Lee Kong Chian School of Business would like to wish everyone a prosperous Chinese New Year! It is my pleasure again to bring you another issue of the LKCSB E-newsletter, with our very own harvest of updates and highlights.

I would like to hereby extend a personal invitation to all LKCSB graduate and undergraduate alumni to join me on 18th Feb (Friday) for a night of reminiscing and gastronomic delights. Whether you are interested in networking, finding out more about the school latest developments, or meeting up with your old friends and professors, this is the perfect opportunity for you to join us in this exclusive inaugural LKCSB event.

With the visit of the AACSB on-site review team in mid-January 2011, we have completed the final stage of the AACSB accreditation process. An outcome is expected very soon. In the meantime, the School continues to work on the documentation to meet the requirements of various other accreditation bodies.

The past few months have been extremely fruitful for our Undergraduate Student Clubs. Our students were involved in a myriad of competitions and activities that placed the Business School in the spotlight and had no doubt, done us proud again. You will read of their achievements in the 'School Highlights' section of this newsletter.

Once again, Gong Xi Fa Cai! May 2011 be a year of abundance and happiness for everyone.

Professor Howard Thomas
Dean
LKCSB Chair in Strategic Management
Lee Kong Chian School of Business

“Twice a LKCSB Pioneer”
– LKCSB Graduate Programme Special

SMU’s Bachelor of Business Management graduate, Ms. Casiopia Lov Wei Yee, was part of the pioneer batch when SMU commenced its first intake of students in the year 2000.

To top that off, she returned to LKCSB in 2009 and became a pioneer all over again, this time for the then newly launched MBA programme. Read more about her experience in the Alumni Column.

These limited edition thumbdrives ($25 each) are designed in relation to the LKCSB’s Mission Statement and are available in four attractive colours. To order, please e-mail LKCSB@smu.edu.sg.

To all LKCSB alumni out there, this is YOUR alumni event of the year! For the first time, a joint gathering is held for both BBM and Graduate Alumni. You can definitely expect great food, wine and attractive gifts. Our Dean, Professor Howard Thomas and many of your respected faculty will grace the event. A perfect occasion to catch up with the faculty, network and chill out with your old schoolmates!

Date: 18th Feb 2011, Friday
Venue: University Lounge, SMU Administration Building Level 6
Time: 6.30pm till 10pm

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>> Read More
>> Register Here Now!

SCHOOL HIGHLIGHTS
- Distinguished Visiting Faculty
- EMBA: International Marketing Efforts
- A Peep into the Recent AACSB Review Team Visit
- Exciting Updates from our LKCSB Student Clubs:
  - Bondue Bash 2011 Donates to The Straits Times School Pocket Money Fund
  - Team Bondue wins 2010 Inter-School Competition Challenge Trophy
  - Cognitare - Prudential-SMU Business Case Competition 2010 (PSBCC)
  - E.y.E Investment Club – Asian Investment Immersion Programme 2010
  - SMAP – Yoplait Marketing Competition 2010
  - SMIF – YES Bank: Business world Transformation Series 2.0
LKCSB Alumni Gathering 2011

Calling all Lee Kong Chian School of Business Alumni!

For the very first time, LKCSB will be organising a get-together for both BBM and Graduate alumni. Be part of this inaugural event and join us for an evening of good food and fun. (Each person will be entitled to more than $60 worth of gastronomic delights and gifts. What are you waiting for?)

Besides catching up with your friends and favourite faculty, this is a great networking opportunity for both BBM and Graduate alumni - especially for BBM alumni wanting to know more about LKCSB's Graduate programmes. This will be the perfect occasion to find out first-hand information and experience from the Graduate alumni and faculty themselves!

Professor Howard Thomas, Dean of LKCSB, will be gracing this event, and he will be sharing the latest happenings and plans for the School. (Read more about our Dean below)

Many of your respected faculty will also be there to reminisce on the good (and bad *yikes*) times - be it at the memorable Bukit Timah Campus days, or the BOSS bidding frenzies you used to have every term.

An event not to be missed by all LKCSB Alumni! Come on down with all your LKCSB friends and be part of the LKCSB Alumni family!

See you there!

Click here to register now!

For more information, please contact LKCSB@smu.edu.sg

P/S: Feel strongly for LKCSB but do not know how you can contribute your services as an alumnus? If you are keen to volunteer your services, or think that you have fabulous ideas that will benefit the community, we would like to hear from you!

Contact Mr. Cavin Wong, President of LKCSB's alumni group at lkcsbalumni@smu.edu.sg, or meet the alumni group committee members at the upcoming LKCSB Alumni Gathering to find out more!

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**THOMAS Howard**  
Dean, Lee Kong Chian School of Business  
LKCSB Chair in Strategic Management

**Areas of Specialisation:**  
- Strategic Management  
- Competitive Strategy  
- Risk and Decision Analysis  
- Strategic Change

Author of over 30 books and more than 200 articles on topics in strategic management including *Strategy: Analysis and Practice* (McGraw-Hill), Howard Thomas is a highly-cited scholar in his field in the ISI Web Science listing and serves on the editorial board of several journals including *Long Range Planning*.

He was previously Dean of Warwick Business School and Professor of Strategic Management, University of Warwick from 2000-2010, and Dean of the College of Commerce and Business Administration and James F. Towey Distinguished Professor of Strategic Management at the University of Illinois-Champaign, USA from 1991-2000. Prior to this, he held posts as Foundation Professor of Management at the Australian Graduate School of Management in Sydney, as Director of the Doctoral Programme at London Business School, and visiting and permanent posts at institutions such as the European Institute of Advance Studies of Management in Brussels, the University of Southern California, the University of British Columbia, the Sloan School of Management, MIT, and Kellogg School, Northwestern University.

He was past President of the US Strategic Management Society, past Chair of the Board of the Graduate Management Admissions Council (GMAC), is a member of Beta Gamma Sigma Honorary Society, and a Fellow of both the Academy of Management in the US and the British Academy of Management in the UK; Fellow of the Strategic Management Society US (and current Dean of Fellows) and Honorary Life Member and former Vice-President of European Foundation for Management Development (EFMD).

He also serves as a board member of Global Foundation for Management Education GFME (Chair), and State Farm Bank, State Farm Insurance US. He is a companion of ABS and Chair of the Association of Business Schools (ABS), UK from 2008-2010, and Immediate Past Chair of the Association to Advance Collegiate Schools of Business (AACSB) International from 2008-2010. He was awarded an Honorary Degree (Fellowship) by Swansea University, Wales, UK in 2008.
DISTINGUISHED VISITING FACULTY

We are pleased to have hosted the following distinguished visiting faculty in the past year.

**Raphael AMIT**, Robert B. Goergen Professor of Entrepreneurship and Professor of Management at the Wharton School, University of Pennsylvania visited the Lee Kong Chian School of Business in April 2010, during which he presented a seminar on “The Venture Capital & Private Equity Industry: The Changing Landscape.”

**Paul ARGENTI**, Professor of Corporate Communication at Tuck School of Business at Dartmouth visited the Lee Kong Chian School of Business in May 2010.

**Bob JOHNSTON**, Deputy Dean (Operations and Finance) and Professor of Operations Management at Warwick Business School visited the Lee Kong Chian School of Business in May 2010.

**Robert SULLIVAN**, Dean and Stanley & Pauline Foster Endowed Chair at UC San Diego’s Rady School of Management, visited the Lee Kong Chian School of Business in June 2010, during which he presented a seminar, “Innovation and Business Schools: Should we care?”

**Joseph PORAC**, George Daly Professor in Business Leadership at the Leonard N. Stern School of Business, New York University visited the Lee Kong Chian School of Business in June 2010, during which he presented a seminar, “Fallen CEOs: Matthew and Martha Status Dynamics in the Upper Echelon of Organizations.”

**Jagdish SHETH**, Charles H. Kellstadt Professor of Marketing at Emory University’s Goizueta Business School visited the Lee Kong Chian School of Business in June 2010, during which he presented a seminar, “Impact of Emerging Markets on Marketing.”

**Lucio SARNO**, Head of Faculty of Finance and Associate Dean at the Cass Business School, City University London visited the Lee Kong Chian School of Business in June 2010, during which he presented a seminar, “Spot and Forward Volatility in Foreign Exchange.”

**Michael HITT**, Distinguished Professor of Management and Joe B. Foster ’56 Chair in Business Leadership at Mays Business School, Texas A&M University visited the Lee Kong Chian School of Business in July 2010, during which he presented a seminar, “Emerging Markets’ Institutional Environments and Firm Strategies.”

**Yongding YU**, Visiting Professor under the Ho Bee Professorship in Chinese Economy and Business (2010), visited the Lee Kong Chian School of Business in September 2010, during which he presented a public seminar, “The Internationalization of the Renminbi” and a research seminar, “China’s policy of FDI and its impact on ‘autonomous innovation’.,”
A PEEP INTO THE RECENT ACCREDITATION REVIEW VISIT

For the past two and a half years, the Lee Kong Chian School of Business has been working hard towards achieving accreditation by the Association to Advance Collegiate Schools of Business (AACSB). This has involved meticulous documentation, gathering of evidence of quality standards at the School, and aligning processes with accreditation requirements.

On January 16 2011, the School entered the final phase of this process when AACSB sent a Peer Review Team to conduct an on-site review of the School’s operations. For two days, the Team had a grueling schedule of meetings with the President, the Provost, the Dean, faculty members, students, administrative staff, and the School’s Advisory Board.

The visit concluded with the Team summing up their observations and providing an assessment of the School. The School is happy to say that the outcome was a very favourable one with the Team noting high standards achieved by the School and recommending the School for accreditation to the AACSB Initial Accreditation Committee. This recommendation will now be reviewed by the Committee for concurrence, and for subsequent ratification by AACSB’s Board of Directors.

If all goes well, the School can expect to be officially accredited in April 2011.

EMBA INTERNATIONAL MARKETING

The official launch of the Singapore Management University Executive MBA Programme was on 20.10.2010 – an auspicious date specially picked by the EMBA team. Since then, the team had conducted 24 seminars and information sessions in 15 cities which included Delhi, Pune, Mumbai, Hyderabad, Bangalore, Chennai, Bangkok, Seoul, Surabaya, Jakarta, Beijing, Shanghai, Ho Chi Minh City, Kuala Lumpur and Singapore.

Our SMU EMBA online and print marketing campaigns and information sessions had created tremendous interest for our programme from senior leaders across the globe.

The team is currently processing candidates’ applications and conducting admission interviews for its inaugural class starting 25 April 2011. Classes will be conducted in SMU Singapore, and at three international locations – at Wharton in the US, Indian School of Business in India and Guanghua School of Business, Peking University in China.

For more information on the EMBA programme, please visit: http://www.business.smu.edu.sg/eMBA/index.asp

BONDUE Bash 2011: Candy

Bondue organises their yearly bash to welcome SMU students into their second semester of the academic year. The highlight of the bash was a pageant of 10 LKCSB freshmen vying for the title of Mr and Miss Bondue 2011. In the midst of all the fun and glitz, Bondue did a good cause by donating $1,163 worth of profits from this event to The Straits Times School Pocket Money Fund (SPMF).

The SPMF aims to help the needy primary and secondary school students who face financial difficulties. As a student body, Bondue chose this beneficiary as they felt that all students deserve a chance for stable growth and education.

The Bondue Bash 2011 ended with a bang with Mr and Miss Bondue crowned and with a collection of $1,163 for The Straits Times School Pocket Money Fund.

Well Done, Team Bondue! You have done LKCSB proud!

Team BONDUE wins 2010 Inter-School Competition Challenge Trophy

The Inter-School Competition Challenge Trophy, initiated by the Office of Student Life, is a much coveted award that all SMU Schools’ Constituent Bodies vie for every year.

For 2010, in conjunction with SMU’s 10th anniversary, the results of ten inter-school competitions organised by various sports clubs helped to determine the champion. The competitions organised were namely Handball, Wakiki Aquathlon, Dragonboat MR500, Adventure Race, Le-Basi, Grab Huck Score, Floorball Innebandy, Tri-Challenge, Get Wet and Tug of War.

The best sportsmen from LKCSB were individually picked out to represent LKCSB in these sporting events and competition was definitely rife amongst all the schools.

Well Done, Team Bondue! You have done LKCSB proud!
E.y.E. Investment Club Hong Kong Immersion Tour

Organised by the E.y.E Investment Club, the Asian Investment Immersion Programme serves to broaden and complement our SMU experience by providing exposures to both academic and financial business aspects in Hong Kong. Over the course of six days, from 16th to 21st December 2010, participants were involved in firm visits, along with an academic & cultural exchange with Hong Kong University (HKU).

Visits to the offices of Deutsche Bank, Goldman Sachs and Credit Suisse gave participants insights into the financial landscape of Hong Kong, and the group networked with many key personnel from various departments in these top notch banks. The experience was complemented by visits to the Hong Kong Stock Exchange and Monetary Authority, where regulations and the financial history of Hong Kong were better understood. Sessions with students of HKU were organised to understand pertinent issues affecting the Hong Kong economy, and exchanges on investment club practices.

SMIF – YES Bank: Businessworld Transformation Series 2.0

On 2nd December 2010, a team comprising Arthur Chen, Kenneth Yoong and Gordon Foo represented SMU at the “YES Bank – Businessworld Transformation Series 2.0”.

This is a business case study challenge on financial inclusion strategy, which aims to provide financial services to the rural and suburban population of India.

The team competed against students from premier business schools across globally. Qualifying as one of the top 12 teams from 500 over entries in the global preliminary round, the team proceeded to the grand finals held in Mumbai, where they had to present before an eminent Jury comprising top academicians and industry leaders. Despite competing against MBA students from top Indian business schools, the team were able to prove their mettle and worth by emerging 2nd runner-up in the competition.

Co-organised by SMU Bondue and SMU Marketing Club, SM4P, Yoplait Marketing Competition 2010 is a platform for students to turn their ideas into reality. Yoplait Marketing Competition attracted 32 teams from various tertiary institutions in Singapore to design an advertising campaign for Yoplait.

To add another level of realism to this competition, teams were also allocated a fictional budget of $300,000 to plan, create and execute the best possible campaign. SMU School of Social Science students, Nathan Lum and Lin Zixin, won the top prize in this inaugural marketing competition, walking away with a total cash prize of $5,000.
Casiopia is one of SMU’s pioneer BBM students who graduated in 2004. She returned to SMU in 2009 and became part of the pioneer (yet again!) batch of full-time MBA students. Recently married and currently an Investor Relations Assistant Manager at K-REIT Asia Management Limited, Casiopia had a very eventful 2010.

In this issue, we are happy to catch up with her as she shares her experience back in SMU.

Congratulations on your marriage!

Thank you!

Just to kick-start, tell us more about your current job.

A key investor relations function is to establish and maintain good investor relations and corporate disclosure. We facilitate communications with existing as well as potential investors and analysts through regular meetings, performance briefings and statutory financial performance reporting.

You were the pioneer batch in the SMU BBM programme, and once again for our MBA programme, so are you a risk-taker in life?

That is not true since these decisions were really calculated risks. 2009 was a recessionary year when the impact of the financial crisis was most severely felt. That made it a good time to return to school and upgrade my skills and knowledge.

So, why have you decided to come back to SMU for your MBA?

Conducted in Singapore, the programme was affordable as compared to overseas programmes. Most importantly, I had utmost confidence in SMU’s programmes as I have graduated from SMU’s BBM and it was a most superb experience. The familiarity with the school system also meant less time and effort were required to adapt to a “new” environment.

Many people think that BBM and MBA deliver the same content. Is this true?

Broadly, I would say ‘Yes’. Nonetheless, the differentiating factor for the SMU MBA would be its Asia focus. The in-class discussions are very much skewed towards an Asian business setting. The programme consistently gave us opportunities to network with a large pool of high level professionals from the region who offer genuine insight into business management in Asia. For the BBM program, discussions could not be brought up to a high level as the exposures and work experience of the participants are still limited. Whereas my MBA classmates, who are from diverse industries and countries of origin, had plenty to share on their respective fields and countries.

What was your biggest challenge when you were doing the programme and what is your advice for those who intend to go back to school?

After working for several years, going back to the long hours of study was definitely a big challenge for me. It took a lot for me to stay focused reading journals and textbooks with pages and pages of words with no stimulating visuals! On a sidenote, I also had trouble staying slim! I put on a lot of weight during the programme because I often felt hungry when I was studying and many times had supper after my evening classes which ended at 10pm. My advice is this - Be prepared for the mental toil of studying again and keep a consistent exercise regime!

What do you think is your greatest achievement with the completion of the programme?

It was a journey of self-discovery and of learning how to collaborate effectively with people of different backgrounds, experiences and strengths. The process of establishing a common understanding of the situation at hand was crucial and it became what I value as an important life skill.

Finally, any chance that you might be back in SMU again?

Of course! I’m more than willing to return to my alma mater if the school has something relevant or suitable for me to contribute to.

Thank you so much for your time. We wish you all the best in the New Year!
GRADUATE PROGRAMMES IN LKCSB

Executive MBA
As Asia transforms into an economic powerhouse, leading companies are actively pursuing a deeper knowledge of the region and preparing their top talents with the pragmatic skills to take their firms global and turn change and paradigm shifts into growth opportunities. SMU EMBA does just that. A refreshing and relevant curriculum with an Asian focus has been designed by its world-class faculty and industry captains. The programme can be completed in 9 weeks over 13 months, with modules being taught in Singapore, China, India and USA.

For more information, please visit: http://www.business.smu.edu.sg/eMBA/index.asp

MBA
Innovative in delivery and design, the SMU MBA focuses on leadership and communication with a solid foundation in the traditional functions of management. Two programmes are offered: an 18-month Evening MBA and a 12-month Full-time MBA.

For more information, please visit: www.business.smu.edu.sg/MBA

Master of Science: Applied Finance
The Master of Science in Applied Finance (MAF) Programme aims to equip practitioners with knowledge and skills in applied finance. The curriculum is designed to meet the Chartered Financial Analyst (CFA) examination requirements for those pursuing their CFA designation. There are 3 tracks under the MAF programme: the full-time track, the part-time track and the China track.

For more information, please visit: http://www.business.smu.edu.sg/maf/index.asp

Master of Science: Wealth Management
The Master of Science in Wealth Management is designed specifically to meet the needs of both aspiring and seasoned wealth managers who wish to deepen their skills, knowledge and expertise. The programme is offered in collaboration with the Wealth Management Institute, Swiss Finance Institute and Yale University. One study block is conducted overseas facilitated by Swiss Finance Institute and Yale University. The curriculum was designed in consultation with the wealth management industry and is regularly reviewed to reflect industry development. To date, more than 270 participants (including private bankers, asset managers, fund managers, investment professionals and aspiring wealth managers) from various countries have graduated from the programme.

For more information, please visit: http://www.business.smu.edu.sg/mwm/index.asp

Ph.D. in Business (Finance) and Ph.D. in Business (Organisation Behaviour and Human Resources)
In addition to the master’s programmes, LKCSB currently offers a Ph.D. in Business with concentration in Finance. This programme involves highly rigorous research in Finance and is a preparation for careers in industry or academia. A Ph.D. in Business (Organisation Behaviour and Human Resources) is expected to be in place in 2012.

For more information, please visit: www.business.smu.edu.sg/PhDinBusiness_Finance and www.business.smu.edu.sg/PhDinBusiness_OBHR