



Publication: Singapore Government News

Date: 18 August 2012

Headline: SMU welcomes 13<sup>th</sup> batch of students for academic year 2012

## SMU Welcomes 13th Batch of Students for Academic Year 2012

18 August 2012

Singapore Government News

Singapore, Aug. 18 -- The 13th batch of freshmen was warmly welcomed by the Singapore Management University (SMU) at its Convocation Ceremony held at Suntec Convention Halls today. Starting 21 August, the 1,951 new undergraduates will pursue degree programmes in business management, accountancy, information systems management, economics, social sciences and law at the University. This year's intake is SMU's largest to date, an increase of 10.2% over its intake in 2011.

SMU's holistic admission criteria ensure that its annual intake of freshmen is made up of individuals who possess diverse skills, talents, and demonstrate aptitude as well as leadership quality, in addition to academic excellence. Many amongst the current crop of new students are rising national stars in sports, acclaimed young artists, aspiring young entrepreneurs and passionate community service volunteers. This underscores SMU's burgeoning popularity among well-rounded, academically accomplished students as a university of choice.

"SMU's curriculum is designed to teach hard skills, develop soft skills and cultivate skills of the heart. Our broad-based multidisciplinary approach will also provide you with a contextualised understanding of your chosen areas of specialisation. We give you the big picture," said Professor Arnoud De Meyer, President of SMU.

Outstanding incoming students can tap on 160 bond-free scholarships in SMU. With the benevolence and strong support of external private donors and the University community comprising alumni, students and faculty, one in 12 freshmen stands a chance to be awarded a scholarship - a high ratio of scholarships available for freshmen enrolled in a local university.

Apart from the above merit-based awards, SMU also offers a wide range of bursaries, grants and subsidies. This is especially important in the current economic climate, where needy families need as much financial support as possible as their children embark on university life. Needy students will receive help as long as they meet the criteria for financial assistance application. SMU practises a 'needs-blind' admission policy where no deserving student will be deprived of an education because of financial hardship. Amongst the new cohort joining the University in 2012, it is anticipated that one in six freshmen will apply for financial aid. SMU has set aside a total of \$1.24 million in financial aid this year to help all students via the SMU Financial Grant, SMU Bursary and Work Study Grant.

A hallmark of a global-oriented education at SMU, all local and international students will also be given opportunities for global exposure through programmes such as overseas university exchanges, Business Study Missions, overseas internships and community involvement projects, summer study, overseas conferences and work-and-travel programmes during their undergraduate tenures. Such perspective-broadening experiences complement SMU's interactive teaching pedagogy and broad-based curriculum which include fulfilling a compulsory 10-week internship and community service requirements.



**Publication: Singapore Government News**

**Date: 18 August 2012**

**Headline: SMU welcomes 13<sup>th</sup> batch of students for academic year 2012**

Mr Ho Kwon Ping, Chairman of the SMU Board of Trustees remarked, "Amidst continuing economic uncertainty worldwide, banking scandals and issues over CEO remuneration, the debate continues about business ethics. Universities now feel responsible for not only imparting knowledge and skills, but also in providing a values-based education. At SMU, we saw Ethics and Social Responsibility as important values right from the time when the University was conceptualised. We thus made it a requirement for every undergraduate to not just work towards the Grade Point Average but to also take Ethics and Social Responsibility as part of the University core modules, and fulfil at least 80 hours of community service in order to graduate."

Even before they commence their studies at SMU, the freshmen have already participated in a series of community service projects during the orientation period in July: starring SMU 2012, Ballooning Blitz 2012 and Inspirar 2012. The freshmen carried out painting and spring cleaning; conducted games in reaching out to the elderly; ran teambuilding and art & craft activities for children from charitable organisations; and organised carnivals, camps and balloon sculpture workshops. The freshmen successfully raised a total of S\$61,404.60 for various beneficiaries, such as Kits4Kids, Filos Community Services, Thye Hua Kwan Moral Society, Surya Home for the Elderly, The Salvation Army, and Geylang East Home for the Aged. A vaccination drive, part of Inspirar 2012 which took place on 13 and 14 August and made possible by sponsorship from Pfizer, would help to protect some 300 underprivileged elderly against pneumococcal diseases.

The well-rounded undergraduate experience at SMU is aimed at shaping undergraduates into visionary business leaders who possess cross-cultural understanding, are compassionate and selfless towards society, civic-minded, and who are also equipped with relevant industry and out-of-classroom experiences.

As part of SMU's tradition, all freshmen would have attended the University's unique teambuilding camp in July and August. The camp is led by senior student facilitators with the objective of introducing freshmen to SMU's vibrant environment and inculcating the important 'CIRCLE' values of Commitment, Integrity, Responsibility, Collegiality, Leadership and Excellence - the University's clarion call for newcomers.