



Lee Kong Chian
School of
Business

Why choose Lee Kong Chian School of Business (LKCSB)?

First Business School with
"Triple Crown" Accreditation



UNDERGRADUATE

MESSAGE FROM THE DEAN

Singapore Management University (SMU) aims to break the typical mould in education. Our learning environment is distinctive, truly transformative, and innovative, with highly interactive small classes and technology-enhanced learning. We open a world of opportunities for you in overseas exposure, community service, and industry connections.

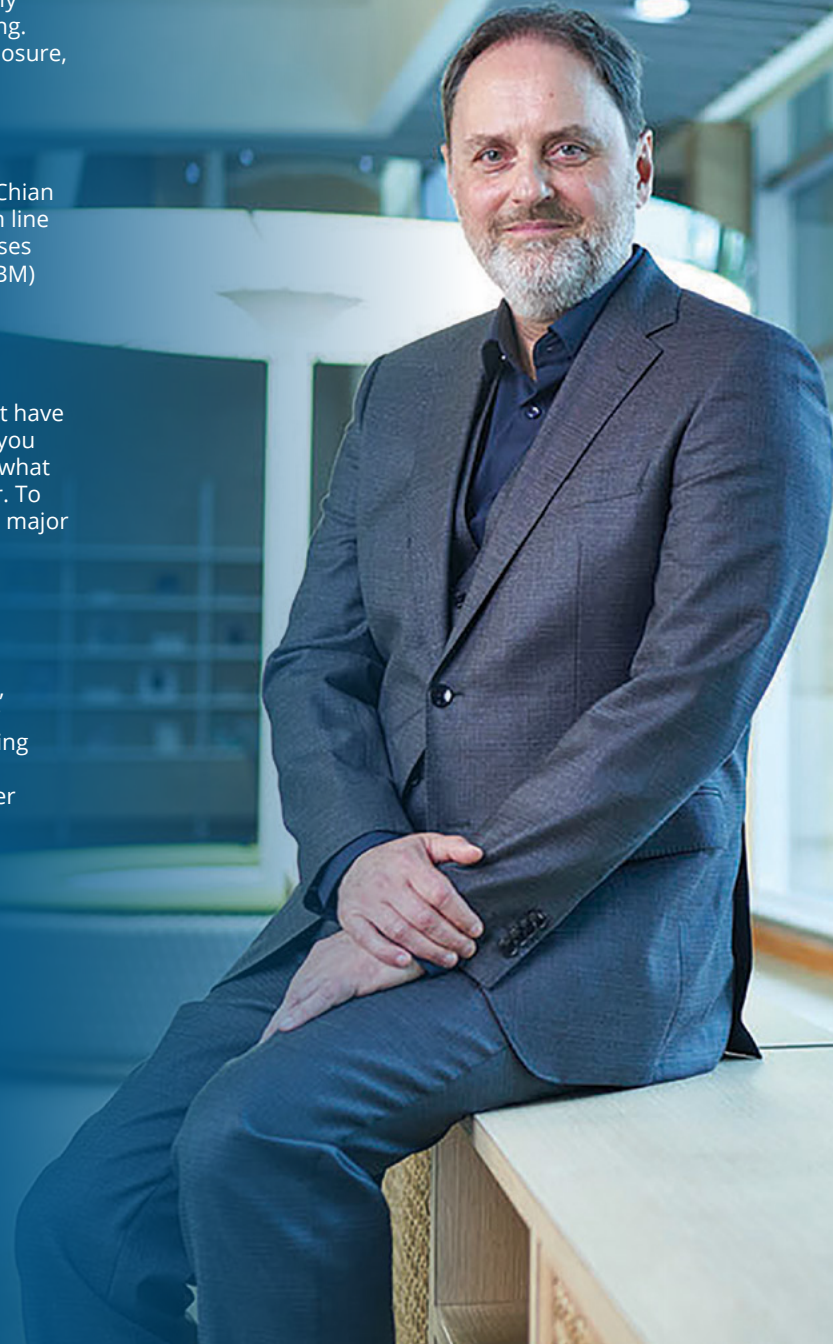
Business is an engine for growth, improves lives through innovation, and can be a force for good. At the Lee Kong Chian School of Business (LKCSB), we embrace the triple bottom line framework of people, planet, and profits for how businesses should be run. The Bachelor of Business Management (BBM) has been designed with the goal of nurturing responsible business leaders.

The BBM programme is unique in its flexibility. You do not have to choose an area to specialise in at the start, but rather, you can first explore different business disciplines, figure out what your strengths and passions are, before choosing a major. To build multiple sets of skills, you can also take on a second major in LKCSB or in any of the other schools at SMU.

We would be delighted if you joined us. We are confident in the value that we can add to your growth. You will find myriad opportunities to develop your business, analytical, and communication skills at LKCSB. The dedication of our world-class faculty members will make learning an engaging experience. And as a BBM student, our proven track record shows that you can look forward to excellent career opportunities when you graduate!

I look forward to welcoming you to our school!

Professor Bert De Reyck
Dean, Lee Kong Chian School of Business



WHY SMU LEE KONG CHIAN SCHOOL OF BUSINESS?

WE CREATE BUSINESS KNOWLEDGE, AND NURTURE KEEN MINDS TO LEAD ORGANISATIONS AND SERVE SOCIETY

INTERNATIONALLY RECOGNISED

Learn from world-class faculty and earn an internationally recognised AACSB & EQUIS-accredited degree.

STRONG EMPLOYMENT PROSPECTS

Enjoy attractive and competitive career prospects spanning multiple industries.

GLOBAL EXPOSURE

Expand your horizons and enrich your life experience through abundant opportunities in overseas exchanges, internships, study missions, and community service projects.

TRANSFORMATIVE EXPERIENCE

Discover a Different U through our broad-based curriculum and interactive pedagogy with small class sizes.

PERSONALISE YOUR LEARNING JOURNEY

Craft your path of study with a flexible suite of majors and tracks, and receive industry-relevant teaching and mentoring.

LKCSB is the first business school to achieve the “triple crown” accreditation, gold standard for excellence in business education, which only a handful of schools in the world have earned:

- Association to Advance Collegiate Schools of Business (AACSB)
- Association of MBAs (AMBA)
- EFMD Quality Improvement System (EQUIS)

LKCSB is also a member of the Beta Gamma Sigma (BGS) Society, the Executive MBA Council (EMBAC), the Graduate Management Admission Council (GMAC), and is a signatory of the Principles for Responsible Management Education (PRME) and the United Nations Global Compact (UNGC).

ACCREDITED BY:



MEMBER/ SIGNATORY OF:



WHAT WILL MY LEARNING JOURNEY LOOK LIKE?

A DYNAMIC AND HOLISTIC EDUCATION THAT PREPARES YOU FOR THE WORLD

CORE CURRICULUM

12CUs

The SMU Core Curriculum is a holistic programme that initiates undergraduates into a journey toward intellectual dynamism and self-actualisation. It is based on the following 3 pillars:



CAPABILITIES

Equips students with 21st century skills necessary to thrive in an increasingly digitised and data-driven working environment.

Students will also complete an internship, either locally or overseas.



COMMUNITIES

Trains students to understand the economic, technological, and cultural systems that shape our interactions with our communities.

Students will also complete a community service project, either locally or overseas.



CIVILISATIONS

Immerses students in perennial debates that cut across time and space, critical dialogue between multiple and competing paradigms of problem-definition, and potential solutions to global challenges.

Students will also complete a global exposure experience.

ADDITIONAL GRADUATION REQUIREMENTS

- Digital Technology/Data Analytics (D/D), Sustainability, and Singapore and Asia Studies

Students can meet each graduation requirement by enrolling in specific courses, or, in select Schools, through programme or major core courses where the relevant content has already been integrated to meet the graduation requirement.

BUSINESS CORE

11CUs

The Business Core provides you with grounding in the theories, concepts, and working tools that are essential for operating in a modern business environment.

- Finance
- Marketing
- Operations Management
- Management of People at Work
- Strategy
- Decision Analysis
- Financial Accounting
- Management Accounting
- Business Law
- A "Business in Context" course
- Capstone: The Design of Business

Free Electives

(Up to 7CUs)

Total Courses: 36 Course Units (CUs)

The Exploratory Courses policy allows the exclusion of two Course Units of passed grades from the cumulative GPA (cGPA) computation, except for compulsory University/Programme Core courses, compulsory Major and Track courses, and final-term courses. This is to encourage you to stretch yourself academically and experiment with courses outside your major or your usual spheres of interest, without being unduly concerned about the impact on your cGPA.

WHAT CAN I MAJOR IN?

CHOOSE FROM 10 MAJORS OR GO DOWN THE GENERALIST ROUTE

COMMUNICATION MANAGEMENT

For students who want to become leaders in strategic communication, the Communication Management major is a multi-disciplinary business programme that prepares you to excel in the digital economy. Our courses are taught by an international faculty with industry experience. Our graduates work for some of the most reputable and iconic companies and brands in the world, including Apple, Google, Microsoft, Bytedance, and SAP.

INNOVATION & ENTREPRENEURSHIP

The Innovation & Entrepreneurship major is for undergraduates who want to make an impact through leading corporate innovations, spearheading business growth plans, or starting entrepreneurial ventures. Courses consist of electives, practicums, and overseas study missions to international hubs of innovation and entrepreneurship to give students a foundation in the tools and techniques for scaling growth and impact.

OPERATIONS MANAGEMENT

This major provides you with the knowledge and skills needed to drive operational excellence and manage business operations in various sectors, including retail, e-commerce, healthcare, hospitality, logistics, services, and manufacturing. With operations being the key driver for various business functions and company profitability, mastering data-driven operations provides an edge to thrive in your career.

QUANTITATIVE FINANCE

Quantitative finance uses an analytical approach to make trading and investment decisions. Graduates with quantitative finance, programming, and modelling skills are especially sought after in the job market. This major cultivates a rigorous and analytical mindset, giving you a competitive advantage in the job market. It aims to meet Singapore's growing human resource demand for talented graduates with expertise on financial markets, modelling, and coding.

DIGITAL BUSINESS

(Only as second major)

Digital technologies are transforming business, government, and society rapidly and profoundly. This major helps you gain the comprehensive understanding of digital technologies, digital business models, and a series of analytical and management tools to navigate the digital transformation frontier with confidence. It focuses on how to create value for various stakeholders in different industries and gain competitive advantages in the digital age.

FINANCE

Finance is a key pillar of the Singapore economy and accounts for a large fraction of foreign investments into Singapore. Not only does the sector employ a significant part of Singapore's workforce, job opportunities will be expanded by advances in fintech, sustainability, and Asia's growth. The Finance major is well-designed to equip you with relevant industry skills to take on a finance-related career.

MARKETING

Marketing is an exciting area undergoing digital transformation driven by AI, data analytics, search, and social media. Firms in every industry are seeking talent to enable this journey. The Marketing major prepares you for advertising, branding, customer relationship management, digital marketing, e-commerce, marketing analytics, media research and analysis, and services marketing.

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES

The Organisational Behaviour & Human Resources (OBHR) major presents you with the opportunity to gain evidence-based knowledge and skills for leading and managing people in organisations. An OB focus will prepare you with team, leadership, and organisational skills that will help you be successful in any professional pursuit. Alternatively, a HR focus will prepare you for a career in areas such as HR management or consulting.

STRATEGIC MANAGEMENT

Firms—from start-ups to MNEs—need to assess their competencies and environment to formulate and implement strategies that keep them competitive. This major will provide you with skills and strategy principles that allow you to create value and help firms set out and achieve their strategic objectives. It also prepares you to progress from junior to mid-level roles where a solid understanding of strategy in addition to functional expertise is crucial.

SUSTAINABILITY MANAGEMENT

(Only as second major)

Many businesses have started to embrace sustainability in their strategic goals. This major develops a basic understanding of business sustainability concepts and practices to create business solutions to issues such as climate change, marine pollution, natural resources depletion, and poverty. This interdisciplinary major covers business and non-business courses. Graduates can help firms, the government, and non-profits to have meaningful impact.

CAN I FURTHER SPECIALISE IN A PARTICULAR AREA OF STUDY?

SOME MAJORS OFFER TRACKS OR PROGRAMMES FOR GREATER DEPTH IN LEARNING!

COMMUNICATION MANAGEMENT MAJOR

Data, Design, & Communication Track

The Data, Design, & Communication track is for students who want to learn how to turn data into creative insights; design engaging digital experiences and products; as well as create impactful narratives with GenAI. The track is especially suitable for students who are interested in emerging jobs in the digital economy that traverse various disciplines.

FINANCE MAJOR

Finance Analytics Track

This track puts you at the forefront of innovation in the new fintech world of finance. You will learn programming and data analytical skills that help you make sense of the big data in financial markets. The Finance Analytics track will equip you with the necessary skills for new jobs in the finance industry.

Real Estate Track

Singapore is a hub for regional real estate investments and financing. In partnership with Mapletree, this track will provide you skills necessary for a variety of roles in the real estate sector, including real estate investment, finance and development, management of real estate investment trusts (REITs), and infrastructure financing.

Wealth Management Track

Wealth management is a very important sector due to the growing wealth in Asia and Singapore's position as a wealth management hub. With SMU's established global reputation in training

wealth management professionals, this track will equip you with deep knowledge and expertise in investment products, portfolio management, and client advisory.

International Trading Track

Singapore is expanding as a centre of global trade flows. This track focuses on physical commodities trading, equipping you with knowledge of products (e.g. oil, agriculture), logistics (e.g. shipping, warehousing), and risk management. Organisations seeking such talent include ones in trading, shipping, logistics, trade finance, and maritime services.

Banking Track

In this track, you will explore the three sub-sectors of banking: corporate banking (financing businesses through loans), consumer banking (maturity transformation, access to credit), and investment banking (capital raising, mergers and acquisitions). The vibrant banking sector in Singapore ensures promising employment opportunities.

BBM (Private Banking) SkillsFuture Work-Study Degree

Third-year BBM Singaporean students majoring in Finance who are interested in private banking may apply to this Work-Study Degree. Selected students will undergo an 8-month internship with DBS and be rotated through the relevant departments within the bank to gain practical skill sets and competencies.

MARKETING MAJOR

Marketing Analytics Track

How do we handle, analyse, and report big data in marketing? And how do we use the findings to drive business performance? This track prepares you for these questions through courses in marketing and business analytics, data management, and digital marketing. You will be equipped with a strong analytics skill set and ready for marketing jobs in today's data-rich world.

OPERATIONS MANAGEMENT MAJOR

Operations Analytics Track

In this track, the courses provide you with the skill set to transform data into useful information, identify trends and challenges, and ultimately empower companies to make smarter, data-driven business decisions. Elective courses encompass a range of business analytics applications, from supply chain management and logistics to warehousing, fulfilment, and business process improvement.

Maritime Business & Operations Track

This track equips you with knowledge about transportation and logistics, operations management, and maritime technology. The core and elective courses offered by expert faculty from SMU and overseas include topics such as logistics, port operations, digitisation, maritime law, and business analytics. Your learning will be extended through non-credit courses from practitioners, internships, overseas study missions, local site visits, and work-study electives.

QUANTITATIVE FINANCE MAJOR

BBM Quantitative Finance - MSc in Quantitative Finance Fast-Track Programme

This integrated programme provides an avenue for high-potential BBM students to accelerate their studies towards a master's degree. You can benefit from a holistic education by combining a broad-based undergraduate education with a highly specialised and technical postgraduate education. Students can graduate with both degrees in four years.

SCAN HERE TO FIND OUT MORE

WWW



CAN I TAKE UP A SECOND MAJOR OR HOLD DOUBLE DEGREES?

GUARANTEED SECOND MAJOR FOR ALL SMU UNDERGRADUATES

FURTHER YOUR LEARNING WITH A SECOND DEGREE FROM ANOTHER SCHOOL

Expand your learning across academic disciplines and increase your career options by taking a second major at either LKCSB (see page 5), or one of the other schools at SMU.

Examples of second majors at other schools include:

- Accounting
- Accounting Data & Analytics
- Financial Forensics
- Economics
- Actuarial Science
- Data Science & Analytics
- Health Economics & Management
- Technology for Business
- Legal Studies
- Political Science
- Psychology
- Sociology
- Global Asia
- Public Policy & Public Management
- Sustainable Societies
- Individualised Second Major

You may combine a Bachelor of Business Management (BBM) with another specialisation from another school and graduate with two undergraduate degrees within 4 to 5 years:

- Business Management & Accountancy [BBM/BAcc]
- Business Management & Economics [BBM/BSc (Econ)]
- Business Management & Information Systems [BBM/BSc (IS)]
- Business Management & Computer Science [BBM/BSc (CS)]
- Business Management & Computing and Law [BBM/BSc (C&L)]
- Business Management & Software Engineering [BBM/BSc (SE) WSDeg]
- Business Management & Social Science [BBM/BSocSc]
- Law & Business Management [LLB/BBM]

As a first-year student, you may be accepted into a double degree programme on the basis of outstanding academic results. You must maintain a required cGPA to remain enrolled in a double degree programme. If your initial application is not successful, you may apply again if you meet the course pre-requisites and achieve excellent grades in your first or second year, subject to the availability of vacancies.

SCAN HERE TO FIND OUT MORE

WWW



WHAT MAKES THE SMU LEARNING ENVIRONMENT OUTSTANDING?

Our small class sizes create an interactive environment where you can examine challenging case studies, collaborate on team projects, and engage with companies and enterprises.

Through the processes of research, debate, and questioning, you develop deep knowledge in a rich learning environment.

WORLD-CLASS FACULTY

Our faculty members are internationally known for their cutting-edge research. Many are also engaged with businesses and government agencies and they bring these experiences and expertise to the classroom. Outside of class, they serve as academic advisors and mentors.

EXPERIENTIAL LEARNING

Some of our courses are taught in what we call an "SMU-X" format. These courses aim to bridge academia and industry by challenging you to tackle real-world issues under the mentorship of professors and industry professionals. This ensures that you become a future-ready graduate who can effectively apply knowledge learnt in the classroom to solve real-world business problems.

VIBRANT STUDENT LIFE

Opportunities abound for a rich and fulfilling student life outside the classroom. For more information, please visit www.smu.edu.sg/campus-life.

STATE-OF-THE-ART LIBRARIES

The Li Ka Shing Library and the Kwa Geok Choo Law Library are state-of-the-art social learning spaces offering a range of printed and digital resources and databases to help you stay competitive in the business world.

PRINSEP STREET RESIDENCES

SMU Prinsep Street Residences (PSR) is a novel communal living concept where you co-live, co-work, and co-learn in the heart of the city. A range of educational and social events promote and embrace diversity among residents, with a focus on raising cultural awareness, deepening the understanding of disability issues, and developing young change agents on campus and beyond.



WILL I GET ANY GLOBAL EXPOSURE WHILE AT SMU?

THIS IS 100% GUARANTEED FOR ALL STUDENTS !



INTERNATIONAL STUDENT EXCHANGE PROGRAMME

With over 200 partner universities to choose from, the world is indeed your oyster. You get to experience academic life in renowned business schools like the Wharton School of the University of Pennsylvania, or immerse yourself in the rich cultures of destinations like Turkey, Mexico, and Eastern Europe.



BUSINESS STUDY MISSION

A business study mission is an overseas trip that gives you a better understanding of a region's cultural, social, and business environment. It comprises seminars, culture talks, and networking sessions with business leaders and government officials. Past destinations include China, Japan, South Korea, Taiwan, Vietnam, Germany, Scandinavia, Israel, and the Middle East.



SHORT-TERM STUDY PROGRAMME

The short-term study programme runs for two to four weeks during SMU's term breaks. You can choose to go to partner universities such as Copenhagen Business School in Denmark and Universitas Gadjah Mada in Indonesia.



OVERSEAS INTERNSHIP

An overseas internship lets you experience firsthand how industries and businesses operate in other markets, and apply your knowledge and skills in a real-world setting. The connections you make also have the potential to translate into full-time employment opportunities.



OVERSEAS COMMUNITY SERVICE

Overseas community service not only exposes you to diverse social, political, and economic perspectives, but also shapes your sense of social responsibility. You can choose to join, lead, or start an overseas community service project.



WHAT WILL MY CAREER PROSPECTS BE LIKE POST-GRADUATION?

LKCSB GRADUATES ACHIEVE MORE THAN **EMPLOYMENT WITHIN 6 MONTHS** **90%**

EXAMPLES OF CAREER OPPORTUNITIES

COMMUNICATION MANAGEMENT MAJOR <ul style="list-style-type: none"> • Corporate Communication Executive • Public Relations Executive • Content/Creative Strategist • UX/UI Designer • Strategic Planner 	FINANCE MAJOR <ul style="list-style-type: none"> • Commodity/Currency/Forex Trader • Equity Research Analyst • Wealth Manager • Fund Manager • Investment Banker 	INNOVATION & ENTREPRENEURSHIP MAJOR <ul style="list-style-type: none"> • Startup Founder • Venture Builder/Growth Hacker • Corporate Innovation Manager • Strategy/Innovation Consultant • Venture Capital Analyst 	MARKETING MAJOR <ul style="list-style-type: none"> • Advertising Executive • Brand/Product Manager • Digital Marketing Executive • Social Media Manager • Search Engine Optimisation (SEO) Specialist 	OPERATIONS MANAGEMENT MAJOR <ul style="list-style-type: none"> • Management Consultant/Executive • Financial Analyst • Data Analyst • Procurement/Purchasing Manager • Supply & Distribution Manager
ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES MAJOR <ul style="list-style-type: none"> • HR Professional/Business Partner • HR Consultant • Business Analyst • Management Consultant • Management or Leadership Rotational Roles 	QUANTITATIVE FINANCE MAJOR <ul style="list-style-type: none"> • Quantitative Researcher • Algorithmic Trader • Financial Data Scientist • Portfolio Manager • Risk Analyst 	STRATEGIC MANAGEMENT MAJOR <ul style="list-style-type: none"> • Strategy & Management Consultant • Business Analyst • Business Development Manager • Venture Capital & Private Equity Investment Analyst • Junior/mid/senior-level Strategy Manager 	DIGITAL BUSINESS MAJOR <ul style="list-style-type: none"> • Digital Business Analyst • Digital Media & Marketing Manager • E-commerce/E-business/Fintech Specialist • Digital Product Development Manager • Digital Transformation Consultant 	SUSTAINABILITY MANAGEMENT MAJOR <ul style="list-style-type: none"> • Sustainability & Carbon Credits Business Development Executive • Corporate Sustainability Manager • Associate, Assurance-Climate Change & Sustainability Services • Graduate Environmental Consultant • Sustainability Lead, Retail & Circular System

EXAMPLES OF INDUSTRIES

<ul style="list-style-type: none"> • Advertising Services & Market Research • Arts, Entertainment, & Recreation • Business & Management Consultancy • Education • Electronics • Engineering • Finance & Insurance 	<ul style="list-style-type: none"> • Food & Beverage • Healthcare • Information & Communications Technology • Legal, Accounting, & Auditing • Logistics & Supply Chain Management • Manufacturing • Oil & Gas Equipment and Services 	<ul style="list-style-type: none"> • Public Administration & Defence • Real Estate • Retail Trade • Scientific Research & Development • Transportation • Urban Solutions & Sustainability • Wholesale Trade
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WHAT DO SMU LKCSB ALUMNI THINK ABOUT THEIR SMU EXPERIENCE?

REAL-WORLD LEARNING, SELF-DISCOVERY, LIFELONG FRIENDSHIPS—IT'S THE FULL PACKAGE!

“LKCSB empowered me to explore a plethora of possibilities, taking learning out of the classroom and into the real world. Students are given the opportunity to create a unique experience and pursue their passions through a comprehensive blend of academic majors, student clubs, internships, and study missions. Through the vibrant programme, my imagination and perspectives were broadened, and this prepared me well for working in developing countries in Southeast Asia.”



BENJAMIN TSOON
Co-founder & Chief Commercial Officer, Alta Group
Class of 2013,
Bachelor of Business Management,
Major in Finance

“A Different U’ was what caught my attention back when I joined SMU. The constant intellectual rigour and confidence to challenge demanded by the curriculum has stretched me as a person. Juggling academics with student club activities and overseas community service project not only forged the best of friendships, it also honed my time management and interpersonal skills to take with me to the workplace and life.”



PEARLYNN WEE
Tech Engineer, UBS
Class of 2019,
Bachelor of Business Management and
Bachelor of Science (Economics),
Majors in Operations Management and Economics

“Whenever anyone asks me why I chose SMU, I tell them this: knowledge for the real world. The field of business cannot solely be learnt through books and exam papers; but through lively interaction with classmates while analysing case studies, helping real businesses innovate and solve problems, and even by empowering at-risk youths by equipping them with entrepreneurial skills through community service programmes. I am happy to bring with me the things I developed through my time in university—both hard and soft skills—as I take on my future.”



NADIA PRITTA WIBISONO
Regional Brand Director, Procter & Gamble
Class of 2018,
Bachelor of Business Management,
Majors in Marketing and Strategic Management

“My time in SMU was filled with great friendships and unique experiences. The wide-ranging student activities, overseas exposure, and community service programmes broadened my perspectives, while the academic rigour and internship opportunities prepared me well for the workplace. Students are encouraged to step out of their comfort zone to pursue various passions/disciplines and develop holistically.”




DANIEL GUO
Vice President, ADV Partners
Class of 2015,
Bachelor of Business Management,
Major in Finance


“WHAT MAKES AN SMU EDUCATION VITAL, EXCEPTIONAL AND BREATHTAKING?”


WE LET YOU INTEGRATE LEARNING ACROSS DISCIPLINES SO YOU WILL BE PREPARED FOR A COMPLEX, GLOBALISED WORLD

Because that’s what you need for a promising future with many different and exciting career paths. That’s why we are always improving our transformational undergraduate programme. That’s what it takes to transform you into a dynamic, confident and accomplished individual for a changing global economy!

EVERY SMU STUDENT WILL EXPERIENCE:

 FLEXIBLE AND INTER-DISCIPLINARY SMU CORE CURRICULUM

 DEDICATED AND CARING PROFESSORS WHO ARE WORLD-CLASS SCIENTISTS

 COMMUNITY SERVICE (LOCAL OR OVERSEAS)

 EXCEPTIONAL CAREER SUPPORT

 MULTIPLE INTERNSHIP ADVANTAGE (LOCAL OR OVERSEAS)

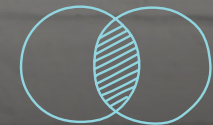
 VIBRANT STUDENT LIFE



GUARANTEED GLOBAL EXPERIENCE



100% SMALL CLASS SIZES



TWO MAJORS GUARANTEED

NEWEST OFFERINGS



COLLEGE OF INTEGRATIVE STUDIES

FIRST and ONLY Individualised Major in Singapore!

BACHELOR OF INTEGRATIVE STUDIES (INDIVIDUALISED MAJOR)



SCHOOL OF ACCOUNTANCY

ACCOUNTING DATA AND ANALYTICS (2ND MAJOR)

FINANCIAL FORENSICS (2ND MAJOR)



LEE KONG CHIAN SCHOOL OF BUSINESS

DIGITAL BUSINESS (2ND MAJOR)

COMMUNICATION MANAGEMENT WITH TRACK IN DATA, DESIGN, & COMMUNICATION



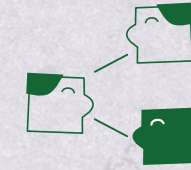
SCHOOL OF ECONOMICS

DATA SCIENCE AND ANALYTICS (2ND MAJOR)



SCHOOL OF COMPUTING AND INFORMATION SYSTEMS

BACHELOR OF SCIENCE (SOFTWARE ENGINEERING)

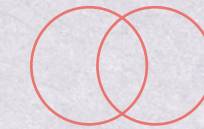


SCHOOL OF SOCIAL SCIENCES

SUSTAINABLE SOCIETIES (2ND MAJOR)

"WILL I HAVE A GOOD SELECTION OF COURSES TO CHOOSE FROM?"

YOU'LL BE SPOILT FOR CHOICE WITH **500+** MAJOR AND DOUBLE MAJOR COMBINATIONS



OVER **500** DOUBLE MAJOR AND DOUBLE DEGREE COMBINATIONS



GUARANTEED **2ND** MAJOR

SCHOOL OF ACCOUNTANCY

- Accounting
- Accounting Data and Analytics (to be taken as a 2nd major)
- Financial Forensics (to be taken as a 2nd major)

LEE KONG CHIAN SCHOOL OF BUSINESS

- Communication Management
- Communication Management with track in Data, Design, & Communication
- Finance
- Finance with track in Finance Analytics
- Finance with track in Real Estate
- Finance with track in Wealth Management
- Finance with track in International Trading
- Finance with track in Banking
- Finance with Private Banking Work-Study Degree
- Innovation & Entrepreneurship
- Marketing
- Marketing with track in Marketing Analytics
- Operations Management
- Operations Management with track in Operations Analytics
- Operations Management with track in Maritime Business & Operations
- Organisational Behaviour & Human Resources
- Quantitative Finance
- Strategic Management
- Digital Business (to be taken as a 2nd major)
- Sustainability Management (to be taken as a 2nd major)

SCHOOL OF COMPUTING AND INFORMATION SYSTEMS

BSc (INFORMATION SYSTEMS) DEGREE INFORMATION SYSTEMS MAJOR:

Students can take 1 to 2 tracks from:

- Business Analytics
- Financial Technology
- Product Development
- Smart-City Management and Technology

BSc (COMPUTER SCIENCE) DEGREE IT SOLUTION DEVELOPMENT MAJOR:

Students can take 1 to 2 tracks from:

- Artificial Intelligence
- Cybersecurity
- Cyber-Physical Systems

BSc (COMPUTING & LAW) DEGREE

BSc (SOFTWARE ENGINEERING) DEGREE

SECOND MAJORS

For BSc (Information Systems), BSc (Computer Science), BSc (Computing & Law) and BSc (Software Engineering) students only:

- IT Solution Management

For BSc (Information Systems), BSc (Computing & Law) and BSc (Software Engineering) students only:

- Computing Studies with specialisation in one of the following:
 - Artificial Intelligence
 - Cybersecurity
 - Cyber-Physical Systems

For BSc (Computer Science), BSc (Computing & Law) and BSc (Software Engineering) students only:

- Technology for Business Solutions with specialisation in one of the following:
 - Business Analytics
 - Financial Technology
 - Product Development
 - Smart-City Management and Technology

For students from other schools within SMU:

- Technology for Business

SCHOOL OF ECONOMICS

- Economics
- Economics with track in Quantitative Economics
- Economics with track in Real Estate
- Actuarial Science (to be taken as a 2nd major)
- Actuarial Science with Industry Integration Track (to be taken as a 2nd major)
- Health Economics & Management (to be taken as a 2nd major)
- Data Science and Analytics (to be taken as a 2nd major)

YONG PUNG HOW SCHOOL OF LAW

- Law
- Legal Studies (2nd major for non-Law students)

SCHOOL OF SOCIAL SCIENCES

- Politics, Law and Economics (to be taken as a 1st major only)
- Political Science
- Psychology
- Sociology
- Global Asia (to be taken as a 2nd major)
- Public Policy and Public Management (to be taken as a 2nd major)
- Sustainable Societies (to be taken as a 2nd major)

COLLEGE OF INTEGRATIVE STUDIES

- Deferred Declaration of Degree
- Individualised Major
- Individualised Second Major



SINGAPORE MANAGEMENT
UNIVERSITY

Lee Kong Chian School of Business

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Enquiries: lkcsb_ug@smu.edu.sg



For more information on our curriculum,
please visit our website:
business.smu.edu.sg