

## List of SMU Collaborations with Thai partners

### Collaborations with Partner Universities/Institutions

SMU has forged partnerships with three leading universities and one institute in Thailand, namely Chulalongkorn University (CU), Mahidol University (MU), Thammasat University (TU) and the National Institute of Development Administration (NIDA).

As a result of these partnerships, we have carried out numerous exchange programmes, study programmes and developed joint SMU-XO courses. SMU-XO is a project-based experiential learning course that offers students the opportunity to take on real-world business challenges by collaborating on projects with industry partners. These are some examples:

#### Chulalongkorn University (CU)

- SMU and CU will be elevating our long-standing partnership (since 2001) to a strategic level. As strategic partner universities, SMU and CU will embark on deep and wide collaborations in our common priority focus areas of Digital Transformation, Sustainable Living, and Innovation and Entrepreneurship. This strategic partnership builds on existing collaborations that span student and academic programmes, and leverages our common strengths and commitments as city universities to transformative education and impactful research that address societal challenges. The strategic partnership MOU will be signed on 27 Oct 2023.
- SMU has a Student Exchange Agreement with CU since 2001, with a total of 47 inbound and 52 outbound students. There is also a new student exchange in Innovation and Entrepreneurship with CU's School of Integrated Innovation (CSII) (in May 2023) to enable SMU students to concurrently pursue a six-month internship with startups in Bangkok while doing a semester exchange in CU. CU students could also attend activities organised by the SMU Institute of Innovation and Entrepreneurship.
- There have been several faculty exchanges and ongoing research project and discussions, and these include the "CU's Employment Funding to Foreign Lecturers and Researchers" programme (2018 and 2019) and "Childless Aging in Singapore and Thailand: A Comparative Mixed Methods Study" (1 Aug 2020 - 31 Jul 2023), respectively.
- An MBA Exchange agreement between CU Business School and SMU Lee Kong Chian School of Business (LKCSB) was signed in 2019 (auto-renewal).
- EMBA Immersion Programme by CU's Sasin Sustainability & Entrepreneurship Center, Sasin School of Business. 39 SMU EMBA students attended a "Sustainability & Business Opportunities in Southeast Asia" course from 18 - 23 Apr 2022, where faculty, industry experts/speakers and entrepreneurs shared their insights into sustainability, innovation and business opportunities in Thailand.
- CU and SMU co-hosted the ASEAN University Network - University Innovation and Enterprise (AUN-UIE) Webinar on "Roles of Higher Education Institutes in Promoting Innovation and Entrepreneurship, and Ways Forward" on 9 Dec 2022.
- SMU hosted the 4th Annual Meeting of the AUN-UIE network which was held on 13-14 September 2023, convening 32 participants from 13 universities, including CU as AUN-UIE Chair, across seven countries to discuss Incubation offerings and challenges.

**Mahidol University (MU)**

- SMU has established a Student Exchange Agreement with MU International College (MUIC) since Sep 2008 (auto-renewal). Total 23 inbound and 22 outbound students.
- Two SMU-X courses with MU:
  - Joint course between MU and LKCSB on “Business Study Mission (Asian Studies)” – completed in Apr 2018.
  - Joint course between MU and School of Accountancy (SOA) on “Accounting Study Mission – Thailand” – completed in Apr 2019.
- SMU School of Computing and Information Systems (SCIS) signed a Master in IT and Business Direct Admissions agreement with MUIC (valid till Nov 2025).
- Multilaterally, SMU has a MOU on the [AUN-Technology Enhanced Personalised Learning \(AUN-TEPL\)](#) thematic network with MU and University of Malaya (UM) as co-leads of AUN-TEPL. The MOU was renewed for a second term (2023-2026) during the [AUN-TEPL workplan seminar](#) on 25 May 2023, with the inclusion of Universiti Brunei Darussalam (UBD) as the third co-lead.

**Thammasat University (TU)**

- SMU has a Student Exchange Agreement with Thammasat Business School since 2004. Total 30 inbound and 35 outbound students.
- SMU completed a SMU-XO course with Thammasat University in 2020.
  - SOA Faculty, Prasart Jongjaroenkamol (a TU “King’s Scholar” alumnus) taught 23 students for a SMU-XO Accounting Study Mission (Virtual-Thailand) in AY2019/20 Term 2. TU assisted with project recommendations and mentoring.

**National Institute of Development Administration (NIDA)**

- SMU signed an MOU with NIDA on 3 Mar 2023 to collaborate on organising bilateral learning journeys and study trips, co-developing the NIDA-SMU Executive Leadership Programme, exploring academic collaborations (research, faculty and staff exchanges) and participating in conferences/seminars organised by either party.

**Lee Kuan Yew Global Business Plan Competition (LKYGBPC)**

- The [Lee Kuan Yew Global Business Plan Competition \(LKYGBPC\)](#) is Asia’s largest university start-up competition which gathers the best and brightest student founders and young entrepreneurs from around the world with cool game-changing ideas, to tackle 21<sup>st</sup> Century challenges and reimagine the future.
- LKYGBPC’s “Around The World” roadshow campaign, which aims to spread awareness of the competition and recruit student founders and young entrepreneurs to join the competition, was in Bangkok from 14 to 17 Nov 2022. Various events were held within campuses in Thailand, including Chulalongkorn, Thammasat and Mahidol Universities.
- True Digital Park and Sasin Sustainability & Entrepreneurship Centre were also on board as a Community Partner to promote LKYGBPC to their community.
- The competition gathered 53 university start-ups, including two start-ups from Thailand, at SMU from 11 to 14 September 2023 to compete for S\$2.5 million worth of prizes. FISHYU from CU built a seafood trading platform which aims to solve two problems – unfair prices for fishermen and excessive markups for processing factories, by connecting local fishermen directly to processing factories via a web application. YaBEZ from Panyapiwat Institute of Management developed a natural, topical steroid-free treatment option for Psoriasis and skin inflammatory diseases which

can potentially help 125 million Psoriasis patients. YaBEZ clinched the 3rd prize of S\$2,000 for the Maybank ASEAN Startup Award, and FISHYU received S\$1,000 for the same award.

### **Collaborations with Industry**

SMU has been working local industry groups and business associations such as the Thailand Management Association to collaborate on human capital development initiatives and knowledge exchange.

#### **SMU Academy – Professional and Continuing Education**

To support Singapore's efforts to regionalise its economy, further build the University's reputation in Asia and contribute to growth in the region, SMU Academy has collaborated with numerous Thai clients who are actively exploring training programmes focused on sustainability and sustainable business practices, designed for managers and executives. There is a keen interest in forging partnerships with local institutes to develop joint certification programmes. These programmes include study trips and learning journeys as integral components of the comprehensive curriculum we are currently in the process of developing. For example, SMU Academy had conducted a 5-day in-person training programme "ONE - Opportunity for the New Entrepreneur" in Bangkok for the Thailand Management Association in Aug 2023.

It also signed an MOU with NIDA in Mar 2023 and will work on a NIDA-SMU Executive Leadership Programme and a learning journey programme to enable SME owners to gain a better understanding of the Thailand market.

Besides this, the SMU Academy will explore training opportunities for organisations such as Panyapiwat Institute of Management, Frasers Property Thailand and UOB Thailand. Additionally, SMU Academy's Internationalisation Series in Bangkok offers two programmes: 'Asia Road Network and Supply Chain Innovation' and 'Understanding Business Opportunities for New Ventures'. These initiatives equip entrepreneurs with insights, mentorship, and practical experience to tap into Thailand's business potential and adapt to evolving supply chain dynamics.

#### **SMU Executive Development – Professional and Continuing Education**

Government officials, executives from Thai State-Owned Enterprises, and multi-level leaders from the private sector are among those who have attended executive and other skills development programmes with SMU. The Senior Leader's Programme with Bangkok Bank, Hospital Management Programme attended by senior doctors and hospital administrators, and [EXCEL Leadership](#) Programme attended by Thai C-Suite leaders are just a few examples.

#### **SMU Institute of Innovation and Entrepreneurship (IIE) – Grooming Changemakers**

The [Global Innovation Immersion](#) is a three-month summer internship programme dedicated to SMU undergraduates who are passionate about entrepreneurship and digital innovation. To date, IIE has sent 409 students to 173 partner companies comprising start-ups, incubators, venture capital firms and multinational companies located across 23 global cities, including Bangkok, under the GII programme. A total of 58 students have taken up both physical and remote internships with 20 companies from Thailand such as 500 Tuk Tuks, Disrupt Ventures, True Digital Park, Bitkub Capital, Hungry Hub, and Alpha Founders Capital.

#### **Dato' Kho Hui Meng Career Centre (DKHMCC) - Internships**

[DKHMCC](#) works with start-ups, SMEs, NGOs and big corporations across various industries for internships, events and full-time hiring, with a focus on innovation and digitalisation start-ups. DKHMCC offers three overseas internship programmes, [AIP \(ASEAN Internship Programme\) – Guided and Independent AIP](#), and

OVIP (Overseas Virtual Internship Programme) to students. IAIP takes place throughout the year, GAIP happens in winter, while OVIP was initiated when Covid 19 struck the world in 2020. It aims to make overseas internship experiences valuable with strong student learning outcomes.

Besides internships, DKHMCC intends to create cultural exchanges and networking opportunities for current students to build up their network and know Indonesia better. Their in-country hire has been working on the ground to cultivate partnerships with various organisations in Thailand and organising events. In addition, he serves as the main contact point when SMU students are interning in Thailand to provide aid and assistance.

In the last six years, a total of 95 SMU students interned with 28 Thai firms/organisations.

### **SMU-X – Experiential learning**

Introduced in 2015 as a university-wide programme, [SMU-X](#) is an experiential learning framework which calls for students to take on real-world challenges by collaborating on projects with corporates, non-profit and government organisations. The framework represents a paradigm shift in the traditional approach to teaching and learning; from being teacher-centred to students taking ownership of their own learning. SMU-X also enables a mind-set shift for the University by encouraging internal collaboration amongst SMU faculty and external collaboration with its stakeholders. SMU-X Overseas (SMU-XO) projects focus on business challenges outside Singapore. Since the inception of the SMU-XO programme in 2018, SMU-XO has successfully conducted five courses in Bangkok, engaging 129 students who collaborated on projects with 13 different organisations.

For 2024, two exciting SMU-XO courses heading to Bangkok will be offered:

- (1) **Overseas Project Experience (Data Analytics in Asia)**, offered by the School of Computing and Information Systems (SCIS), combines theoretical knowledge with hands-on experience in the field of data analytics. The heart of this course lies in an immersive overseas group project, where student teams collaborate closely with international industry partners. Their mission is to harness data analytics techniques to provide innovative solutions that enhance the competitiveness and operational efficiency of the partnering companies or organisations. Through this experiential learning opportunity, students gain practical problem-solving skills tailored to the dynamic world of data analytics within a cross-border VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment. Led by Dr. Keith FWA, the course commences in January 2024 and culminates in an overseas segment scheduled for May 2024, lasting approximately 10 to 14 days. With an estimated class size of 25 students from various disciplines across SMU, this course focuses on the application side of data analytics, including the development, deployment, and visualisation of predictive models.
- (2) **Overseas Project Experience (Applied Social Sciences in Globalised Asia)**, offered by the School of Social Sciences (SOSS), is designed to bridge social science theories with real-life challenges in organisations, communities, and societies within a globalised context. Under the guidance of instructor Jack Ho, students work collaboratively in teams to address social challenges sponsored by industry partners. Their efforts involve in-depth research, analysis, and the proposal of practical solutions, all of which contribute to the development of valuable problem-solving skills. Given the course's foreign location, students are required to understand and navigate contextual nuances, preparing them to create effective solutions. Scheduled to begin in Feb 2024, this course concludes with final project presentations in mid-May 2024. The class, comprising 25 students from diverse disciplines across the university, explores the application of social science theories in real-world scenarios.