

# Learning beyond the classroom

Singapore Management University's upcoming postgraduate programme takes higher education to new heights



PHOTO: SINGAPORE MANAGEMENT UNIVERSITY

BY RACHAEL GOH

Many of us are familiar with the pain of sitting through a long and boring lecture, while a professor in a tweed jacket drones on. Those days are far from over, but some universities are taking active steps to introduce new pedagogies that make learning more interactive and inclusive.

Next January, Singapore Management University's (SMU) Lee Kong Chian School of Business (LKCSB) will be launching the region's first blended Master of Science in Management degree programme. The part-time programme adopts a blended learning approach by combining classroom-based teaching with online education.

"We have put together an immersive experience that encourages self-guided learning, peer learning and numerous opportunities for students to master strong management skills across a range of disciplines," says Dr Pascale Crama (above right), associate professor of operations management and academic

director of blended programmes at SMU.

"Our blended curriculum also offers tremendous opportunities to people who wish to obtain a higher education, but may be unable to due to geographical or time constraints."

## Beyond classrooms

The school aims to take distance learning to a new level with the new programme.

Featuring online videos, quizzes and seminars on the fundamentals of management, the 18-month postgraduate programme can be completed anywhere, even abroad. The course includes digital modules that simulate business environments, exposing students to real-life challenges in the corporate world.

Students can meet with peers to evaluate their own learning and join web-based discussions to improve their understanding of topics. They also have the flexibility of learning at their own pace. Online lessons can be reviewed at different speeds and videos

replayed to reinforce their understanding of a topic. This level of flexibility is especially important for students who are managing a full-time job or demanding schedules, while studying.

## Gearing up for the business world

Students who graduate from the programme will earn more than just a qualification.

"They will be equipped with effective communication, collaboration and leadership skills for an increasingly global environment," says Dr Crama.

Designed to prepare individuals for the complexity of the global marketplace, the course will give students a deeper understanding of management practice and theory in Asia and beyond, while leveraging the school's wide business network for learning opportunities.

As part of the Future of Management Education Alliance — a group of business schools working together to develop and share experiential and online learning

methods — LKCSB offers students the opportunities to learn from premier business institutes such as Imperial College Business School and ESMT Berlin.

"Our programme teaches students to solve business problems and create value, while maintaining the highest level of ethical commitment and social responsibility," she adds.

"At SMU, we don't just prepare you to be future-ready by equipping you with current and future skill sets. We also imbue in you strong ethics to give back to society."

## MASTER OF SCIENCE IN MANAGEMENT (BLENDED)

Singapore Management University, Lee Kong Chian School of Business

■ Part-time: 18 months

For more information, visit: <https://business.smu.edu.sg/master-management>

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DR PASCALE CRAMA  
associate professor of operations management and academic director of blended programmes  
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