2011 was a turning point for LKCSB. Adding to the accolade of AACSB accreditation in April 2011, LKCSB was awarded EQUIS accreditation in December. This is a testimony to the fine quality of our education, learning environment and faculty, as well as the strong value proposition which LKCSB offers to our students. Honourable mentions are to be made to the faculty, staff and students who played a part in the accreditation process and contributed to this great accomplishment! Read about this in the issue feature.

Adding to this remarkable note is our very own Bondue holding its very first Keynote Forum, with a two-way dialogue with industry leaders, together with a networking session. You can read more about this together with other notable events and seminars organised by LKCSB in the past few months.

I would also like to congratulate the faculty and student award winners for their stellar performance, including our LKCSB students who represented the nation in the recent SEA Games.

It’s going to be another great year ahead! Enjoy reading!

Professor Howard Thomas
Dean
LKCSB Chair in Strategic Management
Lee Kong Chian School of Business
The Lee Kong Chian School of Business (LKCSB) has seen significant success building its reputation in the local and international markets since its founding in 2000. As part of a larger strategy to further raise its profile internationally, the School began seeking accreditation from the Association to Advance Collegiate Schools of Business (AACSB) and the European Foundation for Management Development (EFMD) in late 2008. The respective accreditations offered by these organisations are AACSB accreditation and EQUIS (European Quality Improvement System) accreditation, both of which are respected internationally as marks of quality in management education.

The first payoff for this investment of effort came in April 2011, when LKCSB was officially conferred AACSB accreditation. Shortly after, in December 2011, the School was awarded EQUIS accreditation. In both cases, the School has the distinction of being one of youngest schools in the world to be accredited. This double accreditation puts LKCSB in the company of schools such as Instituto de Empresa (IE) Business School in Spain, École des Hautes Études Commerciales de Paris (HEC Paris) in France, and International Institute for Management Development (IMD) in Switzerland, and achievement of both accreditations in such a short time (within three years and one year of being declared eligible by AACSB and EFMD, respectively) makes it a significant accomplishment.

Also noteworthy is the fact that EQUIS makes a distinction between ‘three-year accreditation’ and ‘five-year accreditation’, with the latter being more difficult to attain. LKCSB was awarded five-year accreditation, a signal of the confidence that EFMD has in the quality of the School.

The work that the School undertook to be accredited was largely the same for both AACSB and EQUIS accreditations. The process in both cases began with an analysis of what gaps there might be between the School’s performance and the quality standards imposed. The quality standards cover the typical areas of a business school’s operations, including the quality of faculty and students, research output, teaching standards, admissions processes and standards, and programme rigour. After successfully closing all gaps, there was meticulous documentation of how the School meets all standards and a gathering of evidence for it. This work culminated in the submission of a Self-Evaluation Report and a Self-Assessment Report to AACSB and EFMD, respectively.

The final stage of the process, and perhaps the most critical, was a visit by a peer review team comprising mostly deans of business schools. The team conducted an on-campus evaluation of the School that included meetings with senior management, meetings with stakeholders, and an audit of documents. The recommendation of the team then formed the basis for the decision to accredit the School.

While achieving accreditation is a milestone, it is not an event that marks the cessation of all accreditation-related work. Continuous improvement efforts and the filing of interim reports are expected of accredited schools.

Overall, while pursuing accreditation did involve a significant investment of effort, the benefits reaped were significant. In addition to a validation of the School’s quality by internationally recognised bodies, it also provided the opportunity for self-reflection and for the School to systematically take stock of its strategic direction, strengths, and weaknesses.
NEW APPOINTMENTS AND FACULTY ACHIEVEMENTS IN LKCSB

LKCSB would like to congratulate the following faculty on their new appointments:

MELVYN TEO
Professor of Finance
Director, BNP Paribas Hedge Fund Centre
New Appointment:
Associate Dean (Research)

CAO XIAPING JERRY
Assistant Professor of Finance
Awarded:
Lee Foundation Fellowship for Research Excellence (2011)

CHANG HANNAH
Assistant Professor of Marketing
Awarded:
Lee Foundation Fellowship for Research Excellence (2011)

YOSHIKAWA TORU
Associate Professor of Strategic Management
Awarded:
Lee Kuan Yew Fellowship for Research Excellence (2011)

LKCSB HOSTS CORPORATE TREASURY MANAGEMENT SEMINAR

An interesting and robust discussion between the sell-side bankers and the buy-side corporate treasurers took place at the recent Corporate Treasury Management Seminar. This successful seminar was organised by LKCSB, in collaboration with the DBS Treasury and Markets Team, and the Association of Corporate Treasurers of Singapore, for students of the Corporate Treasury Management elective on November 12, 2011. DBS’s involvement in this programme is part of the ongoing DBS-SMU Corporate Treasury course tie-up, where the memorandum of understanding was entered into last October with a donation of S$220,000 to LKCSB, to help develop corporate treasury talents and strengthen Singapore’s attractiveness as a regional hub for corporate treasury centres.

This seminar focused on the challenges that corporate treasurers face in the current post-financial crisis environment. Invited speakers included:

• Mr Liang Eng Hwa, MP and DBS Bank Managing Director and Head of the Treasury and Markets Corporate Advisory Group
• Ms Lum Yin Fong, DBS Bank Managing Director of Global Transaction Services
• Mr Christopher Loke, PSA International Vice President (Group Treasury)
• Mr Damian Glendinning, Lenovo Vice President and Treasurer
• Mr Ang Thiam Hua, RGE International General Manager

With exciting exchanges between the speakers, all in all, the seminar was highly informative and well-received by the audience.
CHAIRMAN OF THE SWISS BANKERS ASSOCIATION PRESENTS AT LKCSB

Under intermediation by the Embassy of Switzerland, the Chairman of the Swiss Bankers Association and Senior Partner of Lombard Odier Darier Hentsch & Cie, Mr Patrick Odier, gave a presentation titled “Swiss Banking – Strategic Challenges” on December 1, 2011. The seminar, which was co-organised by LKCSB, University of St. Gallen, Swiss Business Association and the Embassy of Switzerland, was graced by His Excellency Mr Jörg Al. Reding, the Ambassador of Switzerland to Singapore.

He spoke to a 120-strong crowd comprising the Swiss community, members of the Singapore International Chamber of Commerce, University of St. Gallen alumni and SMU students. He highlighted demanding challenges faced by the Swiss banking sector and discussed pertinent strategies for the industry to move ahead.

It was indeed a privilege to have Mr Odier at LKCSB, and the audience appreciated the insightful topics and discussion shared.

EMBA STUDENTS’ COUNTRY IMMERSION – USA & INDIA

Having a Philly cheesesteak and taking in a local baseball game was what SMU’s pioneer batch of EMBA students had the opportunity to experience during the immersion programme at Wharton School in Philadelphia, USA. The immersion programme is designed to provide a holistic approach allowing students to experience and immerse themselves in different cultures while benefiting from the experience and knowledge of educators from prestigious universities.

While at the Indian School of Business (ISB) Hyderabad, India, students had the privilege of meeting Honourable Minister Smt. Jayanthi Natarajan, who addressed the class and shared insights, experiences, and issues close to her heart as the Indian Minister of State of Environment and Forests. All were also treated to the visual feast of Smitha Madhav, a well-known performing artiste specialising in the classical arts of Southern India, namely the Carnatic vocal music and 'Bharatanatyam' dance. The segment was brought to a close with a fruitful networking dinner which was held with the members of the Young Presidents’ Organisation in India at the home of a prominent business leader.

BONDUE KEYNOTE FORUM 2011 – “THE RELEVANCE OF A BUSINESS DEGREE IN TODAY’S ECONOMIC CLIMATE”

“The Relevance of a Business Degree in Today’s Economic Climate” was the topic of the inaugural Bondue Keynote Forum 2011, an interactive dialogue and networking session between top industry leaders and graduating students. Successfully hosted by LKCSB’s flagship club, Bondue, on October 13, 2011, the session provided students with insights to various industries and the current economic climate, as they ready themselves for the working world.

After her opening address, the Guest-of-honour for the evening, Ms Maureen DeRooij, Regional Head Singapore & South East Asia, SME Banking of Standard Chartered Bank, joined a panel featuring:

- Mr Alvin Lim, Head of HSBC Singapore Global Banking Advisory
- Ms Kathy Zhang, Group Managing Director (Investor Relations) of Financial PR
- Ms Toni Chow, Director (IT and retail) of Request Asia
- Mr Jörg Dietzel, LKCSB faculty and CEO of Jörg Dietzel Brand Consultants Pte Ltd

The panel engaged students in an interactive forum which culminated with a structured networking session that gave students the opportunity to interact with invited practitioners across different industries over a casual dinner. Graduating students found the session very refreshing and meaningful as this was a rare opportunity for them to mingle with numerous professionals in one setting. Invited practitioners were highly impressed with, not only the professionally organised event, but with the students who attended the forum as well.
EXCITING UPDATES FROM OUR LKCSB STUDENTS AND CLUBS

Cognitare wins 1st runner-up at the 8th annual CIBER 2011 organised by the University of Connecticut – Garry Tan, Arthur Chen, Vikramaditya Lakhotia and Melvin Nicholas Seah

DBS-SMU Quantitative Finance Challenge 2011 – an event co-organised by Q.E.D. Quantitative Finance Society and DBS. The Singapore team winning 2nd runner-up comprised SMU and NUS students

LKCSB students Ivan Chang and Abbas Ali Mohamed Irshad win 1st runner-up at the TATA Crucible 2011, with Mr Vish Iyer, President of Tata Consultancy Services (Asia Pacific)

MSc in Wealth Management champions of the Bank Julius Baer Investment Game 2011 with the judges

LKCSB students doing well at the recent SEA Games – Gary Yeo, Samantha Chen, Hwa Soong Yi, Sara Tan, Russell Ong. Not in picture: Loh Zhi Zhi and Zach Ong
With the year end approaching, the LKCSB Alumni Group was proud to officially launch its first event for business alumni on October 28, 2011. This event brought together LKCSB alumni from the BBM undergraduate and graduate programmes for a time of fun, networking and understanding of the job market. Aptly named Oktoberfest, this informal event included great entertainment and loads of beers, while alumni caught up with one another over a sumptuous meal.

Most notable about the event was the mini seminar given by Mr Jonathan Kwan, a LKCSB adjunct faculty and career coach and principal of Kwantum Leap entitled “Managing a Quarter-Life Crisis: Lessons from the X Factor”. Using interesting tips and examples from Simon Cowell’s X Factor, Jonathan shared tips to navigate the current job market, advising the Alumni on strategic moves to get noticed in their careers and succeed in their jobs.

The LKCSB alumni group would like to thank all participants who turned up for the event, and hopes to garner future support and involvement from LKCSB alumni.