

Preparing for the future

Singapore Management University's Master of Science in Management is designed to help non-business graduates enter the business world

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SINGAPORE Management University (SMU) will offer a new postgraduate degree programme, the Master of Science in Management (MM), with classes set to begin in January next year at the university's Lee Kong Chian School of Business.

Designed to prepare students for the business world, the one-year full-time course will cover key knowledge areas of business, management, strategy, marketing, accounting, international business and economics.

The first of its kind in Singapore, MM programmes have been offered by top business schools in Europe including those at Cambridge University, City University London and Rotterdam University.

"SMU decided to join this elite class of universities in offering a high-quality, academically rigorous, intensive one-year degree as part of its planned expansion of postgraduate programmes," says Professor of Strategic Management (Education) Stephen Matthias Harney, the MM programme director.

Targeted at graduates with a first degree in subject areas other than business and management, or for those who do not have previous business experience, the programme intends to leverage their undergraduate education by linking the knowledge from those fields to emerging business skills and trends.

"Today, business brings in a wide variety of knowledge from across the spectrum of university subjects, and our students will be uniquely qualified to contribute to this new business environment," says Prof Harney.

Three features differentiate the MM programme from other postgraduate business studies. The course will expose students to a broad range of business subjects, recognising that future business leaders need to be versatile, adaptable and competent across multiple business areas.

It will follow the lead of the European business schools in giving students a strategic



head start by integrating sustainability, ethics and governance into its syllabus, locating them as sources of innovation and competitive advantage.

Asian perspective

With the emergence of Asia as a fast-growing and increasingly important economic centre, the programme will pay special attention to business in an Asian context, and to Singapore as a global hub of logistics,

supply chain and service management.

"Subjects such as Global Logistics and Sustainable Supply Chain Management, and Asian Business Environment speak directly to the changing world of business today in which a global Asian perspective is necessary to anyone who wants to be a leader in today's organisations," says Prof Harney.

"The programme will employ the SMU advantage in teaching and learn-

ing with interactive classrooms, small class sizes, debates and cases, many of which are written and developed by SMU's own faculty, about real issues in business and society, all conducted by SMU academics and visiting academics with global reputations."

As the course will provide high quality and intensive foundational learning in all business subjects, there is no need to have any specific prior business knowledge or



Prof Stephen Matthias Harney. PHOTOS: SMU

experience. Those interested in the course but with previous business education or extensive business experience can consider SMU's Master of Business Administration courses instead.

As for working adults who are hesitant to invest in further education, Prof Harney says: "The person next to them is not hesitating, and very soon that person will not be next to them, but managing them if they continue to hesitate."

The MM offers a broad but vigorous management education to allow its students to convert their undergraduate knowledge and make a transition to a career in business. "The MM programme will challenge students intellectually and is for those who want to think, rethink, and think again about business and the world in which we live," says Prof Harney.

"It is not for those simply seeking a degree for their resume but those seeking to transform themselves and the world around them."