

Annex 1 – About stackable modules

First of its kind

- From January 2017, SMU Academy started offering 6 modules which can stack towards a post-graduate degree. The first course ran in April 2017.
- The 6 modules are as follows.
 - Storytelling for Organisations, Brands and Leaders
 - Transformative Strategy
 - Digital Media
 - Leadership and Communication
 - Data Analytics
 - Digital Marketing
- Once they complete all 6 modules, they will be awarded with a Graduate Certificate in Management Communication and Strategy.
- These 6 modules work up to 3 credit units for the SMU [*Master of Science in Communication Management*](#). Students can add on 2 more credit units (or four more modules) to pursue a Graduate Diploma in Public Relations. (These modules are being planned for and will be offered in the near future.) Thereafter, participants can take additional modules with overseas components to make up a Master's degree.

Flexibility

- Participants can take these as individual modules or go through all 6 to receive a Graduate Certificate in Management Communication and Strategy. In terms of duration, they can take up to 3 years to complete all 6 modules for the certification, or shorten this duration based on their own schedules, as we offer at least 3 runs of each module every year.

Sign-ups

- To date, there are about 180 sign-ups by 70 unique individuals.

Going forward

- SMU Academy will also offer modules from the University's *Master of Science in Innovation, Master of Human Capital Leadership, and Master of IT in Business* programmes from June 2017 onwards. Some of these will be available as online modules.

Annex 2 – About Digital Credentials

- SMU Academy is the first among local Autonomous Universities to award digital credentials to participants who have completed courses with professional certification.
- The digital credentials can accompany participants' CVs in their LinkedIn or Facebook accounts, or job applications so that employers are aware of the candidates' job-related competencies.
- Below are example of Digital Credentials which participants can download and use after graduating from the courses:



Annex 3 – SMU Academy Advisory Board and Industry Partners

SMU Academy Advisory Board

Chairman:

- Prof Lily Kong, Provost, SMU

Ex-officio:

- Prof Tan Chin Tiong, Senior Advisor to President, SMU
- Prof Annie Koh, Vice-President, Business Development, SMU

Members:

- Mr Ho Meng Kit, Chief Executive Officer, Singapore Business Federation
- Mr Victor Mills, Chief Executive Officer, Singapore International Chamber of Commerce
- Mr Leslie Hayward, Vice President, HR (Singapore & Asia), SHELL
- Mr Tham Sai Choy, Chairman, KPMG, Asia Pacific
- Mr Aaron Boey, Board Member, Singapore Tourism Board
- Mr Ted Tan, Deputy Chief Executive Officer, SPRING Singapore
- Mr Gilbert Tan, Chief Executive Officer, e2i (Employment and Employability Institute), and Assistant-Director General, NTUC.
- Mr Koh Chaik Ming, Chief Executive Officer, Forchn Real Estate Fund Management based in Shanghai
- Mr Chak Kong Soon, Managing Director, Streams Global Pte Ltd and Past President, Singapore Computer Society
- Ms Low Wei Ling, Group Executive Director, OCBC Group

Industry Partners

Through a Memorandum of Understanding (MOU) signed on 5 February 2017 with the Singapore Business Federation (SBF), SMU Academy becomes an Academic Partner of SBF whereby both parties will collaborate in curriculum design and delivering training workshops relevant for SBF's 24,000 members.

On 26 April 2017, SMU Academy will also ink an MOU with e2i. Both parties will partner in programmes related to industry transformation through technology and digital capabilities in domains that are SMU's strengths. These include financial services, human capital management and leadership, and business innovation and entrepreneurship of mutual interest.
