



TRANSFORMING EDUCATION, EMPOWERING LEADERSHIP

100%

of undergraduates
experience global
exposure

68.4%

of graduates
received offers for
full-time positions before
graduation



TRANSFORMATIVE EDUCATION

Igniting Minds, Inspiring Change

SMU does not just educate; it transforms. Its unique blend of interdisciplinary learning sparks creativity and hones critical thinking, preparing graduates to navigate the complexities of the ever-changing world – especially within its strategic priorities of Digital Transformation, Sustainable Living and Growth in Asia. This hands-on approach forges resilient, adaptable leaders who revolutionise the workforce, armed with the skills and mindset to soar in an era of constant evolution.



Undergraduate Studies

Incoming cohorts aligned with SMU strategic priorities

From 2024, all incoming freshmen can look forward to an enriched educational experience at SMU. Graduation requirements have been enhanced to ensure that students are prepared for a swiftly evolving global landscape. These enhanced requirements also align with SMU's strategic priorities.

The requirements fall into three vital areas of Digital Technology/Data Analytics (D/D), Sustainability, and Singapore & Asian Studies.

These enhancements will empower SMU students with the skills and knowledge essential in the digital age, equip them with an intermediate understanding of sustainability issues, and benefit from a profound sense of the dynamics within Singapore and the Asian region.

New Second Major in Sustainable Societies

SMU School of Social Sciences (SOSS) introduced a new second major in Sustainable Societies starting from August 2023.

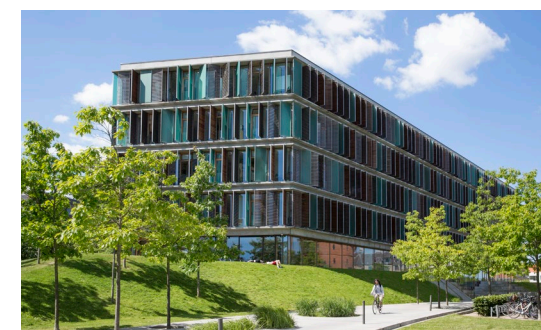
The second major offers undergraduates a social science-centred sustainability curriculum that is built on interdisciplinarity and problem-solving.

The curriculum aligns itself with international regulatory frameworks for sustainability

and managing climate change, while also operationalising the focus on Sustainable Living through a subset of the UN's Sustainable Development Goals.

Three specialisation options offer a focus on society, economy, and the environment. The emphasis for this second major is to help students develop skillsets for future green jobs, ensuring they are prepared for entry-level sustainability positions straddling different industries and sectors.

Launch of TRicontinental Exchange in Business and Leadership Education programme



Copenhagen Business School

(Photo: CBS)



University of North Carolina at Chapel Hill

(Photo: UNC)

Lee Kong Chian School of Business (LKCSB) announced, in February 2024, a new TRicontinental Exchange in Business and Leadership Education (TREBLE) programme.

This is a collaboration with Kenan-Flagler Business School at the University of North Carolina at Chapel Hill (UNC) in the United States, and Copenhagen Business School (CBS) in Denmark.

In this programme, each institution selects 15 undergraduate business students to form a joint class of 45. They will spend three terms together as a cohort on an exchange basis, first at UNC, then at SMU, and finally at CBS, taking a set of specially curated courses at each institution.

This programme seeks to allow students to gain first-hand opportunities and insights into the business environments and practices in the United States, Asia, and Europe.

Undergraduate Studies

2023 graduates register healthy employment and salary outcomes



Graduates of the Class of 2023 at the Commencement Opening Ceremony.

Despite a challenging economic landscape in 2023, the Joint Autonomous Universities Graduate Employment Survey showed continued high demand for SMU's 2023 graduates, who registered healthy and stable overall employment.

The survey found that 92.3 per cent of 2023's fresh graduates secured employment within six months of completing their final examinations.

Of these, 52.5 per cent were offered employment through their internships.

An impressive 68.4 per cent of graduates received offers for full-time positions before graduation, a slight increase from 68.3 per cent for the previous cohort.

The survey also reflected healthy mean and median gross monthly salaries, which remained largely unchanged from that of the previous year.



AWARDS AND WINS

SMU's business case club shines on globally



Team Cognitare in Maastricht: (L-R) Ethan Martin, Tay Ting Hui, Claire Soh and Ng Hsien Ray.

Over the year, SMU students won awards and recognition in many national and international competitions and events, related to both their academic and co-curricular activities.

For example, Team Cognitare, SMU's business case club, continued its strong showing at three recent international competitions.

In the Thammasat Undergraduate Business Challenge 2023, organised

by Thammasat University in Bangkok, Thailand in October 2023, the SMU team won the title of Global Champion, beating heavyweights such as Erasmus University and University of California, Berkeley.

This impressive performance continued with wins at the Champions Trophy Case Competition in New Zealand, ending in February 2024, as well as the International Case Competition @ Maastricht (ICC@M), held in May 2024 in the Netherlands.

Global Exposure

Global exposure is essential for SMU students' transformational education; therefore, it is a graduation requirement for them to have at least one overseas experience. Many students choose to pursue multiple global experience activities and take advantage of the various international opportunities offered by SMU, including study-abroad exchanges, global internships, overseas community service projects, academic study trips, and summer programmes.



SMU students with representatives from Sabanci University of Turkey at SMU's Study Abroad Fair 2024.

Pushing the boundaries of global exposure

To foster global citizenship and prepare students for the international scene, 100 per cent of SMU students participate in at least one global exposure experience before graduation. These opportunities include semester exchange programmes and short-term study initiatives, connecting students with more than 220 universities worldwide. The University's Study Abroad Fair offers a platform for students to learn about these options by engaging directly with

representatives from partner institutions. In January 2024, the Study Abroad Fair recorded its highest-ever participation since its inception over a decade ago, attracting 1,512 student attendees. Among the participating universities were Mahidol University, Fudan University, University of California, Berkeley, and King's College London. Additionally, SMU welcomed first-time participants from Sabanci University in Turkey.

Launch of Global Summer Programme Digital Intelligence Track

In alignment with SMU's Digital Transformation agenda, the Centre for Global Education and Opportunities unveiled a new Digital Intelligence Track during the SMU Global Summer Programme in June 2024 (GSP 2024).

This milestone highlighted the University's commitment to equipping students with essential skills for shaping industries and societies in an increasingly digital world.

LinkedIn Asia Pacific Managing Director Ms Feon Ang, graced the event, and encouraged students to seize opportunities in the rapidly evolving field of Artificial Intelligence (AI).

Now in its 9th cohort, GSP 2024 welcomed over 250 participants representing 35



(L-R) LinkedIn Asia Pacific Managing Director Ms Feon Ang and SMU Assistant Professor of Urban Studies (Education) Aidan Wong.

nationalities. Of these, nearly half enrolled in at least one Digital Intelligence course, while the remaining participants chose courses from the Sustainable Futures and Asian Insights tracks.

UNHCR ASEAN internships for SMU

SMU was the first Singapore University to introduce mandatory internships of 10 weeks as part of its degree requirement for all undergraduate students. The average SMU student completes between two to six internships during their degree programme, which attests to the value such experiences offer.

Internship opportunities are many and varied. For example, SMU Lien Centre for Social Innovation signed an MOU with the Geneva-based United Nations High Commissioner for Refugees, facilitating a direct placement of SMU students in ASEAN duty stations of the UN Refugee Agency.

Under the Diana Koh Social Transformation Internship Programme, five students fulfilling the criteria of having completed a minimum of two years' undergraduate coursework have secured three- or four-month internships in 2024 with the Kuala Lumpur, Manila, Jakarta, and virtual Yangon duty stations.

Working with international teams on pressing global and regional issues, interns gained valuable knowledge, skills, and perspectives through this immersive experience from an international NGO operating in an ASEAN context.

Student Life

SMU's transformative education goes beyond academic excellence; it is a journey of self-discovery, personal growth, and social impact. The vibrant campus is home to students who lead various initiatives to address societal issues and create positive change. The University offers diverse opportunities for students to explore, innovate, and connect through clubs, organisations, and activities. Students are empowered to pursue their passions and interests in a supportive and inclusive environment.



SMU Wushu, SMU Taekwondo, SMU Ardiente, SMU Indancity and SMU Caderas Latinas performing at SMU's Academic Year Opening event in 2023.

SMU Arts Fest 2023 hits peak creativity, innovation

The SMU Arts Fest 2023 took place over six weekends in August and September 2023, and drew a record number of 13,726 attendees, 72 per cent of whom registered as first-time SMU Arts Fest goers.

The event featured collaborations between SMU arts co-curricular activity clubs, alumni, and institutions in the Bras Basah and Bugis precinct.

Themed POST, the festival delved into the complexities of post-modernity and aimed to evoke conversations about the past, present and future.



Percussion group Samba Masala at SMU Arts Fest 2023.

SMU also partnered with the National Heritage Board (NHB) in the Singapore Night Festival for The Social Post. Taking inspiration from the Night Festival's theme of Singapore, the Great Port City, students presented their artistic interpretations of living (and partying) in SMU's dynamic digital hub.

UPSIZED! celebration for Patron's Day 2024



President of Singapore Mr Tharman Shanmugaratnam (centre left) and Ms Jane Ittogi (centre right) at SMU Patron's Day 2024.

The University marked its 24th anniversary with its biggest SMU Makers' Market, doubling its sustainability efforts and

amplified entertainment as it welcomed its new Patron, President Tharman Shanmugaratnam, on SMU Patron's Day 2024.

SMU's new Patron and his spouse, Ms Jane Ittogi, strolled through an upsized SMU Makers' Market. It had 33 makers (up from 20-22 makers in previous years) by students, alumni and staff who sold handmade items or offered artistic services in lifestyle, sustainability, and technology, demonstrating SMU's entrepreneurship and creativity.

The event also featured sustainability initiatives such as Go Green With SMOO, and SMUultiply, encouraging participants to, respectively, reduce textile waste and pay-it-forward to extended members of the SMU community.

Community Service

SMU aims to shape students into responsible citizens, demonstrating leadership and integrity. Community service has been central to SMU since its founding in 2000, with a minimum of 80 hours required before graduation. Typically, students exceed this requirement, contributing over 135 community service hours. Through their efforts, SMU students have launched meaningful projects that inspire positive change locally and globally. Here are some recent examples of their community service initiatives.



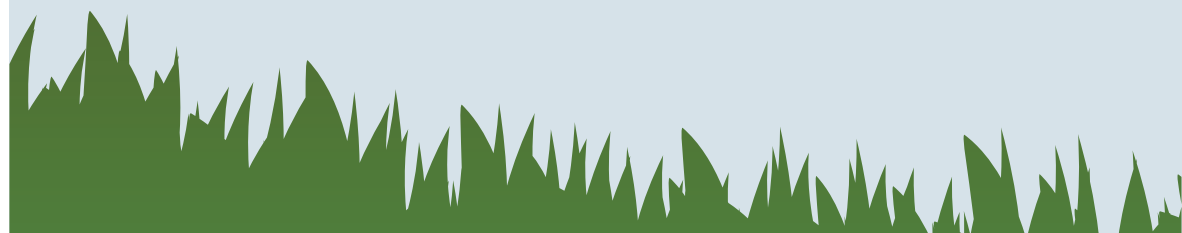
Project Ubin Kakis promotes awareness of Pulau Ubin's cultural heritage, seeking close ties with its communities and exposing more Singaporeans to the island's traditions and village lifestyle. In 2023, its eight project members frequently visited the island to befriend the residents and immerse themselves in the area's rich heritage, participating in events like the Tua Pek Kong Festival and assisting with Chinese New Year preparations.



Project Hearts to Huts involves a partnership between YMCA Singapore and Laos. Volunteers travelled to Laos to engage with students from Paksueang Primary School on sustainability efforts, including practical landscaping activities and establishing a compost system for their school.



During the 12th cycle of Project Gazaab Nepal, volunteers journeyed to Nepal's mountains to engage with remote communities and impart business skills to local students.



Towards a World-Leading University

SCHOOL OF ACCOUNTANCY

Brigham Young University (BYU) Accounting Research Rankings 2023

<i>All area, all disciplines</i>	<i>Archival, all topics</i>	<i>Archival, financial</i>	<i>Citation</i>
1 st in Asia 9 th Worldwide	1 st in Asia 3 rd Worldwide	1 st in Asia 1 st Worldwide	1 st in Asia 10 th Worldwide

LEE KONG CHIAN SCHOOL OF BUSINESS

**University of Texas, Dallas (UTD)
Top 100 Business School Research
Rankings 2019-2023**
7th in Asia
67th Worldwide

**Financial Times (FT)
Rankings 2024**
*Master of Business
Administration (MBA)*
13th in Asia
72nd Worldwide

*Executive Master of Business
Administration (EMBA)*
3rd in Asia
27th Worldwide

**Financial Times (FT)
Rankings 2023**
*Master of Science in
Wealth Management (MWM)*

Post-Experience
1st in Asia
3rd Worldwide

*Master of Science in
Management (MiM)*
5th in Asia
41st Worldwide

QS Global MBA Rankings
Master of Business Administration (MBA)
6th in Asia
43rd Worldwide

QS Global EMBA Rankings
*Executive Master of Business
Administration (EMBA)*
3rd in Asia
27th Worldwide



SCHOOL OF ECONOMICS

**Tilburg University Top 100 Worldwide Economics
Schools Research Rankings 2019-2023**
7th in Asia
53rd Worldwide

SCHOOL OF COMPUTING AND INFORMATION SYSTEMS

Computer Science (CS) Ranking 2018-2023

<i>CS Rank</i>	<i>Topical Area: Software Engineering</i>
1 st in Asia 9 th Worldwide	3 rd in Asia 5 th Worldwide

QS Masters in Business Analytics Rankings

Master of IT in Business (MITB)
2nd in Asia
24th Worldwide

Towards a World-Leading University



TEACHING EXCELLENCE AWARD

SMU-X bags two awards at QS Reimagine Education Awards and Conference 2023

The 2023 Quacquarelli Symonds (QS) Reimagine Education Awards and Conference was held in Abu Dhabi from 11 to 13 December 2023, and SMU-X garnered two awards.

SMU's Industry Project-Based Experiential Learning (INDEX) programme, also referred to as SMU-X, attained Silver in The Power of Partnerships category; SMU School of Economics Statistics-X course (Statistics for Social Impact), created and taught by Principal Lecturer of Statistics Rosie Ching, won Gold for the "Blended and Presence Learning" category.

The event hosted a global community of more than 700 participants, including university chancellors, faculty and educators, innovators, investors, startup founders, employers, and policymakers, all of whom are committed to pioneering the transformation of education.



Postgraduate, Professional and Continuing Education

Innovative Postgraduate Master of Sustainability launched

A new Master of Sustainability (MST) programme was launched in September 2023 and will receive its first intake of students in August 2024.

MST is the first interdisciplinary Postgraduate Programme in SMU helmed by two Schools, the School of Social Sciences (SOSS) and College of Integrative Studies (CIS). It is focused on equipping students with core competencies of the sustainability sector across industries.

The programme comprises seven compulsory core courses and one open elective. Students can deepen their knowledge by selecting one of three thematic tracks by taking the track core courses and adding a minimum of two additional elective courses.

Alternatively, students may choose to develop a broad sustainability lens by reading any five courses across the three thematic tracks and common electives.

SMU-X organises first SMU-X overseas course for postgraduates

The Master of Science in Management office unveiled an exciting opportunity for students with the SMU-X Overseas course.

Titled "Overseas Project Experience: Global Innovation in the Digital World", the course was spearheaded by SMU Lee Kong Chian School of Business Senior Lecturer Patricia Liu, noted specialist in Digital Marketing.

The course aims to equip students with essential knowledge and skills and delved

into traditional innovation methods while also exploring the profound impacts of digital transformation, artificial intelligence (AI), and digital marketing strategies on businesses.

It was held in Osaka, Japan. Renowned as the site for the upcoming World Expo 2025 and Japan's inaugural casino resort (by 2030), the second-largest city in Japan presented a captivating backdrop for students to study global innovation dynamics.



Participants in the SMU-X Overseas course in Osaka, Japan.

Postgraduate, Professional and Continuing Education

SMU-X extension to be launched for adult learners

In a groundbreaking development, SMU unveiled its SMU-XL (SMU-X Lifelong) programme, which is poised to redefine experiential learning by bridging the gap between academia and industry.

SMU-XL leverages SMU's renowned Industry Project-Based Experiential Learning (INDEX) pedagogy to offer adult learners a transformative learning experience. With its emphasis on collaboration and mentorship,

adult learners benefit from a holistic learning experience through guidance from instructors, adjunct mentors, and project sponsors.

With its unique blend of academic rigour and real-world relevance, SMU-XL sets a precedent for universities worldwide, reaffirming SMU's position as a leader in higher education and a catalyst for transformative change.

College of Graduate Research Studies promotes interdisciplinary dialogue

Since its inception in 2022, the College of Graduate Research Studies (CGRS) has endeavoured to enhance the interdisciplinarity of SMU's PhD programmes, fostering greater integration across postgraduate research. Over the past two years, CGRS has introduced the Graduate Research Interdisciplinary Topics (GRIT) and Graduate Research Professional Development (GRPD) workshops, aimed at broadening students' research perspectives and supporting their professional development. Additionally, CGRS has supported the launch of two interdisciplinary PhD programmes: the PhD in Law, Commerce, and Technology at the YPHSL, and the PhD in Asian Urbanisms at CIS.

Furthering its commitment to interdisciplinary scholarship, CGRS organised the inaugural Singapore Rising Scholars Conference (SRSC) in May 2023, which expanded into a two-day event in May 2024.

The second conference featured more than 60 presenters in diverse disciplines from over

22 institutions — a testament to the college's commitment to diversity and multi-disciplinarity.

The conference served as a dynamic, truly peer-to-peer academic exchange platform for PhD students in social sciences across multiple countries. Sessions were held for lively discussions, knowledge sharing, and networking among close to 300 participants from over nine countries and regions.



SMU Provost Prof Timothy Clark (L) with Ms Mengchen Zhen of Boston University, winner of the Best Paper on Marketing at the Singapore Scholars Conference 2024.

SMU Academy expands AI and digital programmes

SMU offers a wide variety of education programmes through SMU Executive Development (ExD) and SMU Academy, its professional training arm. In FY2023, ExD enrolled over 8,300 participants, while SMU Academy enrolled nearly 26,000.

With increasing demand for courses and programmes on AI and data in various sectors, SMU Academy has launched several new relevant programmes. In partnership with SuperCharger Ventures, SMU Academy introduced the Advanced Certificate in Innovative Educational Technologies, which is aligned with Singapore's National AI Strategy and Edtech Masterplan 2030. This Certificate targets educators, tech enthusiasts, and organisational leaders with six modules on AI fundamentals and practical applications.

SMU Academy unveiled its first stackable postgraduate programme, the Industry Practice Master of Digital Economy (IPMDE), offering specialisations in Data Protection and Digital Supply Chain, catering to experienced professionals. Additionally, SMU Academy, in collaboration with Straits Interactive, is providing AI Governance Professional training to equip professionals with AI governance skills.

Furthermore, in partnership with PwC Singapore and The Logistics Academy, SMU Academy launched an Executive Certificate in Successful Data Transformation for the Logistics Sector, focusing on data analytics, governance, and protection to enhance data literacy and transformation in the logistics industry.

SMU launches open online course in sustainable finance

Singapore Green Finance Centre (SGFC) at SMU recently announced the launch of new sustainable finance executive courses in support of the new Sustainable Finance Jobs Transformation Map unveiled by the Monetary Authority of Singapore (MAS) and the Institute of Banking & Finance (IBF).

Among these courses is SMU's Introduction to Sustainability & Sustainable Finance

course. This Asia-focused foundational sustainable finance course is SMU's first massive open online course (MOOC), which is free and open to the public. Both the SGFC Sustainable Investment Management Course and the Sustainability Stewardship Development Course are accredited by the Institute of Banking and Finance Singapore Standards Training Scheme (IBF-STs).

Students and Alumni on SMU's Transformative Education



SABRINA
LEE

Bachelor of Integrative Studies

My scholarship helps me fully immerse in university life, joining many clubs for new experiences. Surrounded by a fun, open-minded, and supportive community of friends and professors in the College of Integrative Studies, I'm always just one step away from an intriguing conversation!



NUR EVA ALISHA BINTE
MOHAMED HISHAM

BSocSc

I am extremely thankful that all SMU students are guaranteed a second major, where I can obtain a degree with two different majors even if they are from different schools. As such, I am able to explore my options better by learning a myriad of academic narratives and competencies.



SHAURYA
JAIN

BSc (Econs), 2023

My beautiful journey at SMU has gifted me with my best memories. The wide variety of co-curricular activities, global exposure, collaboration-focused classes, interdisciplinary learning, and connectedness with industry, have all transformed my life.



JOSHUA
KEK

BAcc, 2024

SMU offers a plethora of local and overseas opportunities ranging from community service to professional development that enable you to enjoy and enrich yourself. You will get to discover your interests, hone your skill sets, and build your character. You will gain not only a highly sought-after degree but also an unforgettable and unique experience.



DERRICK
LEE

BSc (IS), 2020

SMU has allowed me to broaden my perspective through different overseas opportunities. Not only did that help to boost my self-awareness and problem-solving skills which are helpful when running a company, it also empowered me with creative thinking and situational adaptability competencies.



ELIAS
KHONG

LLB / Bachelor of Laws, 2023

My internships allowed me to see first-hand how the concepts and theories we learned in class are applied in practice and opened my eyes to the importance of soft skills in particular. Lawyers often work in teams to provide a service to their clients, and so the ability to communicate effectively in an amiable tone, is invaluable. These are all traits for which SMU graduates are celebrated.



JERMAINE
LAI

BAcc, BBM 2024

SMU offers a holistic education that has transformed me from an introverted individual into a more confident speaker with enhanced critical thinking skills. SMU's flexible curriculum has also empowered me to take charge of my academic journey, allowing me to select modules that align with my interests.



MARY GRACE
JOY

MITB, 2017

The MITB programme rewarded me with a promising role in a tech-darling listed company in the Philippines and has prepared me for data leadership roles. My studies, experience, and network with SMU opened wide opportunities in data across different sectors, from search startups, e-commerce, and now bank to banking.