expenses. This amount varies depending on your individual lifestyle and course of study.

* Details at www.singaporeedu.gov.sg/htm/liv/liv01.htm

Monthly Estimate

- Accommodation S\$700–S\$2,000
- Food S\$450–S\$750
- Transport S\$150–S\$300
- Miscellaneous (phone, recreation, etc) S\$500–S\$1,500

These figures are to be used as a guide, as expenditure will vary depending on personal spending habits.

Images courtesy of Singapore Tourism Board

“ As the growth engine of the world economy, Asia is now a magnet for global investments and in turn, most of the jobs in the world are created in Asia, making it an attractive job hunting ground for MBAs. Equipped with my work experiences in Europe and an MBA from SMU, a reputable Asian business school, will help me to carve out a career in Singapore, a cosmopolitan country with the best of the East and West. Located in the city’s business district, SMU allows me to feel the heart-beat of the dynamic Singaporean economy. Furthermore, SMU MBA is modelled after Wharton, boasting of a world – class faculty, innovative course-design and active interaction in a learning environment where case studies on Asian and Western companies are strongly featured.”

Huang Qian Amanda
China
Class of 2012 (Full-time)
Sales Director of Southern Europe, Qingdao Haier Washing Machine Co. Ltd, Haier Group



SCHOLARSHIPS

SMU MBA Scholarships

The SMU MBA programme offers a number of scholarships for both Full-time and Part-time students. Students can apply for scholarships upon admission to the programme. Award amounts range from 7,000 to 15,000 SGD. There are no bonds attached to the scholarships and students may be awarded more than one scholarship.

Scholarships are available in the following categories:

- Diversity
- Leadership
- Community Impact
- Academic Excellence

Eligibility Criteria

- Successfully accepted into the SMU full-time or part-time MBA programme
- Open to all nationalities

Other scholarships that admitted students can apply for include:

BW Maritime Scholarships

BW Maritime is a part of the BW Group, which is one of the world's leading maritime companies involved in offshore oil and gas production and delivery of energy and other vital commodities for more than 70 years (www.bwshipping.com). The BW Maritime Scholarship is targeted at SMU MBA students with experience and/or interest in the energy sector. The scholarship is for \$15,000 SGD each and is bond-free.

MasterCard MBA Scholarships

MasterCard advances commerce worldwide by developing more secure, convenient and rewarding payment solutions, processing billions of payments seamlessly around the globe, and building economic connections that accelerate business. MasterCard provides services in more than 210 countries and territories. (<http://www.mastercard.com/sea/gateway.html>). To encourage more female students with strong leadership potential and a passion for community service to pursue postgraduate education, MasterCard Asia shall fund up to 2 bond-free scholarships per year each worth \$20,000 SGD.

SMU-APEC Scholarship

Funded by Singapore's Ministry of Education, the SMU-APEC Scholarship is awarded annually to candidates from APEC member economies who are admitted to the full-time SMU MBA programme.

More scholarships at www.smu.edu.sg/MBA

“ Going through SMU’s MBA Programme has been an amazing experience. The superb faculty shared not only theoretical knowledge but also practical work experiences from different fields. This served as a strong learning platform to expand my understanding of business operations, strategy and knowledge of different industries. It has been an incredibly challenging yet very fun-filled experience especially when the class went for the Business Study Mission abroad.

None of these would have been made possible without the scholarship grant. For this, I am really grateful.”

Janeth Avenido Aguila
Philippines
Class of 2012 (Full-time)
Senior Manager, Ramcar Food Group



YOUR APPLICATION

Creating the Optimal Learning Environment

To maximise your learning experiences throughout the programme, we seek to assemble a unique mix of highly experienced and motivated participants. In addition to possessing the intellectual stamina to meet the challenges of this accelerated programme, the participants we select are well-rounded individuals who possess a global outlook.

Making the Grade

To be admitted into the SMU MBA, candidates should have a minimum of 2 years' full-time work experience (more experience preferred); leadership experience and potential; proven academic ability; and demonstrated community impact.

Submitting an Application

Applications are to be made at www.smu.edu.sg/MBA

Requirements include:

- GMAT
- Transcripts
- Recommendation forms (2)
- TOEFL or IELTS (If your degree was not taught in English)
- Essays (3)
- Résumé

Shortlisted candidates may also be invited for an interview as part of the admission process.

Deadlines

The Full-time and Part-time programme each has one intake per year.

Full-time programme (January intake)

- 1 March (Round 1)
- 18 July (Round 2)
- 15 October (Round 3)

Part-time programme (July intake)

- 20 December (Round 1)
- 28 February (Round 2)
- 31 May (Round 3)

Tuition Fees*

The current fees, inclusive of GST and all required course materials and books, are:

S\$59,000 (part-time)

S\$57,000 (full-time)

The tuition fee will be paid in instalments:

For Full-time, payment will be 10% to confirm your place at admission, 30% before arrival, 30% by the 4th month and 30% by the 7th month.

For Part-time, payment will be 10% to confirm your place at admission, 30% before arrival, 30% by the 5th month and 30% by the 10th month.

* Tuition fees don't change once the student enters the programme. However, SMU reserves the right to increase tuition fees each year.

International Students

SMU welcomes international postgraduate students. We will assist in the application of student passes for all international students participating in the Full-time programme. Foreign candidates who hold employment or dependant passes may apply for the Part-time programme. Applicants must show proficiency in English. A TOEFL or IELTS test is required if your undergraduate or postgraduate education was not taught in English. More information can be obtained from www.toefl.org and www.ielts.org - SMU's institutional code for TOEFL is 9014.

Student Accommodation

The SMU campus is conveniently located in the city and is well served by all four subway lines, buses and cabs. Most students find their own accommodation. For more information on SMU's hostel facilities please go to: www.smu.edu.sg/leasing/hostel/index.asp



“The SMU MBA programme adopts an interactive style of teaching, creating a vibrant learning environment in the classroom. The faculty constantly encourage our participation in lessons which fosters critical thinking and deepens conceptual understanding. Practically, this equips us with the ability to appreciate situations and make more measured decisions at our workplace. The icing on the cake is that we make good friends and have fun while we learn.”

Lim Woon Choon
Singapore

Class of 2013 (Part-time)
Engineer, Defence Science and Technology Agency



FAQ

Am I eligible for the programme?

Individuals must hold a university degree and have a minimum of 2 years' full-time working experience to apply for the programme. The GMAT is also a compulsory requirement for admission. Above all, candidates must demonstrate that they have the commitment, experience, motivation, and potential to benefit from and contribute to the programme.

Do I need to come from a finance or business background?

No, we admit students from all backgrounds and work experience, and look for diverse individuals who will enhance the classroom experience.

Do you offer specialisations?

The SMU MBA is a general management programme. We do require 10 electives, enabling you to tailor your course work to your needs. For example, it is possible to take the majority of your electives in finance or marketing.



Is the GMAT required and what is the minimum score?

Yes, the GMAT is required for all candidates (regardless of experience) for both the part-time and full-time programmes, as it gives us a base to compare candidates from different backgrounds and ensure each of our students can manage the academic rigour of the programme. Although there is no minimum score, we consider scores above 600 to be competitive.

Can I apply before I have taken the GMAT?

You can send us your application prior to taking the GMAT. However, applications will not be processed without a GMAT score.

How do I find out more about preparing and registering for the GMAT?

More information is available at www.mba.com/mba/TaketheGMAT

SMU's GMAT institution codes are:

Full-time MBA: F8D-7V-17

Part-time MBA: F8D-7V-35

Are there any extra costs associated with tuition?

No, there are none. Tuition fees include Goods and Services Tax (GST) and all required course materials and books.

Does the programme take students' regular class attendance into consideration for assessment?

Yes, class participation is important, as it typically accounts for between 20% and 50% of the course grades.

Can I apply for a joint degree with any of SMU's other graduate programmes?

The application process for all graduate programmes at SMU is run separately. Credit for courses taken in other graduate-level programmes will be considered on a case-by-case basis.

As a part-time student, do I get Career Services support?

Yes, Career Services provide coaching, guidance, and networking opportunities to all students.

Are exemptions available for core classes I have taken previously?

Exemptions in core classes where participants have deep knowledge are possible through examination or by agreement with the professor teaching the course. Additional electives or independent projects are required in lieu of core courses that are exempted.





**SMU Master of Business Administration
Lee Kong Chian School of Business**

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