OUR MISSION
We create business knowledge, and nurture keen minds to lead organisations and serve society.
How do I apply?

Admissions

Admission to LKCSB is competitive and on a selective basis. As part of SMU’s holistic admissions process, applicants will be evaluated on the basis of:
- Academic track record
- Co-curricular activities
- SAT (if applicable)
- Interview and/or essay writing, for shortlisted applicants

For more information on admissions for both local and international applicants, please visit [http://admissions.smu.edu.sg](http://admissions.smu.edu.sg)

Tuition Fees and Financial Assistance

Studying at SMU is very affordable, because the tuition fees are highly subsidised by the Singapore Government. SMU accepts a fixed fee model, which guarantees that tuition fees remain unchanged throughout the normal duration of study at SMU (four years). This gives students peace of mind that there will be no fee increase throughout their time at SMU.

Permanent residents and foreign students who are eligible and intend to take up a tuition grant must sign a Tuition Grant Deed, which will require them to work in Singapore-registered companies for three years upon graduation from SMU. Students who are not eligible, or choose not to apply for the grant, are required to pay the non-subsidised fees. The latter will not be bound by the three-year work obligation.

No deserving student will be denied an education at SMU because of tuition fees. Financial assistance schemes are available to help students on Singapore Government Tuition Grants meet the costs of education and study-related activities at SMU. These schemes are not open to students who are not eligible or choose not to apply for the tuition grant.

For more information about tuition fees and grants, please visit [http://admissions.smu.edu.sg/admissions/fees-aid/tuition-fees](http://admissions.smu.edu.sg/admissions/fees-aid/tuition-fees)


“LKCSB’s goal is to continue to advance as a centre for business knowledge creation. We strive not only to impart business skills to our students, but also to provide an environment that cultivates their leadership potential and pushes them to excel.”

Professor Howard Thomas Dean
Lee Kong Chian School of Business
It all begins here...

If you are looking for a world-class university business education, and have the aptitude and confidence to become movers and shakers in the business world, look no further.

At LKCSB, we not only do things differently, we do them better — where fresh thinking and innovation are highly valued and encouraged. You will learn how to sense and grasp opportunities, challenge conventional wisdom and surge ahead through the power of your ideas.

Ultimately, an SMU business education will equip you with skills to make things happen in any career you choose, and, most importantly, will empower you to be what you want to be.

Graduating from LKCSB — What’s next?

“LKCSB’s all-rounded approach towards education is the great emphasis on ‘think global, act local’ — which is extremely relevant in the global business environment that our generation leads today. Be it the rigorous school curriculum, internships or overseas development opportunities, it is amazing to see how relevant my LKCSB experiences have been in preparing me for challenges in the corporate world.”

Cheong Rongsheng
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“SMU’s pedagogy is designed to bring out the best in LKCSB graduates.

The versatility of LKCSB graduates is demonstrated by the wide variety of professions and industries they are employed in: from banking and finance, to investment and accounting, to research and consulting services, to public and social sectors and public relations. Putting their business knowledge, innovative ideas and enterprising leadership to good use, a number have also ventured out on an entrepreneurial path.

Dedicated and trained career counsellors at the Office of Career Services complete the preparatory process through internship programmes and impartation of career skills, so that graduates can make informed choices to maximise their employment opportunities.

LKCSB graduates continue to do well in our Graduate Employment Survey — a survey conducted by the Ministry of Education annually on the employment conditions of graduates across the three local universities. LKCSB graduates have achieved an employment close to 100 per cent with higher starting salaries across all local universities’ business degree programmes*.

“Source: Graduate Employment Survey (GES) data released by Ministry of Education (Singapore)

The holistic LKCSB BBM refines students’ business acumen, enabling them to grow and discover themselves. The BBM gives students opportunities for international exposure and engagement with industry professionals. With their acquired awareness of themselves and the industry, LKCSB graduates are highly sought-after by employers and are better prepared for the corporate world.”

Professor Brian Rodrigues
Deputy Dean
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How can I expand on my learning experience?

The rigorous, holistic and project work-intensive education provided by LKCSB ensures that every student is well-equipped and prepared for the working world. I had ample local and overseas learning opportunities in SMU that proved to be crucial stepping stones at the start of my career.

Sim Jian Heng
Tenueek Holdings
LKCSB Graduate 2009

Global exposure is an integral part of the LKCSB learning experience because it is important to know how to engage and thrive in an international business environment. That is why SMU partners with universities globally to help students have the mind-shifting international experience that they want and need.

International Student Exchange Programme
With over 200 partner universities in 48 countries, plentiful opportunities are presented to students to experience university life with different cultures, education systems and work practices around the world. Students can choose from big-league business schools like Wharton at the University of Pennsylvania or less conventional destinations like Turkey, Mexico and Eastern Europe. Students can be sure that every exchange programme will be a learning experience that is nothing short of extraordinary.

Business Study Mission
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Bachelor of Business Management (BBM) students can choose to graduate with a business major. To complete a major, students do one or two compulsory courses and then select from a variety of electives. There are seven majors to choose from.

The 7 Majors
Corporate Communication
The Corporate Communication major provides students with a well-grounded foundation in the theory and practice of stakeholder management and communication. Students will be able to pursue career opportunities in the fields of public relations/corporate affairs, investor relations and marketing communication.

Finance
The Finance major equips students with skills to excel in all areas of finance, in both the private and public sectors. Finance graduates often find employment with banks, investment banking houses, consulting firms, insurance companies and various corporations, both large and small.

Marketing
The Marketing major equips students with the ability to understand how marketing concepts are crucial to understanding consumer buying patterns. They learn, develop and implement successful marketing strategies. Marketing graduates work in specialist communication agencies such as advertising or brand consulting.

Operations Management
Managing efficient and effective business operations is vital to developing a successful corporation. The Operations Management major enables students to develop skills to manage competently in a variety of commercial and industry operations such as logistics, transportation, manufacturing and various service industries.

Organisational Behaviour and Human Resources
The Organisational Behaviour and Human Resources major develops skills to understand and influence employees and organisations through human resource solutions. Students will gain knowledge regarding managing talent, directing organisational change and playing an active role in strategic decision-making. This major gears students for careers in human resources consulting, organisational development or corporate human resources.

Quantitative Finance
The Quantitative Finance major focuses on financial markets and industry, primarily in the management of financial risk, the trading and hedging of financial derivatives, and the management of investment portfolios and trading opportunities.

Strategic Management
With a Strategic Management major, students will be trained in various management competencies, including concepts and skills for developing businesses, formulating corporate strategies, designing corporations and managing employees and operations.
Concentrations
Second Major and Double Degree

Concentrations
Concentrations are designed to groom talents for high-performance sectors within various industries.

Concentrations for the Finance major:
- International Trading
- Investment Banking
- Wealth Management
- Financial Risk Analysis

Concentration for the Strategic Management major:
- Entrepreneurship

International Trading
This concentration equips students with skill sets essential for physical trading such as product knowledge (e.g., oil, agriculture), logistics (e.g., shipping, warehousing, refining) and financial risk management. The emphasis is on physical commodities trading (as opposed to screen/paper trading).

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This concentration provides students with significant insights into how investment bankers assist companies in raising capital to fuel growth. Students learn about the structuring of equity and debt transactions as well as managing mergers and acquisitions.

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Financial Risk Analysis
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Entrepreneurship
Entrepreneurship is the process of doing something new and/or different to create wealth for oneself and to add value to society. This concentration equips students with the knowledge to function as entrepreneurs and leaders, to design and initiate change and to create new opportunities.

Excellent Learning Resources
The Li Ka Shing Library is a state-of-the-art social learning space offering a range of rich business resources and high-end financial databases to help our students stay competitive in the business world. Students can access electronic resources such as online databases, e-journals and e-books, in addition to a selection of printed materials, via our digital library PTXIS.

SMU has 19 research centres and institutes. The Centre for Marketing Excellence, BNP Paribas Hedge Fund Centre and the Sim Kee Boon Institute for Financial Economics are just a few of the centres and institutes at SMU that provide cutting-edge research that is highly relevant to the business world.

Vibrant Student Life
Opportunities abound for a rich and fulfilling student life outside the classroom. Life is exciting, vibrant and diverse. While students find it challenging to balance studies, career plans and CCA interests, they are also groomed to be mature all-rounders in life. For more information about the exciting student life at SMU, please visit http://studentlife.smu.edu.sg/student-life/student-life-overview

“It is the entire SMU experience that really prepares us to step into the workforce. From the LKCSB school curriculum to the compulsory internship and community service programme — all these factors contribute to the unique SMU experience. Global employers are now looking for diverse all-rounders, with the ability to think on their feet in this fast-paced society. That is what SMU has to offer.”

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Deutsche Bank
LKCSB Graduate 2003
LKCSB Alumni Board Chair

“The multi-disciplinary approach for students gives them versatility in managing their own curriculum. They have the option of having a concentration, a second major or doing a double degree, giving them a competitive edge and allowing them to seek careers in a wide range of industries.”

Senior Lecturer Tom Estad
Associate Dean
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What is the learning environment like?

International Recognition

LKCSB has acquired global accreditation from both AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System). Hallmarks of excellence in business education, both AACSB and EQUIS accreditations have been earned by only a handful of the world’s business schools. SMU is one of the youngest universities to have earned these two accreditations, a testament to its high quality teaching environment, commitment to continuous improvement, and curricula responsiveness to the needs of business and industry. LKCSB is also a member of GMAC (Graduate Management Admission Council), PRME (Principles for Responsible Management Education), UNGC (United Nations Global Compact), EMBA Council (Executive MBA Council) and the Beta Gamma Sigma Society.

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Faculty members are accessible outside of class, serving as academic advisors or research mentors, to help students make the most of their SMU experience.

Second Major

Students may want to expand their learning across traditional academic disciplines by taking on a second major. A second major will certainly increase career options and can be pursued either within LKCSB or with any other SMU school. Examples of second majors include Accounting, Actuarial Science, Advanced Business Technology, Applied Statistics, Economics, Information Systems Management, Law, Political Science, Psychology and Sociology.

Double Degree

Students can also choose a double degree option and combine their BBM with another area of expertise, such as Economics or Law. Students will graduate with two undergraduate degrees from two different SMU schools within four to five years:

- Business Management and Accountancy (BBM/BAcc)
- Business Management and Economics (BBM/BSc (Econs))
- Business Management and Information Systems Management (BBM/BSc (ISM))
- Business Management and Social Science (BBM/BScSc)
- Business Management and Law (BBM/LLB)

Freshmen may be granted direct entry into a double degree programme on the basis of outstanding academic results. They must meet minimum course requirements in terms of Cumulative Grade Point Average to remain enrolled in a double degree programme.

Subject to availability of double degree places, freshmen who are not successful in their application for direct entry into the double degree programme may apply if they achieve excellent grades in their first year at SMU and meet the subject pre-requisites.

“Captains of industry interact with students in LKCSB with great regularity and intensity. LKCSB is truly the place to grow business aptitudes and insights.”

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If you like to participate actively in your learning decisions, then LKCSB is the place for you! At LKCSB, you get to choose what subjects you want to learn, tailor your own study programme, decide when and where to complete your internship, community service and overseas exchange programme.

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Scholarships

SMU and LKCSB offer multiple scholarships for LKCSB undergraduates. Most are tenable for the full duration of their course, subject to good academic performance. Below are some of the many scholarships that LKCSB offers:

• Lee Keng Chian Scholars’ Programme
• Singapore Management University Scholarship
• American Chamber of Commerce Scholarship
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For the full list of scholarships and details, please visit http://admissions.smu.edu.sg/admissions/scholarships

Awards

SMU students are recognised for their outstanding achievements in academics, community service and co-curricular involvement through awards sponsored by various organisations. Some of these awards are given automatically based on performance, others by application.

Some of the awards specific to LKCSB include:

• Standard Chartered Best First Year Business Student Award
• NOL Best Final Year Business Student Award
• Citigroup Best Second Year Finance Student Award
• ING Finance Award
• Monetary Authority of Singapore Academic Excellence Award

For the full list of awards and more details, please visit http://smu.edu.sg/smu/about/fees-and-financial-aid/financial-assistance/scholarships-and-awards/awards

What Scholarships and Awards are there?

What is the curriculum like?

The LKCSB Bachelor of Business Management (BBM) gives students flexibility to personalise their paths of study with a choice of core courses and majors, and the opportunity to experience practical, industry-relevant teaching and mentoring from an acclaimed business faculty. For a full list of the curriculum options, please visit http://business.smu.edu.sg/business/programmes/bbm-curriculum

Foundation Courses
(3 courses)

University Core
(6 courses)

Business Core
(10 courses)

Business Majors
(5 courses)

Global and Regional Studies
(2 courses)

Technology and Entrepreneurship
(2 courses)

Internship and Community Service
(Non-Credit)

General Education
(3 courses)

Business Capstone
(1 course)

Internship and Community Service Programme

A distinctive feature of the BBM curriculum is the internship and community service programme at established organisations, both local and international. The internship programme aims to provide students with a deeper cross-cultural appreciation of both business practices and research, whereas the community service programme serves to remind students to be responsible and civic-minded citizens.
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Graduating from LKCSB — What’s next?

SMU’s pedagogy is designed to bring out the best in LKCSB graduates.

“SMU’s multi-disciplinary approach allows students to pursue double degrees or second majors that open doors to a myriad of career opportunities.

The versatility of LKCSB graduates is demonstrated by the wide variety of professions and industries they are employed in: from banking and finance, to investment and accounting, to research and consulting services, to public and social sectors and public relations. Putting their business knowledge, innovative ideas and enterprising leadership to good use, a number have also ventured out on an entrepreneurial path.

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Permanent residents and foreign students who are eligible and intend to take up a tuition grant must sign a Tuition Grant Deed, which will require them to work in Singapore-registered companies for three years upon graduation from SMU. Students who are not eligible, or choose not to apply for the grant, are required to pay the non-subsidised fees. The latter will not be bound by the three-year work obligation.

No deserving student will be denied an education at SMU because of tuition fees. Financial assistance schemes are available to help students on Singapore Government Tuition Grants meet the costs of education and study-related activities at SMU. These schemes are not open to students who are not eligible or choose not to apply for the tuition grant.

For more information about tuition fees and grants, please visit http://admissions.smu.edu.sg/admissions/fees-aid/tuition-fees

For more information about financial assistance, please visit http://admissions.smu.edu.sg/admissions/fees-aid/financial-aid

“LKCSB’s goal is to continue to advance as a centre for business knowledge creation. We strive not only to impart business skills to our students, but also to provide an environment that cultivates their leadership potential and pushes them to excel.”

Professor Howard Thomas Dean
Lee Kong Chian School of Business