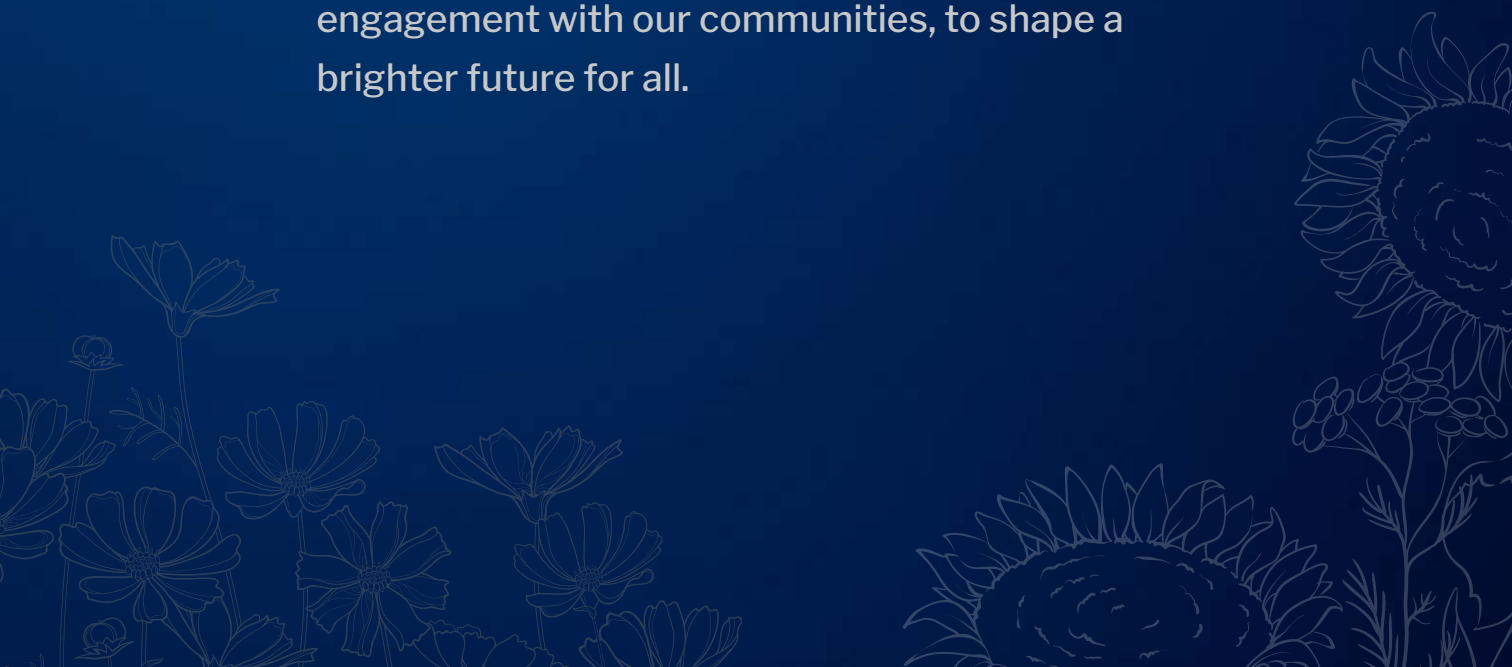


Preface

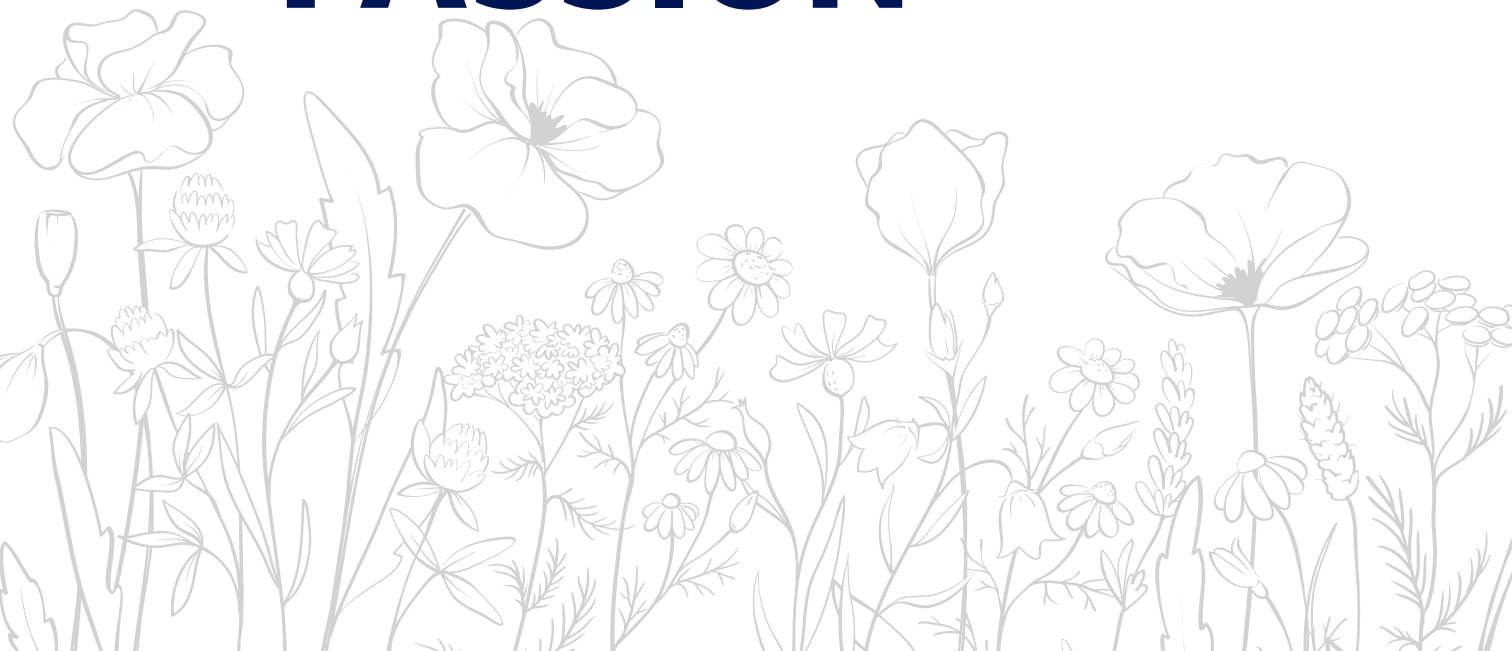
The following chapters chronicle SMU's journey of impact in the academic year 2024/25 – a year defined by purposeful action and a commitment to impact.

Within these pages, we delve into how the University is transcending boundaries to fulfil its mission through transformative education, groundbreaking research, and dynamic partnerships.

Together, these narratives highlight our unwavering dedication to nurturing future-ready leaders, advancing impactful knowledge, and deepening engagement with our communities, to shape a brighter future for all.



**NURTURING
FUTURE-READY
GRADUATES,
DRIVEN BY
PURPOSE AND
PASSION**



In Academic Year 2024/25, SMU enhanced how we deliver transformative education with innovative programmes, bold curriculum improvements, and strong industry partnerships, equipping students for employability in a changing world and enabling them to make a meaningful impact in our communities. Our commitment to excellence elevates SMU's position in international rankings and strengthens our global standing.



UNDERGRADUATE STUDIES

Academic Year began with a celebration of Talent, Diversity and Impact

On 19 August 2024, SMU welcomed its 25th cohort of about 2,400 freshmen for the Academic Year 2024/25 with a Grand Procession, a gala dinner, and themed student performances.

In his speech, SMU Chairman Mr Piyush Gupta said that the University's role is to help each student discover and develop his or her talents and strengths. He said, "Whether you are a budding entrepreneur, a future policymaker, or a social innovator, our programmes are designed to help you shine in your own unique way."

From AY2024/25, undergraduates will benefit from an enriched

educational experience with SMU's enhanced Core Curriculum, in alignment with the University's strategic priorities of Digital Transformation, Sustainable Living and Growth in Asia. This will ensure that graduates remain adept at addressing the realities of modern economies and societies.

Bachelor of Integrative Studies welcomed its pioneer cohort

The first cohort of 44 students enrolled in the pioneering Bachelor of Integrative Studies programme, offered at SMU College of Integrative Studies (CIS), has the unique opportunity to craft their own bespoke majors, tailoring their education to their individual passions and career aspirations. Choosing

from over 1,000 courses across SMU's seven schools, CIS students pursue inter-disciplinary themes such as urban fintech, digital governance and social innovation on their personal journeys to tackle real world challenges.

SMU-MINDEF Work-Learn Scheme

SMU School of Computing and Information Systems (SCIS) has launched the SCIS-Ministry of Defence (MINDEF) Work-Learn Scheme (WLS) to enable National Servicemen (NSMen) to earn university credits toward an SMU degree while serving in the Singapore Armed Forces.

Under WLS, NSMen serving in MINDEF's Digital and Intelligence Service (DIS) can pursue pathways in Computer Science, Information Systems, and Software Engineering, thereby integrating work experience and academic learning in a structured manner. These NSMen can earn up to 50 per cent of their degree credits during their service, with MINDEF covering their tuition fees during the WLS contract.

SMU is proud to be a key partner in MINDEF's broader efforts to develop future-ready digital talent for Singapore's defence ecosystem.



SMU College of Integrative Studies and School of Social Sciences building.

SINGAPORE MANAGEMENT UNIVERSITY ACADEMIC YEAR OPENING 2024

“

Whether you are a budding entrepreneur, a future policymaker, or a social innovator, our programmes are designed to help you shine in your own unique way. ”

Mr Piyush Gupta

Chairman
SMU Board of Trustees



POSTGRADUATE STUDIES

New: Master of Sustainability

SMU School of Social Sciences and College of Integrative Studies welcomed the pioneer batch of students embarking on the Master of Sustainability, the University's first inter-disciplinary master's programme that draws on faculty and courses from across different schools.

SMU Academy empowers future-ready professionals

Partnership to boost tech leadership for the digital-first economy

SMU's professional training arm, SMU Academy, is partnering with TechFin Global on four new programmes aimed at immersing participants in cutting-edge AI, VR, and fintech innovation across the world's top tech hubs: Tokyo, London, New York, and San Francisco.

In a world driven by rapid digital transformation, staying competitive demands active immersion in innovation. SMU is stepping forward to help mid-career professionals meet the shifting demands of a digital-first economy. These programmes, under the Academy's Internationalisation Series, will provide participants with the knowledge and skills needed to excel in an increasingly competitive global environment.



SMU celebrated the 20th anniversary of its Master of Science in Wealth Management (MWM) programme with a gala dinner and awards ceremony on 18 October 2024, attended by nearly 200 alumni, members of the MWM Advisory Board, faculty, university and corporate partners.

Industry Practice Master of Digital Economy for Mid-Career Professionals

Launched in 2023, SMU Academy's Industry Practice Master in Digital Economy (IPMDE) has grown steadily, demonstrating strong momentum.

In August 2025, the programme expanded with 14 new Industry Graduate Diplomas (IGDs), offering additional entry pathways. Learners can first earn an IGD by completing curated modules before progressing to the IPMDE, or they may apply directly to the IPMDE.

This structure provides a more flexible pathway to upskilling while retaining the strengths of modularity, industry alignment, and flexibility.

By enabling participants to build expertise while balancing work, the IPMDE meets the needs of mid-career professionals, industry practitioners, and aspiring leaders seeking to deepen knowledge, enhance careers, or transition roles.

It remains one of Singapore's most subsidised higher degree programmes, underscoring its role in advancing workforce capabilities.

20 years of excellence in wealth management

SMU marked two decades of its Master of Science in Wealth Management (MWM) programme with a grand gala in celebration of its alumni achievements, industry impact and future opportunities. Today, the MWM has evolved into a leading finance postgraduate

programme recognised globally for its academic rigour and industry relevance.

The MWM programme boasts over 850 alumni across 40 countries, exemplifying how the University nurtures future-ready graduates equipped to navigate global financial landscapes and lead with integrity.

Partnership with NLB for lifelong learning

In June 2025, SMU signed an MOU with the National Library Board (NLB) to formalise a strategic partnership as NLB's inaugural Knowledge Partner in Residence. The partnership aims to enhance societal impact through lifelong learning, student experiential learning via SMU-X projects, and the development of digital content on emerging societal themes.

Supported by NLB's extensive network of venues, outreach

channels, communication and social platforms, this collaboration will amplify SMU's role in knowledge sharing and community engagement and unlock new research opportunities using NLB's archival materials and research tools, particularly in digital humanities and computational social sciences, and projects related to Singapore and Southeast Asia.

Meeting urgent demand for green finance expertise

Research by the Monetary Authority of Singapore (MAS) projects that the sustainable finance market in ASEAN will amount to S\$4 to S\$5 trillion over the next decade.

As economies and businesses face pressure to implement sustainable practices that meet global climate targets, SMU is collaborating with DBS on an intensive programme to

equip senior executives with an in-depth understanding of sustainable finance concepts and be able to apply these learnings in their respective professions.

The Sustainable Finance in Action programme uses a combination of academic and applied learning methods to enable participants to learn about risk management and sustainability strategies in four key areas, namely green, transition, blended and biodiversity financing.



Signing the MOU (seated at the table, L-R) SMU Vice President (Partnerships and Engagement) Prof Lim Sun Sun and NLB Deputy Chief Executive Officer Ms Catherine Lau, witnessed by Minister of State for Digital Development and Information Mdm Rahayu Mahzam (standing, R) and SMU Provost Prof Alan Chan (standing, L). The MOU signals SMU's and NLB's shared commitment to equipping communities with knowledge that is accessible, inclusive, and impactful. Photo by NLB Singapore.

EMPLOYMENT & EMPLOYABILITY

SMU graduates: highly employable amid changing job market

SMU graduates continue to appeal to employers, amidst lower hiring demand. The latest Graduate Employment Survey (GES) 2024 reported close to 90 per cent overall employment rate among SMU graduates, with salaries rising across key industries.

More than 60 per cent secured employment before graduation, demonstrating the strong market confidence in SMU's talent pipeline and the University's emphasis on experiential learning and industry-aligned education.



At Commencement 2025, the CCT cord made its debut, honouring students' growth not just in academics, but in leadership, community engagement, and readiness for the world ahead.

Strengthening career readiness for all SMU graduates

The University continues to set the industry standard as it focuses on nurturing future-ready graduates. To give its students an edge in today's competitive job market, SMU has moved forward with the Co-Curricular Transcript (CCT), a groundbreaking initiative launched in 2023. The CCT complements traditional academic transcripts by documenting students' holistic learning experiences and categorises their participation and growth into three progressive levels: Exposure, Integration, and Transformation. It also awards digital badges for attaining Graduate Learning Outcomes.

The other is Lifelong Career Support for all SMU graduates, past, present and future. SMU degree holders, undergraduate and postgraduate regardless of their graduation year, will have lifetime access to structured career support, a privilege traditionally reserved for recent graduates. The University is the first in Singapore to institutionalise and offer lifelong career support, ensuring that its alumni always have a partner to help them adapt, grow, and thrive.

Today's hiring landscape is rapidly shifting towards a skills-first approach. Employers are looking beyond traditional credentials to assess a candidate's adaptability, leadership, and problem-solving abilities. SMU's Co-Curricular Transcript is highly effective in giving graduates a tangible way to showcase their competencies and stand out in an increasingly competitive job market.

Ms Elsie Ng

Head of Talent Solutions - Singapore, LinkedIn

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Singapore Management University

QS World University Rankings: Sustainability 2025
(Environmental Sustainability lens, Environmental Impact category)
12th Worldwide

Lee Kong Chian School of Business, School of Accountancy, School of Economics

Financial Times Business Education Research Insights Special Report
Aggregated Research Ranking
1st in Singapore
2nd in Asia

School of Accountancy

Brigham Young University (BYU) Accounting Research Rankings 2024
1st in Asia for All Areas and All Disciplines, Research and Citation
2nd Worldwide for Archival Financial Research
3rd Worldwide for Archival Research (All Topics)

Lee Kong Chian School of Business

2025 QS Master's in Finance Rankings
Master of Science in Wealth Management (MWM)
1st in Asia
1st Worldwide for Value-for-money
2nd Worldwide for Thought Leadership
2025 QS Global MBA Rankings
Master of Business Administration
5th in Asia
41st Worldwide

2025 QS Executive MBA
SMU Executive Master of Business Administration
4th in Asia
29th Worldwide
4th in Asia for Executive Profile
6th in Asia for Thought Leadership
12th Worldwide for Executive Profile

School of Computing and Information Systems

2025 QS Global Master's in Business Analytics Rankings
Master of IT in Business (MITB)
2nd in Asia
24th Worldwide

CS Rankings 2015-2025
Software Engineering
4th Worldwide

RECENT RANKINGS

GLOBAL RECOGNITION

Winner of Teaching & Learning Strategy of the Year at THE Awards Asia 2025

SMU was named Winner in the Teaching and Learning Strategy of the Year category at the prestigious Times Higher Education (THE) Awards Asia 2025. The accolade was in recognition of SMU-X, the University's flagship industry project-based experiential learning framework that integrates academic knowledge with real-world industry projects.

THE Awards Asia celebrates innovation and excellence across higher education institutions, recognises outstanding leadership, impactful initiatives, and transformative educational practices in the region.

THE Award Asia judges recognised that situating learning in the real world is an effective way to prepare students for success beyond university. "SMU fosters a sustainable ecosystem of learning and collaboration that strengthens university-industry synergy and drives continuous pedagogical improvement," noted the judging panel.

Winner of two 2024 International Green Gown Awards

SMU was honoured at the 2024 International Green Gown Awards for its Sustainability Blueprint and SMU-X pedagogy.

The University won the Sustainability Institution of the Year award for embedding

sustainability in the way its community works, learns, lives, and plays. SMU's approach is guided by its Sustainability Blueprint, which charts its actions across four strategies: Cultivating a Greener University, Developing Change Agents, Driving Impactful Research, and Fostering Resilient Communities.

Additionally, SMU won in the Next Generational Learning and Skills category. This recognises the University's dedication to nurturing future leaders with the knowledge and skills necessary for a sustainable world through SMU-X, its innovative pedagogical approach, and partnerships with industry, governments, and non-profit organisations.

Winner of Innovation in Business Education Award

At the prestigious 11th QS Reimagine Education Awards & Conference, SMU won the Innovation in Business Education Award for its pioneering SMU-X pedagogy. This award recognises higher education institutions that have transformed their curriculum, revolutionising business education. It honours institutions that have set new benchmarks for excellence through innovative approaches and groundbreaking methodologies.



SMU's Vice President (Partnerships & Engagement) Prof Lim Sun Sun receiving the prestigious award on behalf of the University. Photo by THE.

Mooting Achievements

On 5 April 2025, Team SMU from SMU Yong Pung How School of Law emerged as the **world champion at the 2025 Philip C. Jessup International Law Moot Court Competition**, the world's largest and most prestigious moot court competition.

The Jessup championship was last won by a Singapore university in 2001. This momentous achievement not only elevates SMU Yong Pung How School of Law's standing among the world's premier legal education institutions but also serves as an inspiration for future generations of lawyers in the city-state.

This year's Jessup moot saw fierce competition with record participation from 805 teams from 104 jurisdictions in a simulated fictional dispute between countries before the International Court of Justice, the judicial organ of the United Nations.

The stellar SMU team of final-year LLB undergraduates impressed judges of the International Court of Justice with their masterful legal reasoning, poise, and advocacy. Additionally, team member Erica Wee was named Best Oralist of the competition.

Just a day later, on 6 April 2025, SMU mooters took



*The Jessup moot-winning team with Associate Prof Chen Siyuan (standing, R).
Photo by Chen Shiyuan.*

the **championship title at the 22nd Willem C. Vis (East) International Commercial Arbitration Moot** in Hong Kong, after nine rounds of intense competition. This marks SMU's third victory at Vis (East), having previously won in 2022 and 2015.

Vis (East) is the sister competition to the prestigious Willem C. Vis International Commercial Arbitration Moot in Vienna, and offers law students, academics, and practitioners exposure to global arbitration and international trade law – through an Asian lens. SMU also won the Eric E Bergsten Award for the School prevailing in the Oral Arguments and Honourable Mentions for both Claimant and Respondent for written memorial. Additionally, Jonathan Teo was awarded Honourable Mention for Best Oral Advocate.

Also in Hong Kong, SMU came in **tops at the 23rd Red Cross International Humanitarian Law (IHL) Moot (Asia-Pacific Region)** – touted to be one of the world's largest regional moots with over 100 participating teams, and renowned for its rigorous simulation of trials based on hypothetical cases adjudicated by the International Criminal Court. This year, the simulated case centres on a conflict between two countries involving protests of a long-oppressed indigenous group. Participants were challenged to navigate the complex and intricate issues of responsibility within the framework of the IHL.

In a remarkable continuation of its strong performance, SMU also clinched two prestigious titles in Europe in June. Team SMU emerged as **champions at the 17th Frankfurt Investment**

GLOBAL RECOGNITION

Arbitration Moot Court in

Germany, widely recognised as the world's leading competition in investment arbitration. SMU undergraduates triumphed over more than 70 teams to secure the University's third championship title, following earlier wins in 2017 and 2022. They displayed intellectual rigour and courtroom agility throughout. Keeron Lee was also named Best Advocate of the competition.

Another SMU team flew the SMU high and successfully **defended the University's champion title at the 2025 International Criminal Court Moot Court Competition (ICCMCC)** in The Hague, Netherlands. Beating over 100 teams from over 45 countries, the SMU team delivered nine rounds of exceptional advocacy to secure SMU's sixth ICCMCC championship and its second successful title defence (previously achieved in 2015–2016). The team of LLB and JD students led by Deputy Public Prosecutor Andrew Chia also won the Best Overall Asian Team award.

YPHSL's global mooting success is driven by the Ian R Taylor International Moots Programme (See page 62), and the extraordinary dedication of its students, alumni, coaches and community.



Ms Rosie Ching (centre) with Waterloo project students.

Global recognition at the Financial Times Responsible Business Education Awards

SMU received global recognition for “Academic research with impact” at the Financial Times Responsible Business Education Awards 2025, where Waterloo, a groundbreaking research project by Ms Rosie Ching from the School of Economics, earned a Highly Commended honour. As the only Southeast Asian initiative recognised by FT, Waterloo 2024 marked the fourth iteration of this research, originally launched in 2016 by Ms Ching who brought her students with her in tackling public toilet cleanliness in Singapore through empirical statistics and impactful analysis. Their findings sparked national conversations that led to

Singapore's first-ever “Year of Public Cleanliness”, new million-dollar policies on coffeeshop toilet cleaning, and tangible public health initiatives.

SMU students clinch top prize at Alibaba Hackathon

Three SMU Computer Science students won the Alibaba International Global E-Commerce Challenge in Hangzhou with AliAdapt, an AI tool that helps e-commerce platforms ensure product compliance with international regulations. Selected from over 500 global teams, they earned US\$10,000 in travel vouchers and internship offers from Alibaba International.

STUDENT LIFE

25th anniversary lights up with innovation and spirit on Patron's Day

SMU celebrated 25 years of impact in grand style. On the lush Campus Green more than 7,000 attendees – students, alumni, faculty, and staff – gathered to celebrate SMU Patron's Day. The festivities reflected the University's milestone as well as its enduring values of innovation, community, and sustainability.

Heading into the night, performances by SMU Samba Masala, alumni hip-hop crew Eluminix, alumna and Mediacorp artiste Chantalle Ng, SMU Stereometa DJ Kiara, and headliner Benjamin Kheng to turned the celebration into a high-energy dance party.

Besides the party, there was the largest-ever gathering of SMU Makers, a vibrant assembly of



SMU Patron's Day 2025.

more than 40 entrepreneurs from across the university community; the Inter-Faculty Tug-of-War; the Go Green with SMOO initiative, which recycled waste into meaningful keepsakes; and the SMU(Itiply) fundraising campaign that raised \$1,655 while reflecting the University's commitment to inclusivity.

The festivities had begun a week earlier on 10 January, with a special Patron's Day Dinner where SMU commemorated its milestone anniversary and

unveiled its new Vision and Mission to set the stage for the university's next chapter.

Class of 2025: Largest cohort of SMU graduates

On 29 July 2025, SMU kicked off five days of graduation celebration for the Class of 2025 at the Opening Ceremony of SMU Commencement 2025 held in a landmark year of SMU's 25th anniversary and Singapore's 60th year of independence. The Class of 2025 was 3,883-strong, SMU's largest batch of graduates since 2000. In another first for SMU, this year's graduates are the first to receive the SMU Co-Curricular Transcript (CCT) and don the graduation cord as part of their regalia in recognition of their academic achievement, leadership, service, global exposure, and real-world experience.

These graduates join the over 40,000 alumni who are now leaders and changemakers across business, government, social impact, and the arts.



The Opening Ceremony at SMU Commencement 2025.

COMMUNITY SERVICE



SMU's newest students gave back through Project Art2Heart II, one of several community service projects at this year's Freshmen Orientation.

A year of impactful service

In 2024, SMU students once again demonstrated SMU's commitment to making meaningful impact through community service. A total of 5,287 SMU student participants worked on 674 Local Community Service Projects (LCSP) and 458 worked on 46 Overseas Community Service Projects (OCSP). The OCSPs were held across 12 countries, including Cambodia, Philippines, Thailand and Nepal. Projects were conducted with some 432 partner organisations comprised of 393 local partners and 39 overseas partners. In 2024, 81 per cent of the graduating class exceeded the minimum 80 hours required.

25 years of serving the community

As the first university in Singapore to make community service a graduation requirement, SMU proudly commemorated this milestone as its community service programme reaches its 25th anniversary.

Additionally, this year marked a new record for the University's largest-ever community service programme, with over 1,600 freshmen partaking in half-day community service activities during the SMU Freshmen Orientation Programme 2025.

Over the past 25 years, SMU students have collectively contributed more than 4.2 million hours of community service with over 14,500 individual and group projects done both in Singapore and overseas.

\$S\$150m Sustainability Bond for impactful green and social projects

In 2025, as SMU marks its silver jubilee, the University issued a S\$150 million Sustainability Bond, proceeds of which are earmarked for financing and refinancing green and social projects that deliver clear environmental and social benefits.

The Sustainability Bond, set against SMU's 25th anniversary year, is particularly meaningful. It signals the University's intent to grow with purpose, nurture graduates who are intellectually agile and attuned to the pressing challenges of society and the environment, thereby leaving a positive, lasting impact on its communities.



SMU freshmen volunteered at Allkin Active Ageing Centre @ Sengkang 182, one of SMU's non-profit partners, during the half-day community service initiative as part of Freshmen Orientation.

This same drive to prepare graduates for the future also fuels our research, where ideas are turned into solutions that shape industries, communities, and policy.

