Spring time and it’s back to school for 25 SME leaders

JOHNSON CHOO
johnsonchoo@mediacorp.com.sg

TWENTY-FIVE seasoned businessmen have enrolled at the Nanyang Technological University of Singapore (NTU) and National University of Singapore (NUS) this month for their executive MBA classes.

These leaders from small and medium-sized enterprises (SMEs) are the pioneer batch of students to benefit from Spring Singapore’s $20-million Management Development Programme (MDP), aimed at honing their leadership and management skills.

Launched in April at the inaugural Spring Enterprise Conference, the MDP aims to equip SME leaders — chief executives and key managers — with appropriate knowledge and general management expertise to face up to the challenges of today’s globalised economy.

“In today’s fast-moving competitive environment, there is still a need to continually drive up the performance of even the best companies, and to address weaknesses in management and leadership that are holding back productivity and performance,” said Mr Loh Khum Yeow, chief executive of Spring Singapore.

“It is therefore critical that our SMEs build strong management teams — teams that have a good understanding of industry trends, markets, strategic positioning and the overall management of business.”

The course curriculum is customised to suit the needs of SME, and includes modules on the management and growth dynamics of family businesses, contemporary issues for SMEs and managing initial public offerings.

Nine more executive development programmes will be launched later by three universities: NTU, NUS and the Singapore Management University.

The MDP expects to send some 1,000 SME business leaders and managers back to business school over the next five years.