At SMU our students learn early that business is more than dollars and cents, profits and losses. It’s about adding value to the world, not just to the bottom line. By throwing tough questions at them, we make sure that the students think hard about the values of running a business. They learn to appreciate the delicate inter-relationship of Business, Government & Society and Ethics & Social Responsibility. No wonder, they develop into men of refreshingly high intellectual and social maturity. They realize that in business, one can make a profit with one’s head. But when doing business with a heart, the whole society profits. WELCOME TO TAKE DISCOVER A DIFFERENT U.

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