Information for Candidates

About Singapore Management University & School of Information Systems
I am very pleased that you are considering this exciting opportunity with the School of Information Systems (SIS) at Singapore Management University (SMU). SIS is a member of the iSchools caucus and focuses on the relationship between information, technology and people. Established in 2003, SIS has, in only twelve years, achieved remarkable successes in research, teaching and industry impact in Singapore and the region. Imbued with a very collaborative and innovative environment, the School has a robust research ecosystem with several national-level projects of high impact. With an international team of highly qualified and committed faculty and staff members, the School forms an integral part of SMU.

This year, SMU celebrates 15 years since its inception. For a university this young, SMU has attained a significant reputation in education, research and industry. Having started with just the business school, 300 students and 37 faculty members in the year 2000, SMU has grown to become a leading specialised university for the world of management and social sciences, undergirded by a strong technological presence in the form of SIS. There are now over 8800 undergraduate and postgraduate students, about 350 faculty members across our six schools and over 16,000 alumni. SMU offers a diverse and vibrant environment with representation from over 30 countries among our faculty, staff and students. Today, SMU engages with approximately 220 universities worldwide at different levels of interaction. As a fast-rising university, SMU aspires to be recognised as a top city university in Asia having global impact in the next decade and beyond.

We are cognisant that the next decade holds both challenges and opportunities. Building on SIS’ solid foundation, the new Dean will further strengthen the School’s research portfolio, accelerate its progress as an Asian leader of education in information technology and systems and expand its impact in the region and internationally.

I invite you to learn more about us and experience for yourself the uniqueness of SIS and SMU. We hope you will join us as a key member in the SMU team of talented and motivated individuals who aim to take the University to achieve greater heights in the next decade.

Professor Lily Kong
Provost
Lee Kong Chian Professor of Social Sciences
Singapore Management University
SIS Dean

Position Summary and Key Responsibilities

Position Summary

SMU is seeking a talented and dynamic leader for the position of Dean of the School of Information Systems. Building on the foundations laid over the past 12 years, the Dean will have the opportunity to accelerate SIS’ progress as an Asian leader of research and education in information technology & systems. Doing so will require both innovation and bold leadership.

The Dean will be tasked to further strengthen the distinctiveness of the SIS research, and undergraduate, and post-graduate offerings and seize opportunities to realise ambitious plans for the School’s growth. She should have the leadership abilities to help groom faculty members to assume greater responsibilities, consolidate and strengthen the School’s research portfolio, differentiate and increase the awareness of the School’s academic programmes, grow the student enrolment and reach for still higher quality students.

The Dean should encourage and support interdisciplinary collaboration across SMU’s six schools and have strong ability to promote research partnerships, with industry and government agencies in Singapore, across Asia and beyond. Given this set of diverse stakeholders, we are seeking to appoint a Dean who is not only a distinguished scholar but who also has significant industry exposure.

Key Responsibilities

Strategic Planning & Leadership

> To establish SIS as the top school for information systems in Asia and continue to raise the international visibility and profile of the School.
> To lead the strategic planning for the School and align all resources, organisational structures and processes to meet the School’s vision, in alignment with the University’s vision and strategic goals.
> To ensure effective portfolio management and resource allocation across research, industry engagement, undergraduate, postgraduate and professional development programmes.
> To collaborate closely with senior leadership in the University central offices and with other Deans to develop and promote inter-school strategic initiatives.
> To collaboratively accelerate cross-disciplinary initiatives and research partnerships with other SMU schools, industry, government agencies and academic institutions in Singapore, Asia and beyond.

Academic Leadership

> To build and develop a faculty of international distinction through focused recruiting to ensure the School’s and University’s objectives are met with respect to the quality and diversity of faculty members, particularly with respect to senior faculty hires.
> To align faculty members to the key initiatives of the School and University to achieve excellence in research, teaching and practice. This will include a high degree of collaboration both within SIS and with other SMU schools.
> To work collaboratively with other senior colleagues to mentor junior faculty members and to groom those with potential to assume greater responsibilities and develop their leadership capabilities.

> To further enhance the faculty governance and management processes within the School and work within the University framework.
> To provide strategic direction to and oversee the research centres and labs in the School.

Development, Stewardship & External Relations

> To represent SIS locally and globally, manage and promote the School’s international and other external relations with all relevant internal and external stakeholders including media, other educational and business organisations, local government officials and eminent visitors.
> To maintain and further strengthen SIS’ connections with the information technology community.
> To facilitate, support and work with faculty members in external research grant efforts by connecting the School to the key research funding agencies.
> To articulate the development needs of the School and play a major role in devising and implementing the School fundraising strategy.
> To engage actively and effectively with industry to foster a high level of awareness of the School’s programmes, and establish a robust nexus from the standpoint of placement and sponsorship of training, academic and social initiatives.
### Professional and Personal Qualifications

1. Must possess a doctoral degree in a relevant field and have a distinguished scholarly reputation and record of academic accomplishment.

2. Ability to design and clearly articulate a compelling vision for the School, and then effectively translate that vision into strategic initiatives.

3. Proven record in leading and managing a school/organisation of similar scope and complexity.

4. Strong understanding of international developments in higher education and in the School’s professional domain and strong linkages to relevant communities; some industry background may be an advantage but is not a prerequisite.

5. Ability to build strong linkages and work collaboratively and inclusively with a diverse groups – University leadership, industry, government, research agencies, University partners, etc.

6. Must be a skilful negotiator and communicator to serve as a spokesperson for the School.

7. Demonstrated ability to manage sizeable research teams and to raise funding support and a disposition towards interdisciplinary research.

8. Ability to engage staff members, students, staff and alumni and forge consensus and shared ownership.

9. Ability to build a strong team and to lead, empower and delegate to them.

10. Track record in people development, with a personal conviction in the need to build a strong benchstrength of next-generation leaders.

11. Must have a global orientation and awareness and the ability to operate in diverse settings.

12. Strong interest in Asian markets and a willingness to live and work in Singapore full-time.

All inquiries, applications and nominations relating to this position will be treated in strict confidence and should be submitted electronically to SIS_DeanSearchCommittee@smu.edu.sg.
1. SMU is located in Singapore, a country with the goal of leveraging information technology, biomedical advances, telecommunications infrastructure, logistics innovations, and data to improve the lives of its citizens, create new economic and societal opportunities, and develop stronger business and social services. SIS is a participant and contributor to Singapore’s national effort to build a Smarter Nation, through its educational, research and outreach activities.

2. SIS is an iSchool (information school) with a strong computer science capability and focus on computing and IT in business, management and social science contexts.

3. Since its founding in 2003, SIS has had close working ties with Carnegie Mellon University (CMU). CMU faculty members have actively participated in SMU SIS faculty selection and mentoring, and in the design and development of SIS’s academic programmes.

4. The SIS faculty members represent five different areas of coverage and expertise: cyber security, data management & analytics, information systems & management, intelligent systems & decision analytics, and software & cyber-physical systems.

5. Today, SIS has 30 Research Track and 20 Education & Practice Track Faculty, and 16 Instructors. There are also 116 Research Staff in its Institutes, Centres, Labs and Initiatives (ICLIs). SIS’s research mission is to address deep technology challenges and management issues in information systems that have the potential to transform the way businesses operate and innovate, and create beneficial societal impacts.

6. Academic year 2015–16 student enrolments at SIS are large and growing. The BSc (IS) has 1,069 students enrolled with 1,748 graduated alumni. The Postgraduate Professional MITB programmes have 255 students at present, along with 304 past graduates. And the Postgraduate Research PhD programmes now has grown to 70 enrolled students, with 25 alumni. Finally, the Master of Applied IS (MAIS) has 13 graduates and 11 other students currently enrolled, with 10 graduates from the MSc (IS) programme.

### Current SIS Research & Project Areas

| -------------- | ------------------------ | -------------------------------------- |----------------------------- | ----------------------------- |--------------------------- |------------------------- |-----------------------------|

|-----------------------------|--------------------------------|-----------------------------------|---------------------------------|------------------------------------|----------------------------------------|----------------|-----------------|

<table>
<thead>
<tr>
<th>Information Systems &amp; Management</th>
<th>Economics of IS &amp; Technology</th>
<th>Platforms, Networks &amp; Markets</th>
<th>Information Products &amp; IT Services</th>
<th>IT &amp; Supply Chain Management</th>
<th>Financial IS &amp; Technology</th>
<th>Design, Innovation, &amp; Entrepreneurship</th>
<th>Risk Management &amp; Policy Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics of IS &amp; Technology</td>
<td>Platforms, Networks &amp; Markets</td>
<td>Information Products &amp; IT Services</td>
<td>IT &amp; Supply Chain Management</td>
<td>Financial IS &amp; Technology</td>
<td>Design, Innovation, &amp; Entrepreneurship</td>
<td>Risk Management &amp; Policy Analytics</td>
<td></td>
</tr>
</tbody>
</table>

|------------------------------------------|---------------------------------------------|---------------------|-----------------------------|-----------------|----------------------------------|---------------------------|--------------------------|

|----------------------------------|-------------------------------------|----------------------------|---------------------------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|

<table>
<thead>
<tr>
<th>Learning &amp; Information Systems Education</th>
<th>Learning &amp; Curriculum Analytics</th>
<th>Practice-Based Learning</th>
<th>Blended Learning</th>
<th>Game-Based Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning &amp; Curriculum Analytics</td>
<td>Practice-Based Learning</td>
<td>Blended Learning</td>
<td>Game-Based Learning</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Sciences &amp; Computing Systems</th>
<th>Computational Social Science</th>
<th>Systems for Field-Based Experimentation</th>
<th>Social Computing</th>
<th>Socially &amp; Behaviourally Aware Smart Nation Systems and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computational Social Science</td>
<td>Systems for Field-Based Experimentation</td>
<td>Social Computing</td>
<td>Socially &amp; Behaviourally Aware Smart Nation Systems and Services</td>
<td></td>
</tr>
</tbody>
</table>
7. SIS is the leader at SMU in its ability to attract externally funded R&D and projects. It has brought in more than S$94 million during its first decade of operation.

8. The largest funded activities include the Living Analytics Research Centre, the LiveLabs Urban Lifestyle Innovation Platform, the SMU-TCS iCity Lab, the Fujitsu-SMU Urban Computing and Engineering Corporate Lab, and the Secure Mobile Centre.

9. SIS’ style of learning for its BSc (IS) programme emphasises: (a) learning by doing; (b) project-based experiences; (c) social learning with peers; and (d) learning to learn. Learning activities are delivered via: hands-on, lab-based work; project work with students in teams; cross-team collaboration and cooperation to support learning; and projects and activities to encourage students to learn beyond the classroom.

"SIS is a unique place where practice, education and research truly blend together to allow faculty members, researchers and students to try out new ideas and achieve more beyond the classrooms and laboratories."

Michelle Cheong, Associate Professor of Information Systems (Practice), School of Information Systems

SIS Educational Programmes

| Undergraduate | BSc (information Systems)  
|               | 2nd major in Analytics, university-wide |
| Postgraduate: Professional Degrees | Master of IT in Business, MITB  
|               | MITB (Analytics) track • MITB (Financial Services) track* |
| Postgraduate: Professional Development | Financial IT Academy@SMU, FITA  
| Continuing Education, Non-Degree | Analytics focussed, for all sectors  
|               | IT management focussed, for all sectors |
| Postgraduate: Research Degrees, Academic Research | PhD, Info Sys (coursework + PhD thesis)  
|               | Master of Applied Info Systems, MAIS (coursework + applied thesis)  
|               | MSc, Info Sys (coursework + MSc thesis) |
| Postgraduate: Practice Research Doctorate*, using the SMU Doctor of Innovation (joint with SMU Business School) | Deep integration of practice, application, new ideas and applicable research  
|               | Focus on solutions to real stakeholder problems  
|               | For professionals who already have deep industry and domain experience |

*Forthcoming
10. The BSc (IS) program is built upon three foundation pillars, namely:

- Foundations and applications of information systems technology and information systems management in the context of business.
- Exposure to complex, real-world business problems and processes. We teach IT in the context of business by using numerous real-world business scenarios in course discussions and assignments.
- Cross training in business, management or social science areas through foundation, core courses, and electives offered by the other SMU schools, and through second major options.

The BSc (IS) students receive a very intensive training in creating business-IT solutions which drive business change, innovation and transformation. SIS works directly with industry and government institutions on systems-oriented education and projects closely tied to current, emerging and future technology practices. Thus, SIS educates professionally oriented, entrepreneurial students in the context of business scenarios and processes. All of this helps to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy.

11. SIS founded the SMU-wide Undergraduate Analytics 2nd Major in 2013, with a curriculum drawn from Marketing, Operations, Accounting, Sociology, Political Science, Management, and IS. It includes an Analytics Practicum, which enables students to explore applications beyond the existing courses in depth.

12. The Master of IT in Business (MITB) (Financial Services) programme was created in 2008 to groom world-class professionals adept in Technology, Operations, Processes and Service (TOPS) innovation strategies for the financial services sector, aligned with Singapore’s increasing stature as Asia’s banking and financial hub and the MITB programme on Analytics initiated in 2011 is highly popular among postgraduate professional students and recruiters.

13. Students’ response to ‘Why SIS?’
Because of the way:
- We connect IT and business.
- We learn.
- We apply what we learn.
- We transform you.
- We prepare you for the future.
- We bond as community and family.
- We help people and change things.
- We create great career opportunities.

14. Four SIS undergraduate students won the 2014 Asia-Pacific Facebook Hackathon, Singapore and placed 2nd runner-up among 17 competitors in the international competition at Facebook’s headquarters in Silicon Valley.

15. SIS participated in the Asia-Pacific Region competition again in 2015 and one of its members from the MAIS programme won for a second time.
Faculty Profile*

SMU Faculty Size

![Pie chart showing the distribution of faculty across different schools.]

- Lee Kong Chian School of Business: 42
- School of Accountancy: 126
- School of Economics: 44
- School of Information Systems: 49
- School of Law: 46
- School of Social Sciences: 50

SIS Faculty with PhDs from leading universities

- North America: 29%
  - Carnegie Mellon University
  - George Mason University
  - Massachusetts Institute of Technology
  - University of Illinois
  - University of Texas at Austin
  - University of Wisconsin - Madison

- Europe: 62%
  - University of London
  - Imperial College London
  - University of Strathclyde

- Asia and Asia Pacific: 10%
  - Hong Kong University of Science and Technology
  - Korea Advanced Institute of Science and Technology
  - Nanyang Technological University
  - National University of Singapore
  - Tokyo Institute of Technology

SIS Faculty Diversity

- North America: 14%
- Europe/Middle East: 4%
- Asia Pacific: 82%

SIS Faculty Track

- Tenure: 5
- Practice: 1
- Education: 7
- Lectures/Senior Lecturer: 30
- Visiting: 7

SIS Faculty Rank

- Full Professor: 5
- Assistant Professor: 9
- Associate Professor: 18
- Lectures/Senior Lecturer: 18

*As on 1 September 2015
SIS Advisory Board

Chairman

Mr Robert YAP Min Choy
Deputy Chairman & Executive Director
Y3 Technologies

Mr Bill LEE
Partner,
Process Improvement,
Information Management & Advanced Analytics
Ernst & Young Advisory Pte Ltd

Mr LEE Siew Kit
Vice President,
Information Technology Services
SATS Ltd

Dr Robert YAP
Executive Chairman
YCH Group

Sir Terence Hedley MATTHEWS
Chairman
Wesley Clover International

Mr NG Kai Wa
Chairman, CEO & Co-founder
Innomedia Pte Ltd

Mr Joel SNG
Chairman,
Sun Group Capital

Mr Phillip DE JOSSELIN
Managing Director
and Head of Infrastructure, Asia Pacific
JP Morgan Chase Bank, N.A.

Mr David GLEDHILL
Managing Director & Head,
Group Technology and Operations
DBS Bank

Mr Trevor HAEGER
Chief Information Officer,
Singapore Technology & Operations
Standard Chartered Bank

Mr LIM Khiang Tong
Group Head of Technology & Operations
OCBC Bank

Mr Vikram SUD
Regional Head of Operations & Technology
Citi Asia Pacific

Mrs TENG Soon Lang
Executive Vice President and Head,
Group Quality and Process Innovation
OCBC Bank

Mr Christophe TUMMERS
Head of Service Line Data, Group Operations
UBS AG

Dr John Seely BROWN
Co-Chairman, Deloitte Centre for the Edge
Former Chief Scientist, XEROX
Advisor to Provost, University of Southern California
Honorary Doctor of Information Systems Degree

Member

Dr CHONG Yoke Sin
Chief Executive Officer
Integrated Health Information Systems (IHiS)

Mr LIAK Teng Lit
Group Chief Executive Officer
Alexandra Health and Khoo Teck Puat Hospital

Mr TK UDAIRAM
Group Chief Executive Officer
Eastern Health Alliance

Mr YAP Chee Yuen
Executive Vice President
Corporate Services
Genting Singapore PLC

Mr Simon DALE
Head of HANA Enterprise Cloud, APJ
SAP Asia Pte Ltd

Mr Kevin LIM Aeng Keong
Chief Commercial Officer
StarHub Limited

Mr James LOO
Chief Information Officer
NCS Pte Ltd

Ms TEO Lay Lim
Managing Director - ASEAN
Accenture

Mr WONG Yuet Nan
Executive Partner & CIO Consultant,
Asia Pacific Executive Programs
Gartner Inc (Singapore)

Mr Steven Robert LEONARD
Executive Deputy Chairman
Infocomm Development Authority of Singapore

Mr ONG Chin Ann
MINDEF Chief Information Officer (MCIO), MISD
Ministry of Defence (MINDEF), Singapore

Ms THIEN Kwee Eng
Assistant Managing Director,
Cluster Group Consumer
Singapore Economic Development Board

Dr TAN Geok Leng
Executive Director,
Science and Engineering Research Council (SERC)
Agency for Science, Technology & Research Singapore (A*STAR)

Mr Steve LEE
Chief Information Officer and SVP Technology
Changi Airport Group
Research Centres and Labs at SIS

Living Analytics Research Centre
Founded in 2011, the Living Analytics Research Centre (better known as LARC) is a joint research initiative between SMU and Carnegie Mellon University to advance research and applications of behavioural and social analytics in a variety of real-world settings. In the upcoming second phase (2016 – 2021), LARC will combine with LiveLabs and focus on the joint capabilities on SMART Nation related research and applications.

LiveLabs
SMU’s LiveLabs Urban Lifestyle Innovation Platform is a government supported city-scale research test-bed focused on mobile computing technologies.

UNiCEN
The Fujitsu-SMU Urban Computing and Engineering (UNiCEN) Corp. Lab is jointly funded by Fujitsu Limited and the National Research Foundation under the Corp Lab @ University Scheme.

UNiCEN is a synergistic industry-university partnership aimed at conducting industry-relevant R&D on combining computing, behavioural economics and management science approaches to create intelligent systems to address local urban challenges and conduct test-bedding in Singapore.

SMU-SAS Advanced Analytics Lab
SAS Institute Pte Ltd and SMU have jointly established the SMU-SAS Advanced Analytics Lab (SAAL) to increase the awareness of Business Intelligence and Analytics (BIA) and promote Singapore as a hub for BIA.

Financial IT Academy
Appointed by the Monetary Authority of Singapore and the Infocomm Development Authority of Singapore, the Financial IT Academy @SMU was set up to design and deliver quality training programmes for Technology & Operations (T&O) professionals in the financial services industry.

Green Transformation Lab
The Green Transformation Lab is a joint initiative by SMU and DHL. Leveraging SMU’s multi-faculty academic excellence and DHL’s sustainability services, expertise and capability in supply chains, the Green Transformation Lab is focused on creating solutions that help companies transform their supply chains, becoming greener, more resource efficient and sustainable.

SMU-TCS iCity Lab
A collaboration with Tata Consultancy Services (TCS), the iCity Lab conducts research and development related to cloud-based IT solutions for intelligent cities in Asia and worldwide. It integrates data analytics with business to create innovative IT solutions that meet public and private sector management needs.

Pinnacle Lab
Pinnacle is a research lab jointly established between Ping An Technology Pte. Ltd. (Shenzhen) and SMU, aiming to promote collaboration between the two parties on research, application and technology transfer focusing on the theme of “Big Data”.

SMU Alexandra Health T-Lab
Alexandra Health, together with the School of Information Systems (SIS) have established a partnership to work together to demonstrate fresh and better ways to serve and satisfy patients whenever they interact with the Alexandra Health system. Through this partnership, a joint mechanism known as the “T-Lab” has been established that enables students, faculty members and faculty to team with professionals from Alexandra Health to work on a continuing series of projects to improve service delivery, quality, productivity and experience.

Secure Mobile Centre
SMU established the Secure Mobile Centre on 15 February 2015 following an announcement by the National Research Foundation on awarded projects under the National Cybersecurity R&D inaugural grant call for proposals.

Huawei’s Shield Lab
Huawei’s Shield Lab is a joint collaboration with Huawei Technologies Co., Ltd (China) to conduct research on advanced defence techniques for mobile systems and future networks.

During the 2015/16 Academic Year, SIS is also launching new labs with DBS Bank, the Urban Redevelopment Authority of Singapore, and the Ministry of Home Affairs.
A premier university in Asia, SMU is internationally recognised for innovative research and teaching in the areas of management, social sciences, analytics and computing, and for interdisciplinary work across these areas. SMU educational programmes are known for their highly interactive and technologically enabled pedagogy in small-sized classes.

Home to over 8,800 undergraduate and postgraduate students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelors’, masters’ and PhD degree programmes in various disciplines.

With an emphasis on generating rigorous, high-impact, multi-disciplinary research that addresses Asian issues of global relevance, SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India as well as with partners in the business community and public sector through its research institutes and centres. SMU’s city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community. For more information, please visit www.smu.edu.sg.
Vision
To be a premier university, internationally recognised for its world-class research and distinguished teaching.

Mission
To create and disseminate knowledge. SMU aspires to generate leading-edge research with global impact as well as to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU is committed to an interactive, participative and technologically enabled learning experience. Towards this end, it will provide a rewarding and challenging environment for faculty, staff and students to kindle and sustain a passion for excellence.

SMU Global and Asia Rankings

Some Key Global Partnerships

Singapore
Singapore University of Technology and Design

Mainland China
Tsinghua University
Peking University
Fudan University
Shanghai Jiao Tong University
Zhejiang University
Xiamen University
Southwestern University of Finance and Economics

India
Indian Institute of Management - Bangalore
Indian Institute of Management - Ahmedabad
Indian Institute of Technology - Kanpur
Bombay Stock Exchange Institute
Confederation of Indian Industry

Taiwan
National Taiwan University
National Cheng Kung University
National Chengchi University
National Sun Yat-sen University
National Taiwan Normal University

Hong Kong
The University of Hong Kong
The Chinese University of Hong Kong
Hong Kong University of Science and Technology
Hong Kong Polytechnic University
City University of Hong Kong

USA
The Wharton School, University of Pennsylvania
Carnegie Mellon University
University of Southern California

Europe
CASS Business School, City University, London
Copenhagen Business School
St. Gallen University, Switzerland
Universite Paris Dauphine
Research at SMU

Research is the primary focus of SMU and for a university this young, SMU has exceeded all measurements in terms of research excellence and international recognition. The research produced by SMU’s academic community has seen growing impact and scope in addressing global trends and needs of the economy, which has been recognised in various regional and global rankings, especially in the areas of management, social science, analytics and computing. SMU has over twenty research centres and institutes aligned to mobilise expertise within and across disciplines to address the challenges of our time. We draw upon the competencies of the six schools to provide insights from both focused disciplinary and multi-disciplinary perspectives. SMU’s Areas of Excellence (AoEs) are university-level competencies that leverage interdisciplinary approaches to solve challenges for society. These are:

- Analytics for Business, Consumer and Social Insights
- Finance and Financial Markets
- Innovation and Entrepreneurship
- Ageing and Healthcare Management
- Urban Management and Sustainability

Each AoE focuses on real-world problems and opportunities in the business and wider world. The scope and scale is bigger than any one school, research project, centre, institute or degree programme. Each AoE creates value for a diverse range of stakeholders through integrating multi-disciplinary research, teaching and knowledge transfer, outreach and collaboration. SMU will continue to build capabilities within and across the major disciplines of the University, to foster synergies between different research directions and to disarm any barriers between its schools and disciplines and make SMU the

Case Writing Initiative

A central component of our research objectives at SMU is writing cases from the Asian perspective. Case writing allows our faculty to develop a rich experience with the business community as they apply academic ideas to real-world situations. Established in August 2011, SMU’s Case Writing Initiative has already published more than 130 high-quality business case studies. These case studies have been used in over 100 universities and around the world. SMU cases have been acknowledged for their high quality, winning first place in two categories of the 2014 EFMD Case Writing Competition, organised by the European Foundation for Management Development (EFMD). It is one of the first and biggest wins ever by a Singaporean educational institution in this worldwide case writing competition. It also won 1st and 2nd place in the Emerald Emerging Markets Case Competition 2012 and had four case studies featured in the International Financial Times.

In addition, the team has conducted over 30 case writing and case teaching workshops in Southeast Asia. Case teaching provides an applied experience in the classroom, facilitating a better understanding of the problems businesses encounter.
Programmes at SMU

SMU offers six bachelors’ degree programmes in Accountancy, Business Management, Economics, Information Systems Management, Law and Social Science. Students can choose from 15 degree combinations by taking any two disciplines.

Students are also offered the option to pursue a second major and over 70% choose to do so – the majors include:

**Undergraduate**

<table>
<thead>
<tr>
<th>Accountancy</th>
<th>Business</th>
<th>Economics</th>
<th>Information Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Accounting</td>
<td>&gt; Finance</td>
<td>&gt; Applied Statistics</td>
<td>&gt; Advanced Business Technology</td>
</tr>
<tr>
<td></td>
<td>&gt; Marketing</td>
<td>&gt; Economics</td>
<td>&gt; Analytics</td>
</tr>
<tr>
<td></td>
<td>&gt; Operations Management</td>
<td>&gt; Actuarial Science</td>
<td>&gt; Information Systems</td>
</tr>
<tr>
<td></td>
<td>&gt; Organisational Behaviour &amp; Human Resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Corporate Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Strategic Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Quantitative Finance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Law</th>
<th>Social Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Law</td>
<td>&gt; Psychology</td>
</tr>
<tr>
<td></td>
<td>&gt; Sociology</td>
</tr>
<tr>
<td></td>
<td>&gt; Political Science</td>
</tr>
<tr>
<td></td>
<td>&gt; Arts and Cultural Management</td>
</tr>
<tr>
<td></td>
<td>&gt; International &amp; Asian Studies</td>
</tr>
<tr>
<td></td>
<td>&gt; Public Policy &amp; Public Management</td>
</tr>
</tbody>
</table>

**Postgraduate**

Our doctoral degree programmes include PhD in Business (Finance, Marketing, Operations Management, Organisational Behaviour and Human Resources, Strategic Management & Organisation, General Management), PhD in Economics, PhD in Information Systems, PhD in Psychology, Doctor of Business Administration, and Doctor of Innovation. Students have access to SMU's Research Centres and Institutes which conduct world-class research and influence industry practice across a wide range of topics, providing them the opportunity to steer their research towards practical problems.

Our suite of Postgraduate Professional programmes (masters’ degrees) is tailored to suit the needs of students, industry and society in the ever-changing global landscape. Student enrolments in the masters’ programmes have grown from 300 in 2010 to over 1000 in 2015.

**Lee Kong Chian School Of Business**

- > Executive MBA
- > MBA
- > IE–SMU MBA
- > Master of Science in Applied Finance
- > Master of Science in Communication Management
- > Master of Science in Innovation
- > Master of Science in Management
- > Master of Science in Quantitative Finance
- > Master of Science in Wealth Management
- > Master of Human Capital Leadership
- > Global Master of Finance dual-degree
- > PhD in Business (General Management)
- > PhD in Business (Finance) by Research
- > PhD in Business (OBHR) by Research
- > PhD in Business (Strategic Management & Organisation) by Research
- > PhD in Business (Marketing) by Research
- > Doctor of Innovation
- > Doctor of Business Administration

**School of Accountancy**

- > Master of Professional Accounting
- > Master of Science in CFO Leadership

**School of Economics**

- > Master of Science in Applied Economics
- > Master of Science in Financial Economics
- > PhD in Economics

**School of Law**

- > Juris Doctor
- > Master of Laws

**School of Information Systems**

- > Master of IT in Business - Analytics
- > Master of IT in Business - Financial Services
- > Master of Applied Information Systems
- > Master of Science in Information Systems
- > PhD in Information Systems

**School of Social Sciences**

- > Master of Tri-Sector Collaboration
- > PhD in Psychology

**Interdisciplinary**

- > Interdisciplinary Doctoral Programme
About Singapore

With its rich and diverse culture, Singapore is a cosmopolitan city which offers a unique melting pot of culture, cuisine, commerce, arts and history, while growing in recognition as the ideal destination for business, education and leisure.

- Best Business City in Southeast Asia (Business Traveller Asia-Pacific Travel Awards 2012)
- Top 3 Most Competitive Countries in the World (IMD World Competitiveness Yearbook 2011)

Singapore is one of the most liveable cities in the world – the educational and healthcare systems hold their own against developed cities worldwide. The country is clean, green and environmentally sustainable, living up to its reputation as a Garden City. The public transportation is well-integrated and convenient to use, and the communications networks are world-class. In terms of leisure, Singapore has a lively entertainment scene and SMU is closely located to various museums, arts and entertainment venues. The climate is warm all-year round, hovering between the average maximum of 31°C and a minimum of 23°C, making it a haven for water and outdoor sports. Singapore has one of Asia’s best-connected airports, with over 90 airlines flying to more than 200 cities around the world providing opportunities to visit fascinating destinations in the region and beyond. Singaporeans have a high literacy rate of 96% among

“... We find ourselves in an increasingly competitive educational landscape, but as I look back over the past year, I feel that the spirit of SMU has never been so strong or so clearly defined. Like those who graduate from the University, SMU is itself ready to excel in a world of quickening change.

“Our DNA has been that of a maverick upstart, a school which sought to attract the people who wanted both, to be different and also to make a difference.”

Ho Kwon Ping, Chairman, Board of Trustees, Singapore Management University

residents aged 15 and over and its diverse people are industrious and well-travelled. The primary language in Singapore for commerce and education is English; however the four official mother tongue languages of English, Malay, Mandarin and Tamil are recognised. The city state’s pro-business climate and cultural heritage make it a fascinating living and working environment.

If you are not familiar with living and working in Singapore, you may be interested to view the following useful links:

www.gov.sg
www.aasingapore.com