



## **Media Release**

### **SMU marked the opening of its new 2018 Academic Year with a full day of celebrations**

The Singapore Management University (SMU) welcomed its 19th cohort of 2186 freshmen on Friday, 17 August 2018 at the SMU Hall, School of Law.

The day's celebrations began with freshmen being welcomed at their individual schools, followed by the annual mega co-curricular activities fair [VIVACE](#) (SMU's largest CCA fair with more than 100 student clubs showcasing the best of Student Life) at the Campus Green and Concourse, and ended with the Academic Year Opening Ceremony in the evening at the SMU Hall.

Themed "*Imagine Better*", about 500 guests comprising SMU Board of Trustees, senior management, faculty, staff, donors, alumni, freshmen and student leaders were treated to a sit-down dinner, interspersed with student performances, including a small tribute segment to outgoing SMU President Arnoud De Meyer who steps down in December.

### **Tribute to SMU President Arnoud De Meyer**

In his remarks, SMU Chairman Ho Kwon Ping paid tribute to SMU President Professor Arnoud De Meyer for his eight years of leadership where he helped the University forge strong linkages, collaboration and partnerships with academia, industry, government, social organisations and the community at large. He has also led internationalisation and reputation-building efforts – particularly in China, India, Southeast Asia and Europe – which have helped SMU to build a global reputation and renown. His brainchild "[SMU-X](#)" and its overseas version, have gained a global recognition for innovative experiential learning, and are becoming an integral part of SMU's pedagogical DNA which will distinguish SMU from other leading institutions.

Please refer to SMU Chairman's remarks in Annex A.

### **Conferral of SMU Honorary Degree on Professor John Rodney Niland**

In addition, Mr Ho also paid tribute to Professor John Niland – a founding member of SMU's Board of Trustees who served as an architect of the foundations of SMU's university administration for a good 12 years from 2000 to 2012.

He was also Deputy Chairman from 2008 to 2012, and served as Chair, Finance and Remuneration Committee (FinRem) from 2003 to 2009 where he laid a robust foundation for SMU's finance and remuneration framework, and also introduced the practice of conducting an annual 360-degree review of the President, which to this day is followed. He also helped to document the key annual milestones in SMU's financial and remuneration calendar that

resulted in the FinRem Roadmap, which continues to guide the FinRem committee and SMU's management.

Prof Niland also served as Deputy Chair, Academic Affairs Committee (AAC), and worked closely with the AAC Chair in helping establish an academic governance framework for SMU, which is distinguished by the very rigorous and stringent standards set for SMU, including the adoption of a tenure review process that incorporates the best practices observed in top internationally recognised institutions.

In 2006, the Board formed a governance review taskforce and appointed Prof Niland to chair the taskforce which had the mandate to conduct a thorough review of SMU's academic governance handbook. This was a major exercise, which finally resulted in a key document - the Governance and Academic Polices Handbook - which serves to this day as SMU's primary academic governance handbook.

For his enormous contributions to the University, SMU conferred Professor Niland with an SMU Honorary Degree at the Dinner.

Please refer to SMU Chairman's nomination for Professor Niland in Annex B.

### [Role of Universities and Making Meaning Impact on Society](#)

In his remarks, SMU President Professor Arnoud De Meyer spoke about the traditional role universities played and its positive socio-economic impact on society in terms of supplying a well-educated workforce and carrying out research that would ultimately aid a higher quality of life. He added that SMU will have to reflect more on how it could enhance impact on society, and touched on how the SMU brand of being a "Different U" has been complemented to be a "University with Meaningful Impact". He then proposed ways on how faculty, staff, students and researchers could do this together.

Please refer to SMU President's remarks in Annex C.

### [New curriculum and courses with effect from AY2018/2019](#)

Starting 20 August, the university's 19th cohort of freshmen 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. These include:

1. [Accounting Data and Analytics 2<sup>nd</sup> major](#) (offered by the School of Accountancy)

Students taking up the Second Major in *Accounting Data and Analytics* will gain knowledge of how and where to apply technological know-how to perform higher-level tasks that are increasingly expected of accounting professionals. Designed in consultation with industry stakeholders, which include the Big Four and major banks, the programme covers skill-sets that include programming, accounting application, data visualisation and data management.

2. [Health Economics & Management 2<sup>nd</sup> major](#) (offered by the School of Economics)

Students taking up a new second major in Health Economics and Management from January 2019, will gain knowledge and skills useful for healthcare professionals, as well

as solve real healthcare industry problems leveraging on experiential learning opportunities.

3. [Real Estate Track](#) (offered by the Lee Kong Chian School of Business)

All SMU undergraduates who are majoring (first or second major) in Finance or Economics can apply for this from AY 2018. Designed with industrial input, the course content leverages a firm foundation in finance and economics, and further equips one with specialised knowledge and multi-disciplinary expertise which are essential to tap the real estate market for investments in the region and beyond. A first of its kind, the Track is unique in that the academic curriculum is complemented with real-world experiential learning opportunities through local as well as overseas internship and study trips.

4. [Exciting new SMU-X Courses](#)

In addition, the University continues to ramp up its offering of **SMU-X courses** in the new academic year, with at least 30 SMU-X courses that undergraduates across all years can choose from. Some of the new SMU-X courses include *Storytelling for Organisations and Brands* by Lee Kong Chian School of Business (LKCSB), *International Mediation Law and Practice* by School of Law, and *Internet of Things: Technology & Applications* by the School of Information Systems. Several **SMU-X Overseas courses** will also be offered – *Accounting Study Mission (Laos)* by School of Accountancy, *Business Study Mission: Corporate Culture and Values (Philippines)* by LKCSB and *Psychology Study Mission: Cultural Impact on Creativity and Innovation (Taiwan)* by School of Social Sciences.

### [Global Exposure as a Graduation Requirement](#)

Starting with the incoming cohort joining the University from AY2018-2019, [global exposure participation will be a graduation requirement](#). This experience could include exchange programmes, internships, study missions, cultural exchanges and immersions. To ensure that no one misses out on such opportunities due to financial constraints, SMU has a range of University-funded and donor-supported assistance schemes on which needy students can tap.

### [Scholarship and Financial Assistance Schemes Available](#)

At SMU, we practise a 'needs-blind' admission policy where no deserving student will be deprived of an education because of financial hardship. In FY2018, we have made available a total of nearly \$6.2 million in financial aid for students, combining university resources as well as donor-supported schemes. Students can get access to the financial aid via the SMU Financial Grant, SMU Bursary, [SMU Access](#), Work Study Grant, SMU Education Loan, SMU Student Computer Loan, as well as donor-supported bursaries, study awards and needs-based scholarships.

With **255 scholarships** that freshmen can apply for in the new academic year, one in eight freshmen of the new intake will stand a chance to be awarded a scholarship by the University. Some of the scholarships give preference to students with financial needs, and all of them are bond-free.

Additionally, tuition fee financing schemes – in the form of the Tuition Fee Loan and Study Loan (both supported by the government), as well as the CPF Education Loan, are available for students, the former two being interest-free during the course of their study. SMU also

offers student employment opportunities, such as the Work Study Grant, to help students seek part-time employment on-campus and off-campus for additional income. Currently, about 280 students are working with offices in the University.

The University is focused on delivering a high quality SMU education that will develop our students into confident, well-rounded young men and women, who are capable of being trusted leaders and responsible global citizens, and whose contributions will make meaningful impact in Singapore and beyond.

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### **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 to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, 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 multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community.

#### **Media Contact:**

Corinne Kang

Assistant Director, Corporate Communications, SMU

DID: +65 68085238

Email: [corinnekang@smu.edu.sg](mailto:corinnekang@smu.edu.sg)