

A SPECIAL FEATURE BY SINGAPORE MANAGEMENT UNIVERSITY

SMU gives graduates a head start in a fast-changing world

Pioneering pedagogy, industry-relevant programmes and global exposure among top reasons that give SMU graduates a competitive edge



SMU seminars where interactive learning takes place (left). Overseas Community Involvement Project in Africa, SMU Pendeza (centre). Global exposure from International Student Exchange Programme (right).

Singapore Management University continues to lead the way in the tertiary landscape as it celebrates its 15th anniversary this year. Since its inception in 2000, it has graduated some 15,000 students who continue to thrive and excel across a wide range of careers and industries.

Professor Arnoud De Meyer, President of SMU, says, "At the core of our curriculum is an unrelenting pursuit of excellence. This is the forward-thinking education we deliver for the movers and shakers of tomorrow."

While its sterling track record speaks for itself, it is the University's key attributes that both students and parents have recognised as competitive advantages that are instrumental in giving SMU graduates a career head start. The following are some of the attributes which contribute to the University's success story:

Curriculum regularly updated and optimised to address industry demands

As society moves into VUCA (Volatile, Uncertain, Complex and Ambiguous) times, new and unconventional responses are all the more important. That's why SMU updates its programme to ensure students are able to address current world issues and navigate future challenges. As Ho Kwon Ping, Chairman, SMU Board of Trustees, puts it, "We train our students to think, analyse and solve the future problems of the world, problems that do not yet exist."

To further help students bridge theory and practice, SMU-X was introduced as a new, innovative project-based and experi-

Modules under the new curriculum are grouped into 8 clusters representing the broad bodies of knowledge to expand students' understanding of different disciplines and issues:

- 1 Foundation
- 2 University Core
- 3 Globalisation
- 4 Asian Studies
- 5 Technology Studies
- 6 Entrepreneurship
- 7 Modes of Thinking
- 8 General Education

ential way of learning. It involves interdisciplinary learning activities, active mentoring and close collaborative efforts with the industry, ensuring that students maximise their learning potential. To give students an edge in their careers, the Finishing Touch programme conducted by Dato' Kho Hui Meng Career Centre (DKHMCC) equips them with essential career skills, including resume writing, job search strategies and more.

Interactive learning produces confident, articulate and problem-solving graduates

SMU is a pioneer in introducing an interactive pedagogy in tertiary education. This approach emphasises learning in small,

MBA-style seminars with no more than 45 students – a conducive environment which promotes open sharing of ideas and opinions amongst students and professors; a place where stimulating discussions thrive – the ideal condition for sharpening students' critical thinking abilities and producing bold, confident and articulate individuals who can think on their feet.

Innovative curriculum with wide range of double degrees and double majors make graduates versatile and sought after

Increasingly, the job market requires employees with the ability to assess complex problems from different perspectives, a skill that comes with multidisciplinary training.



Real-world exposure from overseas internships.

At SMU, students gain depth in their education through specialisations which groom them for high-performance sectors such as Wealth Management, International Trading, Investment Banking, Information Security and Assurance, Quantitative Economics and Maritime Economics. They also have the flexibility to choose from 15 double degrees and 41 second majors in business, accountancy, economics, information systems, social sciences and law.

“ More than ever, society needs graduates who can connect with people and who are capable of solving compelling problems; and a university that anticipates change and challenges conventional thinking. ”

- Ho Kwon Ping, Chairman, SMU Board of Trustees

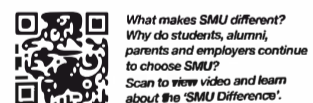
In fact, over 70% of SMU students pursue double degrees or second majors. This multidisciplinary approach allows them to explore their strengths and interests, and develop a competency and versatility that enables them to hit the ground running – making them a valuable asset to employers.

Global exposure broadens students' perspectives

As the world becomes more interconnected and globalised, being culturally sensitive is essential to communicating effectively with stakeholders, clients and business partners from diverse backgrounds. From its inception, SMU has been a strong advocate of global exposure. This comes in the form of international student exchange programmes, study missions, summer study programmes, overseas internships and community service. Such global exposure takes students out of their comfort zones and deepens their understanding of cultural and social norms – developing their worldview and moulding them into culturally sensitive

individuals who are ready to take on the world. To date, 86% of SMU students participate in overseas exposure trips. SMU aims to increase this to 100% over the next few years.

SMU's holistic educational approach equips students with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. This pioneering approach transforms them into well-rounded individuals who are set apart from their peers. Its broad-based curriculum ensures that graduates emerge with enhanced global awareness, an entrepreneurial skill set and the intellectual skills to operate in a changing and complex world.



What makes SMU different? Why do students, alumni, parents and employers continue to choose SMU? Scan to view video and learn about the 'SMU Difference'.

Find out more about SMU Undergraduate Programmes at admissions.smu.edu.sg

CAREER SUCCESS: TOP SKILLS EMPLOYERS LOOK OUT FOR AND HOW SMU EQUIPS STUDENTS TO ACHIEVE THEM**

EMPLOYMENT SUCCESS SKILLS	LEARNING THE SMU WAY
1. Ability to make decisions and solve problems	The combination of SMU's broad-based curriculum comprising modules from the University Core, General Education, various clusters of knowledge and project-based learning approach equip students with a multidisciplinary perspective, and tools which enable them to assess problems from various angles and generate better solutions.
2. Ability to verbally communicate with persons inside and outside the organisation	Interactive learning, project-based group work and global exposure programmes train students to work in teams and relate to others – honing effective verbal communication skills.
3. Ability to obtain and process information	SMU's interactive pedagogy hones students' ability to think on their feet and process information quickly, while its project-based learning and rigorous curriculum develop their skills in obtaining information.
4. Ability to plan, organise and prioritise work	SMU students are required to juggle multiple priorities in the form of academic coursework, internships, global exposure programmes, CCAs and community service throughout their course of study. The flexibility to plan their course load every semester further hones their planning and organisational abilities.
5. Ability to analyse quantitative data	SMU students are required to complete at least one course that teaches them how to use numbers and statistical skills to model and address business and organisational concerns.
6. Technical knowledge related to the job	Regular curriculum updates ensure that students are kept current on industry trends. Coupled with compulsory internships spanning 10,000 corporate partners in various industries, SMU students have ample opportunities that expose them to actual working scenarios.
7. Proficiency with computer software programmes	All SMU students are required to undertake a computer software related course.
8. Ability to create and/or edit written reports	Students are required to complete a course in Writing and Reasoning as part of the Foundation core. Written assignments and reports are also a principle component in the grading system.
9. Ability to sell or influence others	Interactive learning, collaborations with businesses and project-based group work hone effective communication and soft skills that are essential to persuading others.

** Source: Job Outlook 2014 Spring Update, National Association of Colleges and Employers, Pennsylvania