

## **WDA's HR synergy with local university**

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The Singapore Management University (SMU) will be the WDA's chief platform for skills qualifications in the HR field.

A Memorandum of Understanding was signed by WDA's Chief Executive, Mr Ng Cher Pong and SMU President, Professor Arnoud De Meyer last Thursday to herald the collaboration.

These programmes are offered by SMU's Centre for Professionals Studies (CPS).

SMU's HR Graduate Certification was mapped to HR WSQ programmes in April 2014 and will facilitate trainees with skills in areas such as Talent Acquisition, Learning & Development and Talent Management.

The LPM WSQ programmes will be implemented in the first quarter of 2015 and will inculcate trainees with skills to engage people and foster personal effectiveness.

Over 400 Professionals, Managers and Executives will benefit from these programmes.

Trainees will obtain up to 70% in course fee funding.

CPS intends to provide more than 1,000 Statements of Attainment (SOA) by April 2017 for the HR Graduate Certification programme, and more than 500 SOAs for LPM WSQ programmes by December 2017.

SMU CPS' WSQ-accredited HR Graduate Certification programme comprises of Talent Acquisition, Learning & Development, Talent Management & Succession Planning, Rewards (Compensation & Benefits), Performance Evaluation and Management, and Strategic HR.

Up till now, the Centre has provided 136 SOAs for this programme.

"Through this collaboration with SMU, we will be able to tap on SMU's academic expertise in these areas to groom high-quality HR professionals and enable them to continue to deepen their skills," said Ng Cher Pong, Chief Executive of WDA.

"Given SMU's strong academic reputation, we are confident that SMU will be able to attract substantial interest from both employers and HR professionals for the WSQ programmes."

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SMU President, Professor Arnoud De Meyer said SMU was pleased “to be able to value add to the country’s manpower development.”

“We are very honoured to be the first local university to be appointed as WDA’s partner in the HR and LPM space,” said De Meyer

“Other than building depth in the respective HR disciplines, the programmes will provide the vital linkage back to corporate objectives and ensure that the training in people management practices are in sync with overall business goals.”

The event also featured a panel discussion on “Re-igniting the passion in your people and business” where an esteemed panel of CEOs revealed best HR practices on how to sustain their employees’ performance and commitment at work.