OPEN YOUR MIND. BE EMPOWERED TO MAKE A DIFFERENCE.

“Excellent programme conducted in a great campus and with excellent faculty having deep understanding.”

Rajesh Bansal
Senior Consultant
Tata Consultancy Services
TCS-SMU Alchemy Programme
SMU Executive Development (SMU-ExD) is dedicated to international talent development in a contemporary Asian setting. Integrating the best of Asian and Western practices and theories, our open enrolment and custom programmes deliver outstanding returns on investment for individuals and organisations, leveraging meticulously-designed curricula which address business challenges in the context of Asia.

Our pedagogy of “Knowledge - Application - Empowerment” is exciting clients and participants from Asia and the world; helping them succeed in effecting positive behaviour changes and improve business performance.

SMU is uniquely equipped to provide this support, drawing on the breadth and depth of the business school plus five other schools all specialised in issues of business and management in Asia. SMU Executive Development engages eminent academic faculty, experienced business consultants and outstanding leadership coaches.

Partner with SMU-ExD and be empowered to make a difference.

Steve Wyatt
Executive Director
The programme highlighted crucial skills for balance-sheet, inventory and cash-flow management. Doctors usually continue their education in terms of medical and research skills. This course thus offers a refreshing and useful change. The networking opportunities were helpful too.

Dr Yong Chern Chet
Family Physician
Raffles Medical Group
GSK-SMU Medical Practice Management Programme
OUR BUSINESS IS BUSINESS AND OUR FOCUS IS ASIA

Highly regarded for excellence in management practice, Singapore Management University (SMU) is one of Asia’s leading universities. SMU offers an unparalleled wealth of expertise in issues of business and management in Asia, distributed across its six schools (Accountancy, Business, Economics, Information Systems, Law and Social Sciences). The SMU city campus is a modern facility, enabling a technologically integrated learning experience right in the heart of the Singapore business district.

Uniquely, SMU represents a fusion of Western and Asian theory and practice, with a strong foundation in our own research of management and business practices in Asia. We pride ourselves on the publication of research papers, our extensive library of teaching case studies and the business relevance of our programmes and courses.

SMU emphasises an interactive and practice-driven approach to teaching, combining small class sizes (that are conducive for dialogues and discussions) with practical experience in which participants apply the knowledge gained. Known as a pioneer for the holistic approach to producing well-rounded, multi-talented programme graduates, SMU also seeks to incorporate leadership and team skills in all programmes.

LEADERSHIP AT SMU

SMU-ExD is a centre of excellence for the development of outstanding leaders in Asia. The faculty are drawn from institutions globally and locally creating a fusion of the best insights and approaches for developing outstanding leaders for business and society in the context of Asia.

We offer a portfolio of programmes for leaders at four stages of their career:

- Emerging leaders
- General managers
- Senior executives
- Corporate directors

We also provide a suite of supporting services for the development journey of leaders:

- Individual assessments
- Structured programmes for teams and individuals
- Women in leadership
SMU Executive Development

FUTURE READY — NOW

SMU Executive Development

SMU Executive Development (SMU-ExD) prepares participants and organisations to be “Future Ready – Now”. Each programme reflects the developments and trends that are reshaping businesses, lifestyles and societies in Asia. Our programmes highlight the skills and understanding required to respond to and shape the changing dynamics of competition, demands of management and nature of leadership.

The role of Asia in the global context is evolving rapidly, matched by the shifting interplay and realignments between individual markets and economies within Asia. Thought leadership from our “Future Ready U” imbues programme participants with the perspectives to understand the evolutions taking place and with the confidence to act.

CUSTOM PROGRAMMES

Better by Design

SMU’s company-specific custom programmes are specially designed to address organisation-wide competencies and relevant business issues. This ensures the knowledge and skills imparted to the participants will fit the context and requirements of their organisations.

Our ability to listen and respond to our clients’ needs is amplified by our blend of practice-experienced faculty together with our research and teaching capabilities. This combination enables us to adopt a consultative approach to achieving the performance results desired. Find out more at www.exd.smu.edu.sg/cprogrammes

OPEN ENROLMENT PROGRAMMES

Learning Journey

Our open enrolment programmes are designed as a learning journey to enhance the professional capabilities of individuals and their ability to lead organisations and collaborate in teams.

Our portfolio includes a robust offering of both general and specialist programmes. A full range of the open enrolment programmes offered by SMU-ExD is available on our website, www.exd.smu.edu.sg/oeprogrammes

RETURN ON INVESTMENT

Knowledge-Application-Empowerment

SMU graduates are known to command premium salaries and secure the best jobs. SMU-ExD also delivers outstanding ROI for participants and client organisations. Our pedagogy of “Knowledge - Application - Empowerment” is designed to support behavioural change that leads to better performance, and enhanced business results.

All programmes are designed to deliver a set of specifically identified, desired performance outcomes. Whenever possible, we measure and track both programme effectiveness and the resulting performance improvements; refining content, approach and participant engagement to optimise ROI.
KNOWLEDGE AT SMU

SMU’s distinguished faculty are at the heart of the Executive Development value proposition and they play a key role in all aspects of course design and delivery. Each programme taps on the rich expertise and industry experience of over 300 faculty across the six SMU schools in addition to more than 100 external faculty, leadership coaches and project facilitators.

The programmes weave together individual contributions to create a high-impact and rigorous real-world learning experience. Refreshing insights are also provided by our practice-track faculty and affiliate-faculty industry practitioners who possess a profound understanding of managing in Asia.

INTERACTIVE CLASS DISCUSSIONS
EXPERIENTIAL LEARNING
ACTION LEARNING
DIGITALLY ENABLED
PROFESSIONAL NETWORKING
SELF REFLECTION
MULTI-LOCATION

"It enlightens me in many areas of the business. It’s not simple but the course has made it applicable. It’s like a mini MBA! Brings out the essence, cuts out the nonsense."

Gabriel Ngoi
Technical Services
Lubrizol
Lubrizol-SMU Business Skills Programme
APPLICATION

APPLICATION OF KNOWLEDGE DIRECTLY TO A BUSINESS ISSUE

Performance improvement in individuals and teams is the result of the application of knowledge gained from the programmes. We offer our clients the option to design their own learning journey for an enriching experience that combines the learning of knowledge and an understanding of its relevance to key business issues that affect the organisation.

- Configure the learning process to directly address the business challenges
- Interspace short, class-based learning modules with periods of facilitated application to tackle relevant business issues
- Additional facilitation support for teaching modules and programme design

BUSINESS IMPACT PROJECT

The benefits of the Business Impact Project (BIP) can translate into a significant increase in the return on investment in the Executive Development programme.

- The knowledge, skills and techniques are applied to practice, thereby embedding understanding; facilitation further reinforces theories taught in class
- Supplementary skills are taught and honed (e.g. effective communication; managing cross-cultural and virtual teams; presentation skills, and structured thinking)
- A Business Impact Project delivers powerful insights and recommendations for addressing real and critical business challenges
- The motivation and engagement of the participants remain high as their outputs are directly linked to business issues and their participation is visible.

“SMU is different – the faculty have brought together so many real-life case studies that we can relate to as a company. Many trainers offer only a fixed approach and don’t tailor their programmes.”

Victoria Tay
Senior Director
Edwards Lifesciences, Asia Pacific
Edwards-SMU Business Managers Development Programme
EMPOWERMENT

EMPOWERED TO MAKE A DIFFERENCE

Value creation and personal fulfilment are amplified when teams and individuals are empowered to act and co-ordinate at new levels which set and exceed goals and are aligned with the vision of the organisation and their unit.

SMU-ExD offers an integrated suite of programmes to support the development of both team and personal leadership and empowerment capabilities.

LEADERSHIP ASSESSMENT AND PROFILING
Identify individuals’ leadership skills

PERSONAL LEADERSHIP MODEL
Increase personal influence and awareness of impact on others

DECISION-MAKING IN UNCERTAINTY AND AMBIGUITY
Learn to make decisions in situations of uncertainty and ambiguity

COACHING AND MENTORING
Build the next generation of leaders

EFFECTIVE TEAMS
Hone effective team-building skills

CROSS-CULTURAL AND VIRTUAL TEAMS
Create common tools, techniques and language for collaboration

PEER COACHING
Reap the benefits of peer-to-peer coaching

The programme touches on aspects very relevant to my role. It helps to diagnose my strengths and weaknesses, and gives me opportunity to improve on them.

Jessie Tan
Director
Sentosa
Sentosa-SMU CEO Teaching Series