

SMU launches EMBA programme

Come April 25, 35 to 50 executives and businessmen will file onto SMU's campus, toting notebooks and files and mingling with undergraduates while reliving their student days. Hailing from other parts of Asia and as far as Brazil and Peru, these students will be the first batch of the latest Executive MBA (EMBA) programme in Singapore.

SMU says its 13-month programme is an Asian-focused one designed to impart deep knowledge and understanding about the engines of growth in Asia. The curriculum was developed with input from more than 100 business leaders across Asia.

Students will spend time in Singapore, China, India and the US, on campuses that include Peking University and Wharton School in University of Pennsylvania. They will also be visiting leading global companies and interacting with executives there. The course will focus on core competencies geared towards driving growth in Asia's companies — including leadership skills, managing change and crises, innovation and growth management, as well as resource development and management.

EMBA's are not new, of course. Indeed, as Asia becomes increasingly important to the growth of global corporations, several institutions have structured courses to cater to companies' demand for

executives who have the skills to navigate the challenges peculiar to the region and steer their organisations ahead of the competition.

In Singapore, the University of Chicago Graduate School of Business established a permanent campus and started classes in 2000 offering an international EMBA programme. At the National University of Singapore, a tie-up with the University of California, Los Angeles enables participants to go to LA, Shanghai and Bangalore for industry visits and discussions. And at the Nanyang Business School at Nanyang Technological University, the EMBA has been ranked one of the top programmes in Asia.

But unlike an MBA, the EMBA programmes typically require applicants to have at least eight to 10 years' work experience and significant successes in their careers. In SMU's EMBA prospectus, for instance, participants must also have demonstrated leadership potential and strong management skills.

While SMU has declined to reveal the number of applications it has received, it says it is reviewing a strong pool of applicants who come from the financial-services sector, large MNCs and even the government service. Course fees are \$98,000.



SMU has been running several postgraduate programmes, such as the MBA and Master of Science in Applied Economics. It is set to start classes for its new Executive MBA programme in April.