Greetings from the Lee Kong Chian School of Business! It is my pleasure to present you the inaugural issue of the LKCSB E-Newsletter. Through this E-Newsletter every semester, you will be updated on various aspects of the School.

One extremely crucial ongoing process is the AACSB accreditation, the first among other international accreditations that we will attempt to achieve in the very near future. Important milestones have been reached and I will keep you updated as news unfold. Our progress is accelerating in record time.

It is indeed my honour to introduce the new LKCSB Strategy and Advisory Board constituting exceptional individuals who will contribute actively to the School’s strategic path. The School has also decided to set up an Alumni board and we welcome alumni who are keen to contribute to step forward. Lastly, I am pleased to announce several new senior faculty appointments and promotions in the School, and that our students have done us proud by clinching awards in numerous business competitions. You will find more information in the section ‘School Highlights’.

I wish you a productive and meaningful term ahead!

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

“WHO’S BACK IN SCHOOL?”

We have long known that LKCSB graduates are highly sought after in the various industries, be it banking, management consulting, marketing, public service and many more. But do you know that a good number of LKCSB graduates return to SMU as full-time employees? They are active contributors in aspects so diverse that you will be surprised, which clearly shows the versatility of our graduates. Find out who’s back in school!

SCHOOL HIGHLIGHTS

- The School has recently reconstituted the Lee Kong Chian School of Business Strategy and Advisory Board for a new three-year term. These exceptional individuals bring decades of experience and unique backgrounds to the School. We are honoured to have Ms Jeanette Wong, Group Executive, Institutional Banking Group of DBS Bank Limited re-appointed as the Chair of the Board.

- Get Acquainted with our Newly Promoted Faculty and Senior Appointment Holders in LKCSB.

- Check Out the New and Upcoming EMBA programme.

- Find Out More about Two Internationally Acclaimed Conferences Recently Held in LKCSB:
  - Financial Management Association (FMA) Asian Meeting
  - International Communication Association (ICA) 2010

- See Students who have Done Us Proud in Recent Business Competitions

LIMITED EDITION LKCSB CORPORATE GIFTS FOR SALE

These limited edition thumbdrives ($25 each) and lanyards with sealable cardholders ($3 each) are designed in relation to the LKCSB’s Mission Statement and are available in the colours shown. To order, please email LKCSB@smu.edu.sg.
What is AACSB accreditation?

AACSB is an internationally-renowned organization that grants accreditation to institutions with business and accounting programmes at the bachelor’s, master’s, and doctoral levels. AACSB accreditation has a long-standing reputation as the most recognized accreditation that an institution and its business programmes can earn. AACSB accreditation is, therefore, much like a badge of honour that signals to the world the quality of an institution’s programmes.

Why is accreditation beneficial?

Accreditation provides an assurance of the School’s quality to various stakeholders, since the process of achieving accreditation involves a scrutiny of the School’s mission, operations, faculty qualifications and contributions, and quality of degree programmes. While it is true that LKCSB could well set its own standards of excellence without subscribing to or limiting ourselves to standards imposed by an external organization, a seal of approval by an independent and reputable organization such as AACSB lends credibility to our claims of quality. Accreditation offers assurance to prospective students and parents that we provide a quality education and will be particularly helpful in attracting international students to our undergraduate and postgraduate programmes. It will also inspire greater confidence in employers, both local and international, in the abilities of our graduates. Overall, it will give us a competitive edge vis-à-vis other business schools in Singapore and the region.

UPCOMING! EMBA PROGRAMME

Singapore Management University Executive MBA Programme is specially designed with input by more than 100 senior leaders across Asia with emphasis on “Growth Through Excellence: Growth for the Individual and Growth for the Organization”. Its unique programme schedule allow candidates to pursue an MBA within nine weeks over a period of 13 months which is the fastest in the world. The programme is rigorous, relevant and rewarding with learning experiences in four countries. SMU is proud to collaborate with world-renowned universities like Wharton of University of Pennsylvania, Indian School of Business at Hyderabad, and Guanghua School of Management of Peking University. The programme is for Senior Leaders with more than 10 years of working experiences.

More information can be found on the following website http://www.business.smu.edu.sg/emba/index.asp

FINANCIAL MANAGEMENT ASSOCIATION (FMA) ASIAN MEETING

The second Financial Management Association (FMA) Asian Meeting in Asia was held in the Singapore Management University from 14 to 16 July 2010. The Meeting brings together academicians and practitioners with interests in financial decision-making. It also provides a forum for presenting new research and discussing current issues in financial management, investments, markets and institutions, and related topics. A total of 143 papers were submitted for the conference, of which 61 were accepted for an acceptance ratio of 42%.

Full details of the Conference can be seen here: http://www.business.smu.edu.sg/disciplines/finance/Full%20Prog.pdf

INTERNATIONAL COMMUNICATION ASSOCIATION (ICA) 2010:

For the first time in Singapore, the International Communication Association which is the largest and most prestigious organization for communication scholars and professionals in the world held its session on Global Public Relations at Singapore Management University on 22 June. The 1-day conference brought together the world’s leading public relations scholars to discuss the global strategic thinking with public relations practitioners and we were the first to turn it into a meeting of both academe and industry.

International Communication Association Website: http://www.icahdq.org/
We are proud to announce recent faculty promotions and new appointments within the School.

1. Faculty Promotions in LKCSB
   - Benedict KOH – Promoted to Professor of Finance (Education)
   - Jin Kyung HAN - Promoted to Professor of Marketing
   - Srinivas K. REDDY – Appointed as Professor of Marketing

2. LKCSB Dean’s Office Appointments

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<tr>
<th>Appointment</th>
<th>Description</th>
<th>Name</th>
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<tbody>
<tr>
<td>Deputy Dean (Undergraduate &amp; Admin)</td>
<td>Teaching, Curriculum &amp; General Administration</td>
<td>Professor Francis KOH</td>
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<tr>
<td>Deputy Dean (Faculty &amp; Graduate Studies)</td>
<td>Faculty, Research, Graduate Programmes</td>
<td>(To be appointed)</td>
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<tr>
<td>Associate Dean (Admissions/Undergraduates)</td>
<td>BBM Admissions, Student Matters &amp; Lee Kong Chian Scholars Programme</td>
<td>Associate Professor ONG Siow Heng</td>
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<tr>
<td>Associate Dean (General Management)</td>
<td>MBA,EMBA &amp; Other General Management Programmes</td>
<td>Professor REDDY K Srinivas</td>
</tr>
<tr>
<td>Associate Dean (Specialised Masters)</td>
<td>MAF,MAF(China),MWM &amp; Others</td>
<td>Professor Benedict KOH</td>
</tr>
<tr>
<td>Associate Dean (Research)</td>
<td>Post Graduate Programmes by Research (PGR), Research Matters</td>
<td>Associate Professor Brian RODRIGUES</td>
</tr>
<tr>
<td>Academic Director (Accreditation)</td>
<td>AACSB, EQUIS, AMBA Accreditations</td>
<td>Assistant Professor Michelle LEE</td>
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<td>Area Coordinator</td>
<td>Corporate Communication Group</td>
<td>Associate Professor Gregor HALFF</td>
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<tr>
<td>Area Coordinator</td>
<td>Finance Group</td>
<td>Associate Professor Jeremy GOH</td>
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<tr>
<td>Area Coordinator</td>
<td>Management Group</td>
<td>Associate Professor Ted Feichin TSCHANG</td>
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<tr>
<td>Area Coordinator</td>
<td>Marketing Group</td>
<td>Professor Jin Kyung HAN</td>
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<td>Area Coordinator</td>
<td>Organisational Behaviour &amp; Human Resources Group</td>
<td>Associate Professor Gary GREGURAS</td>
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<td>Area Coordinator</td>
<td>Operations Management Group</td>
<td>Professor YANG Kum Khiong</td>
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<tr>
<td>Area Coordinator</td>
<td>Quantitative Finance Group</td>
<td>Associate Professor Christopher TING</td>
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>>>Return to 1st Page
School Highlights

ACHIEVEMENTS AT RECENT COMPETITIONS

3rd place, CIBER Case Challenge at Ohio State University (Fisher College of Business) (AY09/10, International)
Team Members: Perry Mok Wei Ming and team
Best Speaker: Russel Tan Jiming (Not in photo)

1st place, CFA - Singapore University Investment Research (AY09/10, National)
Team members: Inderjit Singh, Rachel Ip, Joseph Ho, Kwan Zhi Yuan

Crowbar Awards 2010 (AY10/11, International)

Interactive Crowbar
Gold - “Taipei Metro TransitVote” by Hong Huazheng & Emir Ilyia Bin Shafri
Silver - “Uniqlo Dressing Room” by Hong Huazheng & Emir Ilyia Bin Shafri
Silver - “Redbull Z-Monster Challenge” by Emir Ilyia Bin Shafri

Photography Crowbar
Bronze – “Nature?” by Rueben Ong Jun Wei

Advertising Crowbar
Silver - “SPF Delayed Reaction” by Emir Ilyia Bin Shafri

Cannes Lions Int’l Ad Festival (AY10/11, International)
Emir Ilyia Bin Shafri is amongst the 30 most promising global advertising talents as part of the Roger Hatchuel Academy.

1st place, Singapore HR challenge (AY09/10, National)
Team Members: Chan Pang Hong, Goh Li Ling, Lee Qiao Xiang, Wong Liting, Zhang Xiu Wen

2nd place, Singapore HR challenge (AY09/10, National)
Team Members: Lim Hui Shan, Ivan Lim, Sophia Teh, Alan Tham, Tan Yan Ting

1st place, SPH Universities Business Quiz (AY09/10, National)
Team Members: Hong Dijun, Benjamin Oh, Quek Shuwei, Tan Chia Hong

1st place, SPH (AY09/10, National)
Team Members: Roy Cheng Ming Jie, Loh Hao Ming, Sandy See Pei Yan, Tan Chia Hong

>Return to 1st Page
Currently we have 12 LKCSB alumni serving in the various departments in SMU, and who exactly are these amazing individuals? In the few liners given, we think they have clearly shown that ‘They love SMU’!

1. “I have always wanted to work with something that I believe in, and the choice was easy as the entire SMU experience has transformed me. The sense of satisfaction is immense to be able to contribute personally to the development and progress of my alma mater.”
   - Ms Jace Loi Chen Min,
   Office of the Dean, LKCSB

2. “Coming back to SMU as an alumnus gives me the same feeling as the first day of school as a student did – it is a wonderful feeling! I love the familiar faces and love the friendly SMU environment, so here I am!”
   - Ms Kartika Leono Liaw,
   Office of Advancement & Alumni

3. “It feels great coming back to campus! This time round, I get to look at things from the other side. When I meet with students, and I share that I’m from the pioneer batch, in that instant, we can immediately relate to each other.”
   - Ms Loh Min Hua,
   Office of Career Services

4. “SMU provided numerous growth opportunities when I was an undergraduate. To play a part in SMU’s development now is one way to repay the faith and confidence my alma mater has in me back then. It’s definitely great to be back.”
   - Mr Chen Zihao Jeffrey,
   Office of Investment

5. “Coming back to help start up a new business incubation programme and growing it into what is now the Institute of Innovation & Entrepreneurship has certainly given me a great sense of satisfaction and achievement. Being the Evangelist for the Institute had allowed me to form what I call The Towkay Concierge, aka The Business Concierge, to help entrepreneurs get started and connected. I look forward to seeing more million dollar revenue marking companies down the road!”
   - Ms Adeline Tan,
   Institute of Innovation & Entrepreneurship (IIE)

6. “I am glad to stay connected with SMU. It has been a great experience knowing the juniors, instructors and staff from the various offices personally.”
   - Ms Cheong Lee Min,
   Office of the Dean, LKCSB

7. “It is great to be back in SMU! After studying here for 3.5 yrs, I feel honored to be given a chance to contribute back to the School. Working at the library gives me the opportunity to provide information services to the school community that helps them to enhance their research, teaching and learning.”
   - Ms Siti Nurhidayah Binte Mohamed Dzulkiiflee,
   Li Ka Shing Library

8. “I really enjoyed my time in SMU as a student and when the opportunity to work in alma mater presented at the right timing, I grabbed it. What a better way to extend my wonderful time in school: it has been a great journey seeing the School grow and I have no regrets coming back.”
   - Ms Chan Sze Min,
   LKC Scholars Programme, LKCSB

Due to the individuals’ busy schedule, we were unable to get everyone involved for the group photo or the interview. We would like to take this opportunity to thank those who contributed to this column.

P/S: Calling for Enthusiastic and Passionate LKCSB Alumni out there! Feel strongly for the School 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, the School would like to engage you!

Please contact Cavin Wong, President of LKCSB’s very own alumni society at cavinwong84@gmail.com.