



SMU welcomes 17th batch of undergraduates for Academic Year 2016

New academic major in Politics, Law and Economics, the first-of-its-kind in Singapore, takes in its inaugural cohort of 46 students.

Singapore, 12 August 2016 (Friday) – Singapore Management University (SMU) welcomed its **17th cohort of 1983 freshmen at its Convocation Ceremony** held at Suntec Convention Centre today. Starting 15 August, the new cohort will pursue degree programmes in accountancy, business management, economics, information systems, law and social sciences. They will also have the opportunity to take up new offerings which are introduced for the first time in the forthcoming academic year.

Dr Victor Fung, Group Chairman of Fung Group and Honorary Chairman of Li & Fung Limited, was the Guest-of-Honour and delivered the Keynote Address. SMU Chancellor Mr J Y Pillay, SMU Chairman Mr Ho Kwon Ping and SMU President Professor Arnoud De Meyer were also present to grace the event.

Transform Yourself. Discover A Different U.

Alluding to the Sports theme of the Convocation Ceremony, SMU Chairman Mr Ho Kwon Ping said, “Sports imparts upon us both leadership and humility, self-awareness and empathy. It is simply engaging in the pursuit of sports, rather than the attainment of excellence in it, that imparts “character” in a young person. The corollary in the academic life is the fact that more often than not, it is in the asking WHY that one learns more, than in simply knowing the answer.”

Chairman Ho added, “A defining characteristic of an SMU education is still its interactive pedagogy – interacting with faculty members and peers, rather than sitting and listening to lectures.” He encouraged the freshmen to “speak out but also listen – make sure you understand both or all sides of every argument. If you lose an argument – think about how others were able to influence the consensus or decision makers. SMU imparts a lot more than just teaching. Instead, you will learn how to learn – by always asking ‘why?’”

In his speech, SMU President Professor Arnoud De Meyer shared that two new majors will be launched in this academic year – Entrepreneurship by Lee Kong Chian School of Business, and Politics, Law and Economics by School of Social Sciences. He added that this cohort of freshmen will be “the first to be fully exposed to our innovative and award-winning SMU-X curriculum, which was piloted last year and is being “mainstreamed” this year.” He also highlighted the new facilities which the students can look forward to, including a brand new School of Law Building and new facilities of a remodelled Campus Green.

Adhering to the Sports theme of the ceremony, President De Meyer urged the freshmen to stretch themselves through the limits in five areas. First, academically. SMU's flexible undergraduate curriculum provide the opportunity for 15 double degree combinations, as well as 41 second majors which offer over 300 possible combinations. Secondly, participate in co-curricular activities (CCA) and other aspects of campus life, take up something new and take on positions of responsibility in the CCA clubs. Thirdly, stretch oneself through community service which offers excellent opportunities to develop soft skills and heart skills. Fourthly, take up internships. Over 10,000 companies across 21 countries employ SMU interns, and one in four SMU students who received job offers before graduation land full-time employment through internships. Finally, through exploration and international exposure. "In 2015, 88% of SMU undergraduates experienced the world through SMU's global exposure programme. Let's make this 100% for your cohort," enthused Prof De Meyer.

New Majors and modules

SMU schools are rolling out new courses in this academic year:

1. **Politics, Law and Economics Major by School of Social Sciences**

SMU School of Social Sciences will offer a Bachelor of Social Science in Politics, Law and Economics (PLE) in conjunction with the School of Economics and School of Law. This interdisciplinary PLE major will provide students with a firm understanding of the way politics, law and economics intersect to shape the world in which we live. It will prepare future leaders and thinkers with a deep understanding of global political and economic transformations and the legal frameworks and contexts within which such changes take place.

The PLE combination of disciplines is unique in Singapore and will prepare graduates with the knowledge and breadth of insight to handle multifaceted careers, such as journalism, diplomatic service, foreign affairs, public service, consulting and research, amongst others.

46 freshmen have been admitted into the inaugural class of this major, which was 25 times over-subscribed.

Other new courses introduced by School of Social Sciences are ***Introduction to Arts Management, Sustainable Cities*** and ***Global Political Economy***. (Please refer to Annex A for course description)

2. **Entrepreneurship Major by Lee Kong Chian School of Business**

The Lee Kong Chian School of Business will offer a new Entrepreneurship major from August 2016 to cater to all SMU undergraduates who are interested in starting businesses or social enterprises, or who want to learn how they can seize opportunities, innovate and create value in existing organisations. The broad range of modules under the major will give students a rigorous grounding in the tools, techniques, theories, practices and contacts required to identify, refine, incubate and

grow new business ideas. They will be nurtured with an entrepreneurial mindset, and be made aware of the many complexities that come with being entrepreneurs. The undergraduates will be broadly and deeply developed and will be able to fully immerse themselves in a wide range of electives, including modules on: Corporate, Social and Technological Entrepreneurship; New Venture Growth; Family Business; and Entrepreneurial Finance. They may also have the opportunity to participate in entrepreneurial study missions to entrepreneurial hotspots such as Silicon Valley, Atlanta and Boston. Those who intend to launch a new business can take the Entrepreneurship Practicum course to augment their ideas with the help of course work and advice from external mentors.

Other new courses introduced by Lee Kong Chian School of Business are **Leadership and Team Building** and **Ethics and Corporate Responsibility**. (Please refer to Annex A for course description)

3. New SMU-X Courses

Every SMU-X course combines academic with experiential learning through the heavy use of projects to challenge and inspire our students to use their disciplinary knowledge and skills in tackling multi-disciplinary, real issues faced by the partner organisations in the private, public and NGO sectors. Since the introduction of this innovative pedagogy in January 2015, 1,535 students have been involved in as many as 270 group projects with 122 partners via 21 SMU-X courses.

In February 2016, SMU-X was lauded by global accreditation body AACSB International as an ‘innovation that inspires’. It was one of the 30 award-winning innovations that stood out from more than 300 submissions received from over 200 institutions across 35 countries. SMU is the only institution in Singapore, and one of three in Asia to be recognised in AACSB’s inaugural ‘Innovations That Inspire’ initiative.

In AY2016/17, the University plans to offer to its undergraduates more SMU-X courses to bring the total course offering to about 25 by the end of the academic year. About 2,000 students and about 150 partners are expected to benefit from the opportunity.

The following **five new SMU-X courses** will be introduced in AY2016/2017. (Please refer to Annex B for course description)

School of Economics	1. Introductory Statistics-X 2. Family and the Society: Economic Theories and Practices
School of Information Systems	3. Analytics Practicum
School of Law	4. International Moots 1 5. Public International Law

New facilities and buildings

1. New School of Law building to be completed in the coming Academic Year 2016/2017

Scheduled for completion in AY 2016/2017, the new School of Law building will be a distinctive landmark that will contain state-of-the-art facilities used both to enrich the learning experience of SMU law students, as well as involve others within the legal fraternity.

The new 23,000 sqm building (about the size of 52 basketball courts) is located at the junction of Armenian Street and Canning Rise. A key feature of the new building is the 2,200 sqm Kwa Geok Choo Law Library, named in memory of the late Madam Kwa Geok Choo, wife of the late Mr Lee Kuan Yew. The Law Library will be fully equipped with modern technology wired for legal research in the 21st century. Also housed within the new building will be the David Marshall Moot Court, the SMU Pro Bono Centre, and other research centres.

2. SMU campus \$20m development project on-going, to be completed in the coming AY2016/2017

SMU is the only university in Singapore and among very few in the world with a campus in the heart of the city. SMU's city campus provides a natural focal point and central gathering space for students, faculty as well as the public.

In May 2015, SMU announced a \$20 million two-year campus development project which will not only add new learning, teaching and group study spaces, and sports facilities, to its current campus in the city but also transform the landscape of the Civic District by injecting energy and activities to the SMU Campus Green.

Key features to be added to the SMU city campus include: study lounges, new seminar rooms and flexible-configuration classrooms of various sizes; a centralised Co-Curricular Activities (CCA) space; an expanded, three-storey Fitness Centre; and a new Amphitheatre on Campus Green that will be a focal point of student and community-engagement activities. Altogether, these facilities add a total seating capacity of **1,232**. Some of these facilities have been completed and will be opened to students at the start of the new Academic Year.

Lee Kong Chian School of Business Freshmen Mentorship Programme

Piloted in AY2015, LKCSB will jointly offer this mentorship programme from this Academic Year with Mrs Wong Kwok Leong Student Wellness Centre and SMU Business Society. First-year business students who join the programme can benefit from the support provided by an LKCSB alumnus or senior student, as well as the opportunity to learn from his/her experiences. The mentorship may cover issues such as coping with student life, selection of majors and courses, internship and networking, career planning and preparation.

Financial assistance and scholarships

SMU practises a 'needs-blind' admission policy where no deserving student will be deprived of an education because of financial hardship. Grants, bursaries, loans and scholarships are available for needy students, so that they can focus on their studies and enjoy an enriching educational journey at SMU. In FY2016, there will be a total of \$4.87 million in financial aid to students, combining university resources as well as donor-supported schemes. They will be available to students via the SMU Financial Grant, SMU Bursary, Work Study Grant, SMU Education Loan and SMU Student Computer Loan.

On average, one in 12 freshmen of the new intake will also stand a chance to be awarded a scholarship by the University. There are about 170 scholarships which freshmen can apply for. Some of these give preference to students with financial needs. All scholarships are bond-free.

Shaping students with a heart

Even ahead of the academic year, about 500 SMU freshmen have already participated in a series of student-led community service projects during the orientation period between June and July 2016.

Through *Inspirar 2016*, students actively engaged and interacted with the elderly to promote active ageing and a healthy lifestyle. More than 300 seniors were engaged through the beneficiary visits. At the finale event held on 30 July at Kolam Ayer Community Club, about 100 seniors from Adventist Home for the Elders, Apex Day Rehabilitation Centre for Elderly, Calvary Community Care, Fei Yue Community Services, Lion Befrienders Service Association (Singapore), Singapore Baptist Convention Golden Age Home and Kolam Ayer Community Club were taught a 'towel-stretching exercise' which SMU students had developed.

In *Kidleidoscope 2016*, an annual project organised by SMU undergraduates to inspire children from disadvantaged backgrounds to pursue their dreams by instilling confidence in them, SMU freshmen reached out to more than 220 children and youths from CARE Singapore, StagMatch and Calvary Community Care. The project culminated in a fashion show where tie-dyed and silk-screened clothing created by the beneficiaries were showcased to the public to raise awareness.

As part of *starringSMU 2016*, freshmen organised various activities, including befriending the children and elderly, and helping to spruce up the non-profit organisations' premises, benefitting about 5,000 beneficiaries from organisations, including Sunlove Home, SWAMI Home, Faith Acts, Thye Hua Kwan Senior Activity Centre @ Henderson and Kits4Kids. The project culminated with a charity carwash at Holland Village, through which the freshmen helped to raise more than \$24,500 for 'My Buona Vista Place', a one-stop centre for community integration and social welfare programmes reaching out to over 20,000 residents.

--- END ---

For more information, please contact

Teo Chang Ching (Mr)
Senior Assistant Director
Corporate Communications
DID: 6828 0451
Email: ccteo@smu.edu.sg

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 9,300 undergraduate, postgraduate, executive and professional, full- and part-time students, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community.
www.smu.edu.sg

New courses by SMU schools

School of Social Sciences

- **Introduction to Arts Management**

The course will begin with a survey of the definitions and scopes of arts management. Common and art form-specific management tools and issues will be introduced at the early part of the course with incremental build-up during the course.

The course will also look at arts management from the arts practitioners' and audience's perspective, emphasising public education and audience development. Following a theoretical introduction to aesthetics, art theory and cultural studies, the students will study spatial management (physical and technical planning and facilitation) and programme planning (curatorial, scheduling and programming).

The arts management components in financial planning, marketing and operations are designed to supplement the management courses in the programming. Students will further consider the "landscape" of distribution, consumption, ownership and copyright issues in the arts. The course will end with societal overviews – arts and the state, arts and businesses, and arts and civil society, in both a national and global frame.

- **Sustainable Cities**

This course will introduce the concept of sustainable development and its pillars of environment, society, economy and technology to the students and will review innovative tools and strategic approaches that can help us in achieving sustainability in cities. The course will cover relevant theories and techniques and explore examples of innovative practices in the built environment. Some of these topics are: Principles of Sustainable Development, the Ecological Footprint, Climate Change and the Urban Environment, and Sustainability of Infrastructure Systems (e.g. water, energy, transport, waste). We will look at sustainability in cities with an analytical lens. The aim of the course is to equip the students with a solid understanding of sustainable development and various aspects of sustainability in cities and analytical thinking approaches that can aid them in devising smart policy solutions and approaches to sustainably manage, maintain and improve our urban environment.

- **Global Political Economy**

Globalisation is often associated with intensified cross-national flows of capital, commodities, and labour that elude state control and integrate local economies into global networks of production and trade. This module examines the manifold dimensions of the global economy along three theoretical axes. First, the specific historical form of the global economy under study is "capitalism," understood as not only an economic system of material production, distribution, and consumption but also a political order of power, authority, and legitimacy – in other words, a global political economy. Second, in analysing capitalism, we adopt a long historical view that traces the emergence of its fundamental logics and global expanse back to the eighteenth century. Third, we pay special attention to political and legal frameworks other than the nation-state, especially early-modern colonial empires, modern imperialism, and their institutional and ideological legacies that have endured into the post-war international regimes of production, trade, and development.

The aim is to provide a perspective on the political and historical dimensions of the global economy that is as multi-disciplinary as possible. Lectures and readings present material from international relations, economics, political science, history, sociology, anthropology, and geography. Although concepts and theories from economics and international political

economy are central to this module, this is decidedly not a course in either international economics or the politics of economic relations among states. It is an investigation into a wider variety of forms and facets of politics as they pertain to the wide range of actors participating in the global economy.

Lee Kong Chian School of Business

- Leadership and Team Building

This is a University Core offered at the Lee Kong Chian School of Business that all SMU undergraduates undertake. LKCSB has revamped this module to be offered from AY2016/17. All students of this course will be involved in action-based and experiential Group Project Assignments, collaborating with non-profit or profit-based organisations that have a strong focus on community development, corporate social responsibility or sustainability initiatives. Working in groups, students may initiate new ideas or work with companies on their existing projects.

- Ethics and Corporate Responsibility

All SMU students take a University Core module 'Ethics and Social Responsibility' as part of their curriculum. However, from AY2016/17, all business students will take this new 'Ethics and Corporate Responsibility' module instead. Piloted in FY2015, this course is designed to explore, inform, and stimulate thinking on issues related to behavioural ethics and responsibility as encountered in the corporate world. It will focus on how individual and organisational behaviour is shaped by context as well as by biases, why these factors make it difficult for managers to be responsible leaders, and what can be done about the influence of these factors. With a better understanding and appreciation of the role of ethics in business, students will learn to manage effectively in a world increasingly characterised by competing stakeholders needs and responsibilities.

School of Accountancy

- New accounting track: Data Analytics

The School of Accountancy is launching a new track this academic year. This new Data Analytics track provides students with data analytics knowledge that enhances decision-making and problem-solving in accounting practices. It is launched in response to industry/practitioners' feedback that it is important to equip accounting students with data analytics skills set due to advances in digitalisation.

The new Data Analytics track supplements the School's current three accounting tracks: Financial Management track; Risk Management & Assurance track; and Taxation track.

School of Economics

- Human Capital and Economics of Education

This course aims to understand economic incentives of human capital accumulation and its implication on labour productivity, income inequality, social mobility, and growth. The course will mainly discuss education investment, but will also cover on-the-job training as well as investment in health. Students will learn both theoretical and empirical frameworks for understanding private/social returns to human capital accumulation. Throughout the course, student can build useful skills and knowledge to discuss relevant issues and policies. Also, the course will discuss step-by-step research process of key empirical papers, which would help students to learn how to apply economic theory to address practical issues.

New SMU-X courses

1. International Moots 1

This is the course to take if students are interested in representing SMU in the best international moot competitions. It will be an intensive course held over half of the first semester, and admission is by approval of the course convenor only. This course exposes students to advanced legal research, writing and appellate advocacy skills. Students will be given a hypothetical moot problem on international law and will have to make oral and written submissions by the end of the course. Those who excel in this course will be selected to participate in moot competitions in the second semester.

2. Public International Law

This course examines what diplomats once referred to as the "law of nations" - ideas about sovereignty, self-determination, humanitarian intervention, state responsibility, and human rights. It begins by considering fundamental questions about the nature of international law - its origins, sources, subjects, application and the limits on the authoritative enforcement of its obligations. The course then looks at a series of international law topics and issues which are of contemporary relevance, such as the settlement of trans-national commercial disputes, the development of international human rights, and the emergence of a body of international criminal law and the establishment of tribunals for its enforcement. Throughout, the course will consider the reception and application of international law by Singapore courts and the international disputes which the Singapore government has negotiated or litigated.

3. Introductory Statistics-X

For this course, there is an external partner company students will have to work with. With the external partner company, students will complete a mission project with goals both SMU and the partner agree to set down, tackling local challenges raised, study, measure and quantify, and raise public awareness. With students executing fieldwork, the project will be an extremely hands-on exercise, with active mentoring from both the company partner and the professor. There will be continuous, fluid flow of exchange of ideas, surveys, results, follow-up throughout. Students will be grouped within the same class, and all working on the same project in different parts of Singapore.

4. Analytics Practicum

In recent years, there is an increasing use of data analytics to discover business issues and to drive business strategy throughout organizations. This has created a parallel rising demand for business graduates, who understand how to use data analytics to solve business issues. To prepare students taking Analytics Second Major to cope with this demand, this course provides students the practical experience on how to apply the analytics techniques and tools that they have learned in class to help companies solve real world challenges.

Students taking this course are required to form a team of three members. They will work closely with their industry sponsor to identify the business problem, to compile the necessary data, to transform the data into analytics data mart, to perform the analysis by using appropriate analytics techniques and tool(s) and to present their findings to the stakeholder of the project sponsor organisation. The students are also required to document the lesson learned through working on the project in the form of practice

research paper and present their paper at the Undergraduate Conference of Data Analytics.

5. Family and the Society: Economic Theories and Practices

Students will learn about the economic approach of analyzing issues related to the family and the society: the marriage market, fertility choice, decision makings of families in terms of human capital accumulation, and intergenerational mobility. Students will work on projects to examine parental choice of primary school, interaction of youths across socioeconomic groups, work-family balance, coping strategies of the sandwiched generation, impact on and responses by families and the government to an aging population, and impact of changing social attitudes on families. Specific topics will be incorporated or will even replace some of the above given the experiential nature of the course; in fact, the topics to be investigated as group projects will be jointly formulated by the students, the faculty, and the partners based on issues and problems they are facing currently.