



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

Master of Business Administration

Empowering Business
Leaders in Asia

SMU Masters



Member
School

LEE KONG CHIAN
SCHOOL OF BUSINESS

Message from the Dean



Professor Gerry George
Dean
Lee Kong Chian School of Business
Singapore Management University

If you value learning about how to think, decide and act in a complex and dynamic management environment, I recommend that you consider the Singapore Management University (SMU) Master of Business Administration (MBA). Its innovative curriculum balances learning about leadership and communication skills with strong management fundamentals, analytical 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 SMU faculty, staff, curriculum and campus deliver an exceptional learning environment and a transformative student experience. 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 ready access to the strong business network we have built. The full-time and part-time programmes are designed to train our MBA students in leadership and management so that they can effectively lead teams and manage organisations right after they graduate. Although we offer a general management curriculum, our MBA students 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 that direct our MBA students towards the identification of their professional interests so that they are prepared for their long-term management careers.

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.

Message from the Academic Director



Professor Ang Ser Keng
Academic Director
SMU Master of Business Administration
Lee Kong Chian School of Business
Singapore Management University

You are reading this message because you are already successful at what you do but you want to hone your knowledge and skills for bigger challenges ahead in order to deepen your impact. You have great ideas and you want to learn to develop them through engagement with others. You are interested in meeting peers who share your enthusiasm and your interest to innovate. You want to learn how to source funds, attract investments and build momentum for change. In other words, you want to work with and through others to make a difference.

We designed the SMU MBA for you. In this programme you can accelerate your leadership trajectory by honing both your hard and soft skills. You will learn not only to think critically, strategise, research, analyse business decisions, and execute plans, but also to understand yourself and others, communicate, collaborate, negotiate, network and lead.

Leveraging a state-of-the-art curriculum, engaged instructors who are able to bridge theory and practice, and a wide selection of electives in Marketing, Finance, Strategy, Innovation, Technology and Supply Chain Management, you can expedite your next career move in South-East Asia or beyond. Not only because of the knowledge you will gain but also because of the critical capabilities you will develop through the programme's various experiential learning methods: regional case studies, business study missions, international exchanges, internships with world-class companies, and project-based courses in partnership with leading organisations.

If this programme is of interest to you, I invite you to review this brochure and to contact me or one of our excellent team members to learn more. We look forward to becoming part of your journey.

Why SMU MBA

- 1 | Enjoy access to internships and job placement opportunities via our global network of close to 3,000 companies.
- 2 | Enjoy lifelong ROI by enrolling in complimentary MBA elective classes even after graduation. *
- 3 | Stay relevant in the digital economy with an updated curriculum that includes courses on Data Science (Basic R and Python Programming) and Leading Digital Transformation.
- 4 | Gain global exposure and create business and/or societal impact in our Overseas Immersion Programme (OIP) and Overseas Exchange Programmes.
- 5 | Strengthen your grasp of business issues with contextual real-world learning through award-winning case studies on Asian and Western companies.
- 6 | Learning is not restricted to the MBA programme. MBA students also have the option of taking selected electives from other postgraduate programmes offered by the Lee Kong Chian School of Business.
- 7 | Flexibility to choose between the full-time format (10 to 15 months in duration) or part-time format (complete in 18 months).
- 8 | Strengthen your communication and presentation skills with our interactive seminar-style pedagogy modelled after the Wharton School of the University of Pennsylvania.
- 9 | Network and engage in excellent professional development and career opportunities through your access to over 100 events every three months.
- 10 | Benefit and learn from the expertise of our international MBA faculty who are also experienced industry practitioners.

*Terms and conditions apply.



Programme Information

8 Core

- Corporate Finance
- Leading Digital Transformation
- Financial Accounting
- Managerial Economics
- Marketing
- Operations Management
- Organisational Behaviour and Leadership
- Strategic Management

+

10 Electives

MBA students are required to complete a minimum of 10 electives to graduate.

ACCOUNTING/FINANCE		LEADERSHIP/OPERATIONS	
Entrepreneurial Finance	Financial Innovation & Alternative Investments	Business Value of Digital Disruptions – CXO Perspectives	Integrity, Responsibility and Good Governance in Business
Hedge Funds	Managerial Accounting	Negotiating in Business	Risk Management in Global Supply Chains
Mergers & Acquisitions (M&A)	Valuation & Financial Modelling	Supply Chain Strategy & Management	Talent Management
Sustainable Finance			
MANAGEMENT/STRATEGY		COMMUNICATIONS/MARKETING	
Critical Thinking	Global Economy – Issues & Challenges	Advanced Marketing Strategy	Applied Marketing Research & Analytics
Global Strategy	Ideation Management & Design Thinking	Communication, Corporate Reputation & Brand Management	Consumer Behaviour
Managing Strategic Change		Crafting and Providing Services	Digital Marketing Strategy
		Marketing: Integrating Strategy with Execution	

* Subject to change each year. Please refer to website for the latest updates.

International Learning Experience

Overseas Immersion Programme (OIP)

This is a funded student-led overseas immersion programme to learn about operating and leading organisations in the Asian context. The MBA students are required to work on a group project that will create business and/or societal impact.

Overseas Exchange Programmes



University of British Columbia,
Sauder School of Business,
Canada



IE Business School,
Spain



KEIO University,
Japan



Peking University,
China



Seoul National University,
South Korea

Programme Calendar

Full-time: Flexibility to complete between 10 to 15 months

Our flexible full-time programme (with compulsory internship) allows you to accelerate and complete the programme in as little as 10 months to minimise your time away from the workforce or extended up to a maximum of 15 months. Our full-time and part-time students will come together for Elective classes from May to December.

- Core (January to April)**
 Every Monday – Thursday (day classes), 3.5 hours per day
 Friday (Career & Leadership Development)
- Electives (May to December)**
 Mondays – Thursdays, 7.15pm - 10.45pm, selected Saturdays
 Overseas Exchanges, Seminars
- Overseas Immersion Programme (OIP) (May to December)**
 One week between May and December
- Internship (Compulsory)**
 Minimum 10 weeks undertaken between May and March of the following year
- Up to 4 weeks of breaks**

Part-time: 18 Months

Our accelerated 18-month part-time programme is designed for working professionals, with weekday evening classes and selected Saturdays. Our full-time and part-time students will come together for Elective classes from May to December.

- Core (July to April the next following year)**
 Up to 3 days per week, 7.15pm - 10.45pm
- Electives (May to December)**
 Mondays – Thursdays, 7.15pm - 10.45pm, selected Saturdays
 Overseas Exchanges, Seminars
- Up to 6 weeks of breaks**

Full-time: Flexibility to complete between 10 to 15 months

Nov to Dec	Jan to Apr	March of the Following Year
Pre-study*	Core Subjects (8)	Electives of Participant's Choice (10) Overseas Immersion Programme (OIP) Internship
	Career Guidance & Personal Development	

Electives: full-time and part-time together

Part-time: 18 Months

May to Jun	Jul to Apr	May to Dec
Pre-study*	Core Subjects (8)	Electives of Participant's Choice (10)
	Career Guidance & Personal Development	

** Undertaken before programme commences.*

Scholarships

Our programme offers a range of scholarships to both full-time and part-time students.

SMU MBA Scholarships

Students may apply for SMU MBA Scholarships upon admission to the programme. These scholarships entail award amounts up to 30% of the tuition fee, with no bonds attached. 7% GST will still apply for the full tuition fee before the scholarship award. The scholarship categories include:

Academic Excellence | Global Awareness | Leadership | Community Impact | Impact On Asia | Women In Business

For more information on available scholarships, please visit

<http://business.smu.edu.sg/mba/admissions/scholarships-and-loans>

Application Information

Admission Criteria

- Bachelor's degree (any field of study)
- At least 2 years of work experience
- GMAT / GRE
- Transcripts
- Résumé
- Essays (2)
- Recommendation forms (2)
- A TOEFL/IELTS score of less than 2 years is required if the medium of your undergraduate studies was not in English

Evidence of leadership experience, academic ability, and community impact will enhance your application.

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

Application

Admission is conducted on a rolling basis.

Begin your application at www.smu.edu.sg/mba

Information presented is correct at time of printing.

**All fees are non-refundable and non-transferable.*

**SMU alumni will be entitled to a 10% discount off the tuition fee. 7% GST of the discounted tuition fee will apply.*

The Singapore Management University reserves the right to alter tuition and other fees as deemed appropriate.

Application Deadlines

The full-time and part-time programmes each has one intake per year.

Full-time programme (January Intake)

- Deadline 1: 15 March
- Deadline 2: 15 July
- Deadline 3: 15 October

Part-time programme (July Intake)

- Deadline 1: 30 November
- Deadline 2: 28 February
- Deadline 3: 30 April

Programme Fees*

Registration Fee (inclusive of GST)

- Singaporeans/SPR: S\$400
- International students: S\$500

Full-time

S\$66,340 (inclusive of GST).

Part-time

S\$68,480 (inclusive of GST).

Estimated cost of study materials: \$3,000

Tuition fees are to be paid in 4 instalments.



About Singapore Management University

SMU remains as Singapore's only national university with an emphasis on providing a comprehensive and broad-based business education. We have grown over the last 15 years into a premier university in Asia recognised internationally for its world-class research and distinguished teaching. Home to more than 8,000 students, the university has 6 schools and about 20 research centres and institutes.

About SMU Lee Kong Chian School of Business (LKCSB)

SMU commenced its curriculum in 2000 with the School of Business, which welcomed its pioneer cohort of students in August 2000. In 2004, the Lee Foundation contributed S\$50 million to SMU in honour of the late Dr Lee Kong Chian, a well-known Southeast Asian businessman, philanthropist and community leader. In recognition of the Lee Foundation's generosity, SMU named in perpetuity the School of Business, the building and the university-wide scholars programme after Dr Lee Kong Chian.

Today, LKCSB is a dynamic Asian business school with more than 4,000 students and over a hundred full-time faculty members with doctorate degrees from renowned universities such as Cornell, Harvard, INSEAD, London Business School, Wharton, Oxford, Stanford and Yale. The school offers undergraduate, master's and doctoral programmes and is affiliated with a number of research centres such as the Sim Kee Boon Institute for Financial Economics, the Centre for Marketing Excellence and the Institute for Innovation and Entrepreneurship.

LKCSB is ranked 3rd in Asia and 35th worldwide in the University of Texas, Dallas rankings (based on research contributions for the period 2013 – 2017) and is one of the youngest business schools in the world to have a triple accreditation with the AACSB (Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System), and AMBA (Association of MBAs).



About SMU Master of Business Administration (MBA)

We are committed to grooming Asia's next generation of business leaders who will provide thought leadership and respond competently in business environments of volatility, uncertainty, complexity and ambiguity.

To boost your standing among employers, our unique curriculum raises the level of technical, leadership, negotiation and communication skills. Coupled with a world-class faculty renowned for teaching excellence and mentorship, your learning experience will be greatly enriched with the peer engagement within a diverse student body and networking opportunities with industry business leaders.

The SMU MBA is also ranked amongst the top 50 globally in the FT (Financial Times) Business School Rankings including:

- 43rd Worldwide (2019 FT Global MBA Ranking)
- 41st Worldwide (2018 FT Top MBAs for Women Ranking)
- 30th Worldwide (2018 Top MBAs for Finance Ranking)



Typical Class Profile (Full-time & Part-time)

Average Age Range

27-34

Average GMAT

660

Average Work Experience

5-7 years

International Students

65%



**Lee Kong Chian School of Business
Postgraduate Admission**

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  SMULKCSB



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