The constant drive for excellence is a formidable motivational force that steers us towards our goals. With many at LKCSB possessing such an attitude, the school has been basking in the glow of the many achievements of our outstanding faculty, staff and students, all of whom have added to the reputation of our school internationally.

In honour of the academic excellence of our scholastic faculty and students, the Beta Gamma Sigma chapter to be initiated at LKCSB this year is a significant milestone for us. This international honour society connects us to the best business minds in the world. Read more about this new chapter in the issue feature.

In this issue’s School Highlights, we have updates on the current postgraduate and professional programmes. We also highlight the role our faculty play in supporting Small and Medium Enterprises (SMEs) in the business community and the impact that LKCSB students have had on both the SMU community and the corporate world.

I hope 2013 smiles upon us as we continue developing a world-class business school!

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

ISSUE FEATURE:
LKCSB Introduces the Beta Gamma Sigma Chapter

With accreditation from AACSB International, LKCSB is pleased to establish the Beta Gamma Sigma chapter at SMU. Beta Gamma Sigma is the only business honour society recognised by AACSB International, and membership in BGS is one of the highest recognitions students and faculty can receive from business schools.
THE DEAN’S HONOUR SOCIETY

Also known as the Dean's Honour Society, LKCSB is proud to establish the Beta Gamma Sigma (BGS) chapter at SMU this year. With a century of lauded history, Beta Gamma Sigma is an international honour society that recognises business excellence among students in AACSB accredited business schools globally. Membership in BGS is the highest recognition business students and faculty can receive from a business programme. At LKCSB, it is by 'invitation only'.

The LKCSB BGS Chapter aims to leverage on the international prestige of BGS, and serve as the School's formal recognition of students who have excelled academically, demonstrated strong leadership skills and have also contributed to the school and the community at large.

The LKCSB Chapter will be a platform for our student and faculty members to be given opportunities to represent the school at exclusive events and external engagements. Members will also be part of the international BGS network of business professionals who are at the forefront of their respective fields.

“Beta Gamma Sigma recognises business excellence globally. Membership is highly selective and represents an exciting opportunity for students and faculty to develop themselves, and be part of the global BGS network of business professionals.”

Professor Srinivas Reddy, Associate Dean (LKCSB), chapter advisor of the LKCSB BGS chapter

School Highlights

LKCSB FACULTY HONOURS, ACHIEVEMENTS AND PROMOTIONS

We would like to congratulate the following faculty:

Deputy Dean Brian Rodrigues on his promotion to Full Professor

Professor Francis Koh on his appointment to Vice Provost (Special Projects) and Associate Dean (Strategic Planning) at the LKCSB Dean’s Office

LKCSB Faculty Contribute to the SME Community

The Business Times, in collaboration with SMU, featured a bi-monthly column in 2012, “Engage SMU Profs”, where a business-related question asked by a member of the public was responded to by an SMU professor. To date, five LKCSB professors have shared their views on various issues commonly encountered by Small and Medium Enterprises (SMEs).

Business Times - Engage SMU Profs:
- Mark Chong: Importance of Corporate Reputation
- Gregor Halff: How to Manage Different Types of Company Crisis
- Thomas Menkhoff: Foster a Culture of Continuous Learning and Innovation
- Michael Netzley: How to Make a Social Media Investment Pay Off
- David Wagner: Sleepy Employees Are Less Effective

Additionally, our faculty have been featured in the widely-circulated SME Magazine under a section entitled “Ask the SMU Prof”.

SME Magazine - Ask the SMU Prof:
- Marcus Lee: Keep Them Happy
- Tan Wee Liang: Bank on Your Beauty
LKCSB Postgraduate & Professional Programmes Updates

• Signing of MOU with Washington University
LKCSB and the Olin Business School of Washington University in St Louis have come together to form a new partnership to offer international students the new Global Master of Finance dual degree programme. Students will graduate with two degrees – a Master of Science in Applied Finance from SMU and a Master of Science in Finance from Olin.

LKCSB Dean Howard Thomas commented on the collaboration: “We are honoured and delighted to partner with Washington University in St. Louis and Olin Business School. This is the first dual degree programme offered by SMU with a leading university in the United States. The programme promises students the distinctive opportunity to learn about financial systems and practices in the US as well as in Asian markets – giving them a competitive advantage that will stand them in good stead in their future careers.”

• Signing of MOU with Eurex
On Sept 27, 2012, SMU signed a cooperation agreement with Eurex Exchange (Eurex), which pledged to support the QF Lab with market data for teaching and research. Eurex and SMU will also jointly issue research papers on industry-related topics in the near future.

On the SMU-Eurex collaboration, Professor Francis Koh, SMU Vice Provost (Special Projects) and LKCSB Associate Dean (Strategic Planning) said, “We are excited and honoured to be Eurex Exchange’s first university partner in Southeast Asia. Access to high-quality market data in real-time will definitely enhance the value proposition that we provide to all students of the SMU Master of Science in Quantitative Finance programme. The streaming of Eurex market data through CQG, a trading software used by professional traders, will surely enrich the learning experience.”

Bondue Keynote Forum 2012
During the second installation of this annual event, our Guest of Honor, Mr Fermin Diez, Senior Partner of Regional Business Leader of APAC Human Capital, Mercer (SG), broached the topic of “Employability” – gaining, maintaining and excelling in one’s job – the theme of Keynote 2012. Thereafter, students and guests engaged in a light-hearted, yet thought-provoking panel discussion facilitated by ex-SMUSA President and LKCSB student, Ryan Tan. The panel comprised the following speakers:

1. Guest of Honor, Mr Fermin Diez, Senior Partner, Regional Business Leader of APAC Human Capital, Mercer (SG)
2. Ms Florence Tan, Director of Trading/Commodities, HSBC
3. Mr Loh Pin Chuan, Public & Government Affairs, Exxon Mobile
4. Mr Soon Loo, Director, Senior Executive Coach, AdvantEdge

The event culminated on a high note, making it both an unforgettable and insightful experience for both our guests and participants.

• New PhD in Business (Marketing)
LKCSB has recently launched a new full-time PhD programme, targeted towards training students to become leading marketing faculty in the top tiered research focused schools. In support of its innovative curriculum, the School has invited faculty from all over the world to nurture students, emphasizing the development of rigorous and relevant research, while focusing on understanding, and predicting marketing actions of firms and managers.

More information can be found here.

LKCSB STUDENT CLUBS AND STUDENT ACHIEVEMENTS

Bondue receives the trophy for the Inter Faculty Games 2013, the 3rd year in a row

Winning Team MKIS poses for a photo with Nielsen executives and LKCSB Assistant Professor Anirban Mukherjee, at the marketing competition organised by AC Nielsen and smarketing

Cognitare winning second place at the prestigious Marshall International Case Competition 2013

The winning team at the recent CFA Institute Research Challenge 2012-2013 with team mentor Pratik Rite from HSBC and LKCSB Faculty Advisor Associate Professor Joseph Lim
Jointly with the SMU Alumni Association, the LKCSB Alumni Board organised its year-end alumni gathering on Nov 9, 2012. It was a heart-warming opportunity for alumni from various undergraduate and graduate programmes to come together for a gastronomic feast and fun activities (of course, not forgetting the generous servings of wine and beer).

See you at the next one!

The LKCSB Alumni Group is rolling out exclusive LKCSB Alumni apparel. Look out for the e-mails for information on ordering and payment procedures! While stocks last!

We look forward to your keen participation and contribution back to LKCSB! For LKCSB alumni who would like to participate actively in any of our activities/planning or contribute any ideas, please drop an email to Cavin Wong (cavinwong84@gmail.com), Chair of the Board, or Monica Wai (monica.wai.2006@smu.edu.sg), Honorary General Secretary.