Learning beyond the classroom

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

BY RACHAEL GOM

Many of us are familiar with the pain of sitting through a long and boring lecture, while a professor in a central lectern in a darkened classroom. But some universities are taking active steps to innovate new pedagogies that make learning more immersive and interactive.

Next January, Singapore Management University’s Lee Kong Chian School of Business (LKCBS) will be launching the world’s first postgraduate programme in Business Management degree programmes. 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,” says Dr Francis Cumpa (above right), associate professor of operations management and academic director of blended programmes at SMU.

“Our blended curriculum also offers numerous opportunities to people who wish to obtain a higher education, but may be unable to study full-time, whether for geographical or time constraints.”

Beyond classrooms

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

“Blending online videos, quizzes and seminars in the fundamentals of business management with face-to-face teaching is critical,” says Dr Cumpa.

Postgraduate programmes 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 from around the world, network 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 delivered at different speeds and video lectures to enhance 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.

Learning 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 ever-evolving global environment,” says Dr Cumpa.

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 unique learning opportunities.

As part of the Future of Management Education Alliance — a group of business schools working together to develop and share experimental and online learning methods — LKCBS offers students the opportunity to learn from premier business institutes such as Imperial College Business School and ESMT Berlin.

“Our programme teaches students to think critically, solve problems and create value while maintaining the highest level of ethical commitment and social responsibility,” says Dr Cumpa.

In 2017, we started preparing you to be future-ready by equipping you with current and future skill sets. We also provide learning opportunities to get back to society.

MASTER OF SCIENCE IN MANAGEMENT (BLENDED) Singapore Management University, Lee Kong Chian School of Business 1. Part-time 6 months For more information, visit https://smeva.com.sg/master-management

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