

WHY STUDY AT ✨ LEE KONG CHIAN SCHOOL OF BUSINESS?

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LET'S GET DOWN TO BUSINESS

Undergraduate

DEAN'S MESSAGE

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

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 a major 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.



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.

WHY SMU LEE KONG CHIAN SCHOOL OF BUSINESS?

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 accredited curriculum.



INTERNATIONAL RECOGNITION

LKCSB is the first business school 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), and is a signatory of the Principles for Responsible Management Education (PRME) and the United Nations Global Compact (UNGC).

Accredited by:



Member/ Signatory of:



CURRICULUM OVERVIEW

SMU Core Curriculum (12 CUs)	
<p>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.</p>	
	<p>Capabilities</p> <p>Develop specific competencies and skills that are necessary to dexterously operate in an increasingly complex, digitised, and data-driven working environment.</p> <p><i>Students will also complete an internship, either locally or overseas.</i></p>
	<p>Communities</p> <p>Promote understanding of the economic, technological, and cultural systems that structure our interactions with our communities.</p> <p><i>Students will also complete a community service project, either locally or overseas.</i></p>
	<p>Civilisations</p> <p>Engage in critical dialogue and problem solving through immersion into fundamental and perennial debates that cut across time and space:</p> <ul style="list-style-type: none">• Happiness & Suffering• Wealth & Poverty• War & Peace• Global & Local <p><i>Students will complete a Global Exposure Experience.</i></p>
Business Core (11 CUs)	Business Major (at least 6 CUs)
<p>The Business Core provides you with grounding in the theories, concepts, and working tools that are essential for operating in a modern business environment.</p> <ul style="list-style-type: none">• Finance• Marketing• Operations Management• Management of People at Work• Strategy• Decision Analysis• Financial Accounting• Management Accounting• Business Law• Business in Context• Business Capstone	<p>You may opt for the generalist route by selecting courses from any of the ten business majors, or specialise in any of the following:</p> <ul style="list-style-type: none">• Communication Management• Entrepreneurship• Finance• Marketing• Organisational Behaviour and Human Resources• Operations Management• Quantitative Finance• Strategic Management• Sustainability (only as 2nd major)• Digital Business (only as 2nd major)
Free Electives (up to 7 CUs)	
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 ten majors to choose from. Alternatively, you can opt for the generalist route by selecting six courses from any of the ten business majors.


Communication Management	Entrepreneurship
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.	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	Marketing
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.	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	Organisational Behaviour and Human Resources
This major provides you with the skills needed to drive operational excellence and manage business operations in various sectors, including supply chains, retail, e-commerce, healthcare, hospitality, logistics, and manufacturing.	The OBHR major presents students with the opportunity to gain evidence-based knowledge and skills for leading and managing people in organisations. An OB focus will prepare students with team, leadership, and organisational skills that will help them be more successful in any professional pursuit. Alternatively, a HR focus will prepare students for a career in areas such as HR management or consulting. OBHR graduates work across a range of organisations - private sector, not-for-profit, or the government - and in a variety of roles as professionals specialising in finance, marketing, logistics, social services, information systems, and others.
Quantitative Finance	Strategic Management
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 and trading, quantitative research, and consulting.	Understand how organisations - from start-ups to multinationals - formulate strategies, design structures, and manage their businesses to be competitive in a dynamic environment.
Sustainability (Only as a 2nd Major)	Digital Business (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.	Digital technologies are transforming business, government, and society rapidly and profoundly. This major provides students with a comprehensive understanding of digital technologies, digital business models, and the necessary analytical and management tools to navigate the digital transformation frontier with confidence. It provides new perspectives on how to operate organisations, create value for consumers, and gain a competitive advantage in the digital age. The knowledge acquired in this major has wide-ranging applications in a variety of industries.



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

Track under the Communication Management Major	Tracks under the Marketing Major
<p>Data, Design and Communication Track</p> <p>The Data, Design and Communication track prepares students for jobs in the digital economy that increasingly require them to derive insights from data and design for human interactions with technology and media. Focusing on data analytics and visualisation, design thinking, and interaction design, this track is ideal for those who are interested in careers in digital media, user experience (UX), and communication management in the era of big data.</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>
Tracks under the Finance Major	<p>Retail and Services Management Track</p> <p>Through research, internships, and projects with industry partners, you will learn about the strategies 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>
<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 equip you with the necessary skills for new jobs in the finance industry.</p>	Tracks under the Operations Management Major
<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), and infrastructure financing.</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 cover applications in supply chain management, logistics and transportation, warehousing and fulfilment, and business process improvement, 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.</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. Your learning will be extended through non-credit courses, internships, overseas study missions, and local site visits.</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 ones in 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 and acquisitions). The vibrant banking sector in Singapore ensures promising employment opportunities.</p>	

SECOND MAJORS AND DOUBLE DEGREES

Second Majors	Double Degrees
<p>Guaranteed second major for every SMU undergraduate</p> <p>You may expand your learning across academic disciplines and increase your career options by taking a second major at either LKCSB (see page 5), or one of the other five schools at SMU. Examples of second majors at these other schools include:</p> <ul style="list-style-type: none">• 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 <p>For more information, please visit: https://admissions.smu.edu.sg/programmes/majors-and-tracks-offered-smu or</p> <div><p>Scan for more details</p></div>	<p>You may combine a Bachelor of Business Management (BBM) with another specialisation from another school and graduate with two undergraduate degrees within 4 to 5 years:</p> <ul style="list-style-type: none">• 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] <p>As a freshman, you may be accepted into a double degree programme on the basis of outstanding academic results.</p> <p>You must maintain a required cumulative Grade Point Average (cGPA) to remain enrolled in a double degree programme.</p> <p>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.</p>



LEARNING ENVIRONMENT

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

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 cultural 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 six weeks during the summer or winter break. Students can choose to go to partner universities such as University of St. Gallen in Switzerland, Vienna University of Economics and Business in Austria, and Rikkyo University in Japan.

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 perspectives, 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, consulting, social services, public relations, and many other fields.



LKCSB fresh graduates achieve nearly 100% employment within 6 months of graduation, with strong starting salaries.

EXAMPLES OF CAREER OPPORTUNITIES:

COMMUNICATION MANAGEMENT MAJOR

- Corporate Communication/ PR Executive
- Digital Content Strategist
- Social Media Specialist
- Copywriter
- UX Designer

MARKETING MAJOR

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

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES MAJOR

- HR Professional/Business Partner
- HR Consultant
- Business Analyst
- Management Consultant
- Management or Leadership Rotational Roles

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

SUSTAINABILITY MAJOR

- Sustainability Lead
- Community Engagement and Corporate Social Responsibility Executive
- Corporate Social Responsibility and Sustainability Executive
- Sustainability Consultant
- Urban Solutions and Sustainability Manager

DIGITAL BUSINESS MAJOR

- Digital Business Analyst
- Social Media Marketing Manager
- E-commerce and E-business Specialist
- Digital Innovation Manager
- Digital Transformation Consultant

INDUSTRIES

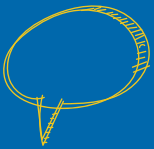
- Accommodation
- Advertising Services & Market Research
- Architectural
- Banking, Finance & Insurance
- Business & Management Consultancy
- Construction
- Education

- Electronic Products
- Food, Beverages & Tobacco
- Healthcare
- Information & Communication
- Legal, Accounting & Auditing
- Logistics & Supply Chain Management
- Machinery & Equipment

- Manufacturing: Chemical; Engineering
- Maritime/Shipping
- Oilfield & Gas Field Machinery & Equipment
- Personal, Administrative & Support Services
- Petroleum, Mining & Prospecting Services
- Professional, Scientific & Technical Activities
- Public Administration & Defence

- Real Estate
- Retail Trade
- Scientific Research & Development
- Society & Community
- Solar, Wind, Water Treatment
- Talent Recruitment & Human Resources Consultancy
- Transportation: Aerospace; Land; Sea

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



“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 Senior Brand Manager
Procter & Gamble

Class of 2018

Bachelor of Business Management
Major in Marketing and Strategic Management



“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

Associate
McKinsey & Company

Class of 2017

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



“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





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