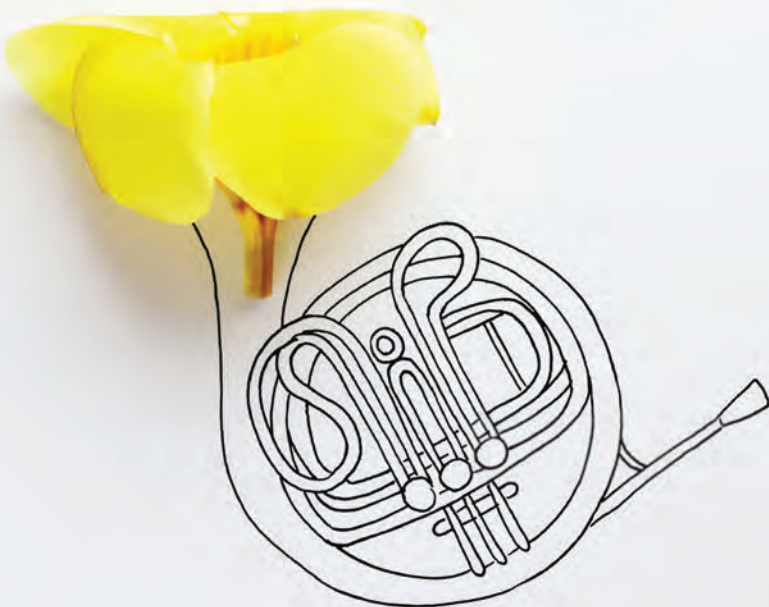


Playing the Right Note



for Transformative Education

SMU strives to be a game changer in transformative education as a specialised university focused on Management, Social Sciences and Technology, and their intersection. The University fosters innovative learning experiences that create influential change agents who drive change that positively impacts business, government and society. An SMU education equips students with disciplinary and multidisciplinary knowledge; intellectual, creative and interpersonal skills; a sense of global citizenship; and personal mastery. Through this, SMU nurtures graduates who think deeply and broadly, are dependable in their actions, create value in organisations and society, and have independent minds.



UNDERGRADUATE STUDIES



“ By tackling fundamental challenges and opportunities of the future in an integrative manner, the CIS deepens SMU’s commitment to growing impact and transforming education.

Launch of the College of Integrative Studies

The launch of SMU’s College for Integrative Studies (CIS) is a step forward in the university’s vision: to provide individualised learning experiences. The CIS will serve as an incubator for interdisciplinary study and exploration — a first of its kind in Singapore. It aims

to nurture graduates who will find solutions beyond a single discipline or traditional paradigms and who will contribute to industry and society in impactful ways. By tackling fundamental challenges and opportunities of the future in an integrative manner, the CIS deepens SMU’s commitment to growing impact and transforming education.

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1 (From left) SMU Provost Prof Timothy Clark; SMU President Prof Lily Kong; and SMU Dean of the College of Integrative Studies (CIS) Prof Elvin Lim.

Prof Seow Poh Sun receives inaugural EAA Accounting Education Excellence Award

SMU Associate Professor of Accounting (Education) and Associate Dean (Teaching and Curriculum) Seow Poh Sun has been named the first recipient of the European Accounting Association (EAA) Accounting Education Excellence Award. The EAA Accounting Education Excellence Award seeks to highlight excellent practices in Accounting Education, which



address thought leadership in the field, innovation and cutting-

edge practices in pedagogy, technology, and content.



SMU Launches its First SkillsFuture Work-Study Degree

The new Bachelor of Science (Software Engineering) SkillsFuture Work-Study Degree by the SMU School of Computing and Information Systems (SCIS) aims to hone students' technical and soft skills by working on real-life problems. Launched in collaboration with statutory board GovTech and multinational technology services company NCS, the programme will impart essential competencies through an apprenticeship and a curriculum that has been designed and taught in

collaboration with industry partners.

SMU Team Cognitare Wins UTS Global Case Competition

Four SMU students emerged the overall champions of the first Global Case Competition, organised by The University of Technology Sydney. Alongside teams from 10 countries and 16 universities, Evian Chua (BBM, Year 3), Megan Bon (BBA, Year 2), Matthew Chan (BBA, Year 2), all from Lee Kong Chian School of Business, and Li Mingyang (BSc Economics, Year 2) from the School of Economics had to solve a case and pitch a solution to a judging panel of industry

professionals. The students are members of Cognitare, the official business case club of the Lee Kong Chian School of Business. The club represents SMU at international business-case competitions organised by leading universities around the world.

SMU Team Wins Cardstarter international hackathon

A non-fungible Token (NFT) platform designed by SMU students has won US\$100,000 in seed funding, as well as an opportunity to be incubated in an accelerator programme. Explorie, a passion project by SMU students Weng Haishi (BSS Psychology and Marketing), Jonathan Chow (BSc Computer Science) and Slevin Chua (LLB) beat over 50 teams to win the grand prize in a hackathon organised by decentralised accelerator and swapping platform, Cardstarter. The team is currently in discussions with Cardstarter to raise a further US\$1.2 million through private and public sales.

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2 SMU Associate Prof of Accounting (Education) Seow Poh Sun.

3 Dean of SMU School of Computing and Information Systems Prof Pang Hwee Hwa, and Mr Howie Lau, Managing Partner, Corporate Development and Partnerships, NCS Pte Ltd.

Mooting Success

Academic Year 2021/22 was another tremendous year for the Ian R. Taylor International Moots Programme. SMU mooters got off to a flying start by winning the Red Cross, Frankfurt, and Vis East competitions, establishing tournament records for most wins in another two Grand Slams in the process.

The Jessup team then fended off competition from more

than 600 teams worldwide and faced off against Harvard in the championship final – this being SMU's third such final in just nine years – and also won a record ten awards for written and oral submissions.

SMU mooters did just as well for competitions that reverted to the in-person format. Most notably, in SMU's debut in the Mandela Human Rights competition in Geneva, the team won the championship in a final judged by leading

international human rights experts. In Oxford, the team won two of the top three Best Oralist prizes in the Intellectual Property Moot.

The Ian R. Taylor International Moots Programme supports and provides promising law undergraduates with opportunities to participate in international mooting competitions.



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4 The SMU team at the Jessup Moot in Washington DC (from left): Allen Chong, Brian Wong and Joel Fun.



Global Programmes Resume at SMU

The SMU International Office (IO) and its suite of Global Student Programmes seek to nurture students into global-ready citizens, equipped with skills that will help them work more confidently in cross-cultural teams. As pandemic-related travel restrictions were eased in 2021, the office resumed its International Student Exchange Programme, including customised Short-Term Study Programmes to Universiti Brunei Darussalam and Universiti Teknologi PETRONAS

(UTP), Malaysia, centred on Digital Transformation, and Sustainability, respectively. Moreover, 460 inbound exchange students from 30 countries were welcomed to the SMU campus, including a recipient of the Indonesian International Student Mobility Awards (IISMA) — the Indonesian government's scholarship scheme to fund their local students for mobility programmes at top universities overseas. The Global Summer programme returned to an in-person format at the SMU campus in July 2022, welcoming 167 students from 31 countries.

SMU-X Overseas (SMU-XO), an extension of SMU-X, also resumed overseas trips. SMU-XO provides students the opportunity to gain overseas exposure through real work experiences with overseas project sponsors. The unique pedagogy which combines academic and experiential learning aims to improve students' critical thinking, analytical and problem-solving skills through the heavy use of projects that involve solving current issues faced by people and organisations in public and private sectors.

5 *Students from universities overseas on a sustainability themed field trip to Singapore's Marina Barrage during SMU's Global Summer Programme 2022.*

STUDENT LIFE

The pandemic had transformed student life in countless ways, with virtual events and remote interactions being part and parcel of co-curricular activities in recent years. As much as SMU has pulled out the stops in creating an immersive digital world during COVID-19, the return of in-person activities provides priceless experiences outside of the classroom – essential for students to expand their social circles, grasp leadership opportunities, explore interests and develop new skills.

SMU Patron's Day

This year, SMU commemorated its 22nd anniversary on Patron's Day with a series of physical and virtual activities. The event, "PD22 Celebrate Balance", was graced by SMU Patron and Singapore President Madam Halimah Yacob, together with SMU President Professor Lily Kong. The guests of honour participated in a shoe-collection programme and donated old running shoes for recycling into running tracks and other sports facilities to lower our environmental footprint.



SMU Arts Festival 2021

In a time of social distancing and lockdowns, it is important to take time out of our busy schedules and connect with one another. The month-long SMU Arts Festival provided the opportunity to do just that, as talents from diverse student clubs created works that revolved around the theme, 2GETHER AS 1. In collaboration with local communities and art practitioners, the festival's programming was a rallying cry for the world to be united and rise above the challenges of the post-pandemic era.

6 SMU Patron and Singapore President Halimah Yacob at the SMU Patron's Day Makers' Market.

7 SMU dancers performing in Sentience, one of the programmes in SMU Arts Festival 2021.

Freshmen Orientation and Vivace 2021 Move Online

The partial disruption of traditional campus life by COVID-19 did not dampen efforts to welcome a new cohort. For a second consecutive year, SMU's freshmen orientation was held virtually via FOMO (Freshman Orientation Moves Online). Students participated in online games, webinars and even camps via a dedicated, interactive microsite. Freshmen also learned about student life at Vivace, SMU's largest annual CCA fair showcasing more than 100 student clubs virtually.

Graduate Employment Survey 2021

In a latest employment survey, SMU's 2021 fresh graduates saw healthier salaries and an increase in job opportunities. Jointly conducted by SMU and the other Autonomous Universities, the annual Joint Autonomous Universities Graduate Employment Survey (JAUGES) revealed that 96.2 per cent of SMU fresh graduates in the labour force gained employment within six months of completing their final examinations. This is an increase from 93.9 per cent in 2020. Moreover, 64.2 per cent were offered full-time, permanent jobs before graduation.



Community Service

The Centre for Social Responsibility (C4SR) continued its community engagement work during the pandemic by pivoting local Community Service Projects (CSPs) and several overseas initiatives to virtual/remote engagements — even as partners suspended physical interaction and activities.

In 2021, there were 4,816 participants in 1,241 CSPs. These mostly virtual CSPs included 1,188 local projects and 53 overseas projects in 12 countries. To date SMU students have contributed more than 3.6 million hours of community service.

For example, in the project Voices: In Collaboration with Aphasia SG (August 2021–January 2022) students from music club SMU SoundFoundry worked with volunteer speech and music therapists from local non-profit group

Aphasia SG, to help rehabilitate Persons with Aphasia (PWA) – a communication disorder. Aphasia impairs one's ability to speak, write or understand words following illnesses like stroke, which damage parts of the brain. The team helped out in Aphasia SG's fortnightly choir sessions through interaction and singing guidance, helped create vocal warm-up videos and produced a video of a choir practice to showcase the talents of PWAs and raise awareness of this medical condition.

As an example of the overseas virtual projects, Project Life (from August 2021) helped youths in Hubei, China learn basic English in an interactive and practical way through short (bilingual, progressing to full English) videos, followed by discussions on everyday life and environment-friendly practices, via half-hourly WeChat sessions. The project reached out to 80 middle-school students.

TOWARDS A WORLD-RENOWNED GLOBAL CITY UNIVERSITY

QS World Universities Rankings 2022

- 🦋 2nd in Asia – Masters in Business Analytics
- 🦋 16th Worldwide, Young University (10-24 years)
- 🦋 17th Worldwide, Specialist University
- 🦋 24th Worldwide – Masters in Business Analytics
- 🦋 36th Worldwide for Business & Management Studies
- 🦋 49th Worldwide for Accounting & Finance
- 🦋 60th Worldwide for Economics and Econometrics
- 🦋 68th in Social Sciences & Management
- 🦋 95th Worldwide for Law and Legal Studies

QS Reimagine Education Awards 2021

- 🦋 **Silver Award** for Presence Learning and Teaching – ‘Statistics for Social Impact’
- 🦋 **Bronze Award** for Nurturing Employability – SMU-X

University of Texas at Dallas Top 100 Worldwide Business Schools

- Based on Research Contributions (All Journals) 2017–2022
- 🦋 4th in Asia
 - 🦋 42nd Worldwide

Tilburg University Top 100 Worldwide Economics Schools Research Ranking

- Based on Research Contributions 2016–2022
- 🦋 7th in Asia
 - 🦋 74th Worldwide

FT Global MBA Rankings 2022

- 🦋 51st Worldwide – Lee Kong Chian School of Business

FT EMBA Ranking 2021

- 🦋 28th Worldwide – Lee Kong Chian School of Business

FT Masters in Management Rankings 2021

- 🦋 83rd Worldwide

FT Masters in Finance Rankings 2022

- Master of Science in Wealth Management (post-experience)
- 🦋 1st in Asia
 - 🦋 3rd Worldwide
- Master of Science in Applied Finance (pre-experience)
- 🦋 5th in Asia
 - 🦋 40th Worldwide

Brigham Young University Accounting Research Rankings 2021

- SMU School of Accounting
- 🦋 1st Worldwide – Archival Research (All Topics)
 - 🦋 1st Worldwide – Citation Rankings, Archival Research (Financial Accounting)
 - 🦋 1st in Asia – All Areas and All Discipline Research
 - 🦋 7th Worldwide – All Areas and All Discipline Research

Ashoka Changemaker Campus

- 🦋 1st Institution in Asia to be Accredited a Changemaker Campus

POSTGRADUATE, PROFESSIONAL AND CONTINUING EDUCATION



“ SMU’s eighth School, the CGRS aims to enhance co-learning experiences and academic exchanges across the SMU Schools, amplifying the University’s holistic learning experience for postgraduate research students.

Launch of the College of Graduate Research Studies

On 11 August 2022, SMU launched the College of Graduate Research Studies (CGRS). SMU’s eighth School, the CGRS aims to enhance co-learning experiences and academic exchanges across the SMU Schools, amplifying the University’s holistic learning experience for postgraduate research

students. It will introduce the Graduate Research Professional Development programme and continue to offer new Graduate Research Interdisciplinary Topics. It plans to build a strong and diverse postgraduate research community through academic and social events, with the establishment of the Graduate Research Student Society and Graduate Research Alumni Chapter.

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9 (From left) SMU Provost Prof Timothy Clark; Prof Maxwell King, Member, SMU Board of Trustees; Chairman of SMU Mr Ho Kwon Ping; Sir Nigel Thrift, Chairman of the Academic Affairs Committee, SMU Board of Trustees; SMU President Prof Lily Kong; and SMU Dean of the College of Graduate Research Studies Prof Wang Heli, at the launch of SMU’s 8th school.

New Interdisciplinary PhD programme

The Office of Postgraduate Research Programmes and Yong Pung How School of Law (YPHSL) have launched a new interdisciplinary programme – PhD in Law, Commerce and Technology. It aims to nurture research scholars who integrate knowledge and perspectives from law, commerce and technology; and train future thought leaders in academia, judiciary, regulatory agencies and international organisations. The programme is targeted at postgraduate research students who are dedicated to a deep understanding of law as a social mechanism in the context of commercial activities and technology development.

New LLM in Law and Technology

The SMU Yong Pung How School of Law's newly launched Master of Laws (LLM) in Law and Technology provides a unique opportunity for cross-disciplinary studies on the latest legal and regulatory issues about the cutting-edge technologies of data management, AI, blockchain and Fintech.

This new LLM track forms part of the School's effort to strengthen Singapore as an international hub for legal and financial services while preparing lawyers, regulators and policymakers for the future of the legal profession. It is devoted specifically to equipping legal professionals with the essential knowledge and skillsets to prosper in an era when tech-driven social evolution generates endless challenges as well as opportunities.

SMU Academy–Straits Interactive Advanced Certificate in Data Governance Systems

To address data governance issues exacerbated by the pandemic and the shortage of qualified data protection officers, SMU Academy (SMUA) and Straits Interactive announced a new Advanced Certificate in Data Governance Systems. The Certificate prepares Small and Medium Enterprises to effectively identify and control all their data, and thrive in a digital ecosystem based on trust and accountability. SMUA and programme partner Straits Interactive now offer more than 25 data protection-related courses.

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To address data governance issues exacerbated by the pandemic and the shortage of qualified data protection officers, SMU Academy (SMUA) and Straits Interactive announced a new Advanced Certificate in Data Governance Systems.

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Training Vietnam's Corporate Leaders in Digital Transformation and Corporate Governance

VIETSTAR Training & Consulting JSC (VIETSTAR) have agreed to establish a partnership for strategic cooperation in Management Capability Enhancement and Digital Transformation. The partnership aims to hone the management and leadership capabilities of leaders and managers in Vietnamese enterprises, priming them for success in the region and beyond. It will focus on launching Corporate Governance and Digital Transformation executive programmes for Vietnam's energy industry leaders, and collaborate on the Vietnam-Singapore Board Forum, which focuses on global strategies related to sustainable development.

SMU Academy and Synagie Commerce Academy (SCA) Collaboration

SMU Academy (SMUA), the professional training arm of SMU, and Synagie Commerce Academy will partner to develop 60 SMU-certified programmes. The programmes are designed to plug the skills gap of professionals in the region's technology and e-commerce sectors. The Memorandum of Understanding signing ceremony held at SMU's Mochtar Riady Auditorium was graced by Minister of State for Education and Manpower Ms Gan Siow Huang, and was followed by an insightful panel discussion on the challenges and opportunities for the next decade of eCommerce.

New Courses Offered by SMU Executive Development

SMU Executive Development (SMU ExD) has launched a series of new courses as part of its mission of developing international talent in a contemporary Asian setting. Co-designed by SMU, Infrastructure Asia and World Bank Group, "Growing Infrastructure - Enabling & Structuring for Private Sector Participation in Finance and Innovation" aims to support regional infrastructure development and raise awareness of solutions from Singapore-based companies. Meanwhile, the Maritime Leadership Programme is a 10-day learning journey designed for senior management leaders who are responsible for the future business growth of their organisations. In 2021, SMU ExD also announced its partnership with Emeritus to design and launch eight new online asynchronous programmes, including Digital Transformation and Cybersecurity.

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10 VIETSTAR CEO Ms Pham Thi Thu Hang (right) presenting SMU Provost Prof Timothy Clark with a token of appreciation at the signing of the collaboration agreement.

STUDENTS AND ALUMNI ON A SMU'S TRANSFORMATIVE EDUCATION



Pursuing a double degree at SMU, I've had the opportunity to seek internships in various disciplines – including Risk Assurance at one of the Big Four Accounting Firms, Junior Strategist with a local digital agency and Brand Management Executive at an international advertising agency. Being able to blend my knowledge and understanding through fun, practical experiences allowed me to grow immensely as an individual.

Tyrina Toh Jia-Yan
Undergraduate, School of Accountancy
and Lee Kong Chian School of Business

SMU has a vibrant student life and offers a lot of opportunities. Joining the SMU Impact Investing club as the Research Director was very fulfilling. I was able to meet people from different backgrounds whilst helping to spread awareness about sustainability and impact investing which have become extremely important today, with countries and organisations setting regulations and policies.

Snehal Modi
Undergraduate,
School of Economics



SMU provides very comprehensive career preparation programmes, offering students important training such as interview skills, resume writing and setting up your LinkedIn profile. My internship in Commercial Litigation with a major law firm enabled me to experience first-hand how both fields of my studies, business and law, combined together in a real-life court setting.

Slevin Chua
Undergraduate, Yong Pung How School of Law
and Lee Kong Chian School of Business

At SMU, some of my peers have clear ideas about what they want to be in the future, while others are still exploring. Everyone has taught me so much about learning to know what your priorities are: be it your values, your studies, family, etc. Knowing what is most important to you helps put things into perspective and makes life a little less stressful.



Nur Anisa Binte Azzli
Undergraduate,
Yong Pung How School of Law



Taking an SMU-X module involved solving a real project with an external sponsor. It was the culmination of all that we have learnt so far into a single, interdisciplinary project. Seeing a real-world problem and solving it end-to-end using the knowledge we gained was an exciting and rewarding experience, particularly when presenting the final project to our peers, professors and sponsors.

Kaelyn Kong Yi Ru
Undergraduate, School of Computing
and Information Systems
and Lee Kong Chian School of Business

Due to the pandemic, the Overseas Community Service Project I took, providing English language lessons to Cambodian students, was done remotely. Nevertheless, my interactions with them were really meaningful. They gave their all to learning English and it was great to hear them talk about their culture. I believe we formed a bond and impacted the students as much as they have impacted us.



Yong Kit Lun Jared
Undergraduate,
School of Social Sciences
(Politics, Law and Economics)



I believe I made the right choice in SMU with its excellent professors, modern facilities and convenient location. I particularly liked the comparative and holistic approach, as the approach taken in each module enabled us to discuss relevant legal issues from local to regional to global perspectives. I will forever be grateful to SMU.

Archilo Arcayan Matugas
Postgraduate, Yong Pung How School of Law
Vice President and Head of Corporate Governance,
SMART Communications, Inc.