

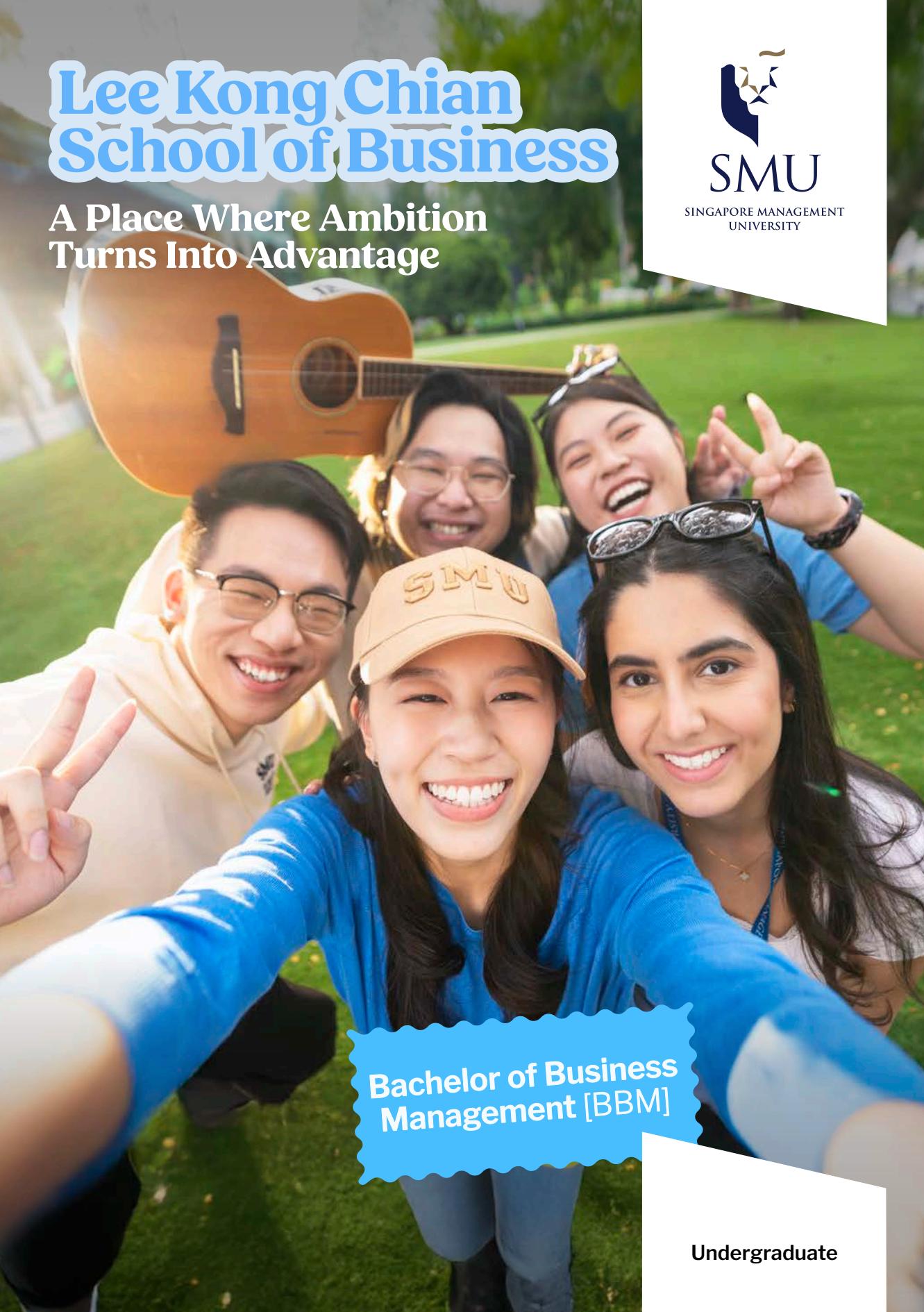
# Lee Kong Chian School of Business

A Place Where Ambition  
Turns Into Advantage



**SMU**

SINGAPORE MANAGEMENT  
UNIVERSITY



**Bachelor of Business  
Management [BBM]**

Undergraduate

# Dean's Message

"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.

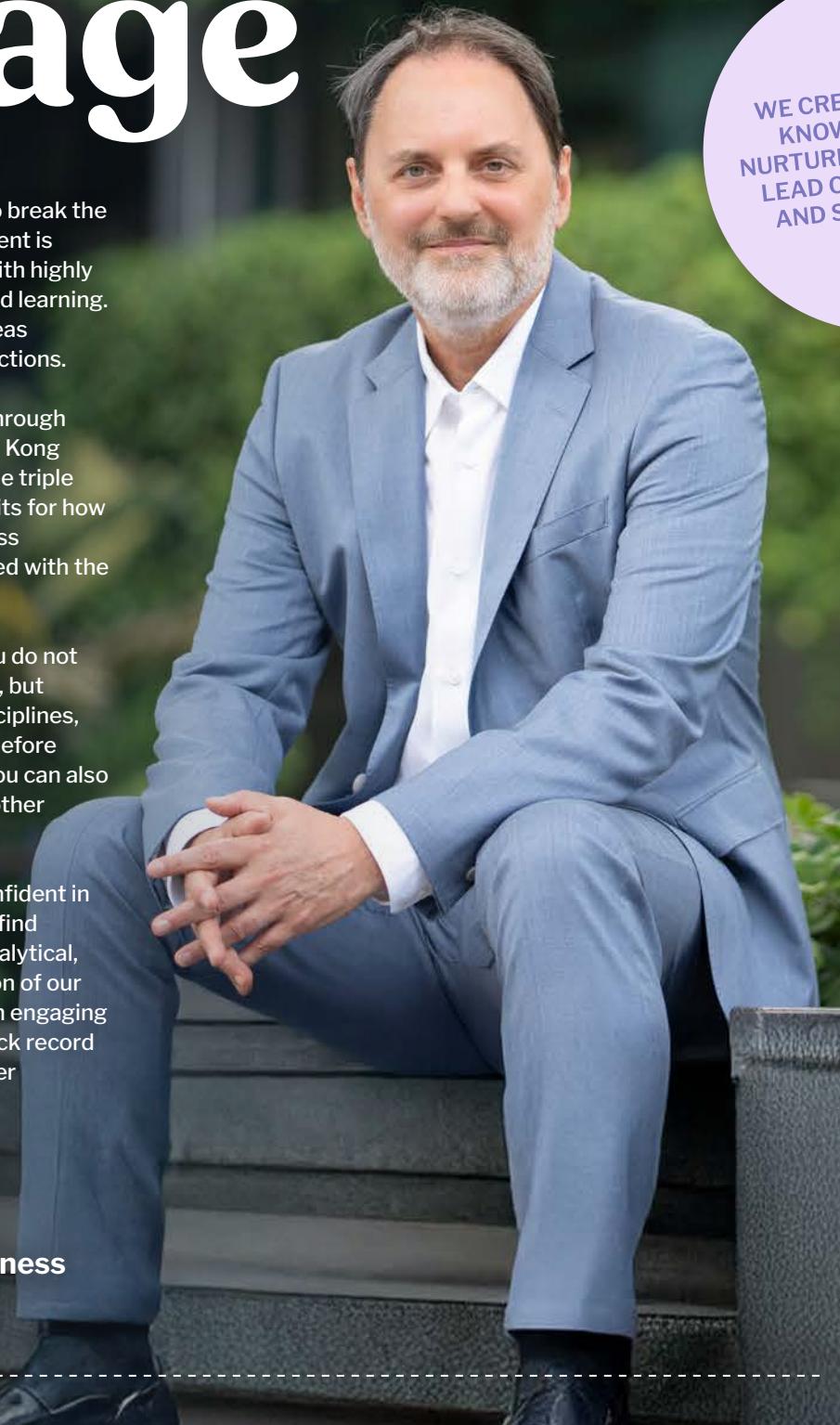
Business is an engine for growth, improves lives through innovation, and can be a force for good. At the Lee Kong Chian School of Business (LKCSB), we embrace the triple bottom line framework of people, planet, and profits for how businesses should be run. The Bachelor of Business Management (BBM) programme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



### INTERNATIONALLY RECOGNISED

Learn from world-class faculty and earn an internationally recognised degree from a Triple Crown accredited business school.



### 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 offering industry-relevant teaching and mentoring.

#### ACCREDITED BY:



#### MEMBER/SIGNATORY OF:



LKCSB is the first business school in Singapore 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).

# What will my learning journey look like?

## CORE CURRICULUM (12 CUs)

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 21<sup>st</sup> 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 the fundamental debates that cut across time and space, preparing them to engage in critical dialogue between multiple and competing traditions of thought and problem-solving. 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 (11 CUS)

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 "Digital Skills in Business" course
- Capstone: The Design of Business

## FREE ELECTIVES (Up to 7 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. It is designed 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.

A dynamic and holistic education that prepares you for the world



**TOTAL  
36  
COURSE UNITS  
(CUs)**

# What can I major in?

Choose from 10 majors or go down the generalist route

## COMMUNICATION MANAGEMENT

Communication professionals play a pivotal role in developing messages, narratives, and experiences that influence behaviour and drive organisational success. The major encompasses the knowledge and skills necessary for navigating the complex world of communication in the age of artificial intelligence. In addition, students develop skills that AI cannot replicate, such as building trust, managing crises, and inspiring action.

## INNOVATION & ENTREPRENEURSHIP

The Innovation & Entrepreneurship major equips students to turn ideas into impact by mastering the art and science of venture creation and corporate innovation. Through hands-on practicum, ecosystem immersions in global innovation hubs, and interdisciplinary coursework, students learn to design, test, and scale solutions that create sustainable value across startups, corporations, and communities.

## 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.

## SUSTAINABILITY MANAGEMENT

Only as Second Major

Many businesses now embrace sustainability. This major develops a broad knowledge of sustainability concepts and practices for solving societal problems such as climate change and poverty. The interdisciplinary major covers business courses and electives from other disciplines. It provides graduates with tools to frame and solve problems from business and multi-stakeholder perspectives. Graduates find meaningful work in firms, governments, and non-profit organisations.

## 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 to be successful in any professional pursuit. Alternatively, an 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.

## 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.

# Can I further specialise in a particular area of study?

Some majors offer tracks or programmes for greater depth in learning!



Scan here to find out more!

## 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 with 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.

### Sustainable Finance Track

This track equips students with knowledge and skills to address the growing intersection of finance and sustainability. It covers key areas such as ESG integration, impact investing, carbon markets, and sustainable financial instruments. With a focus on industry-relevant skills and career-ready expertise, this track prepares students for roles that drive responsible investment and innovation in a rapidly evolving financial landscape.

## COMMUNICATION MANAGEMENT MAJOR

### Data, Design, & Communication Track

The track is for students who want to develop expertise in data-driven decision making, digital experience and product design, and AI-enabled storytelling. The track is suitable for students who are interested in tech-driven roles across a number of sectors. Graduates emerge as versatile communicators who have the data, design, and storytelling skills to help organisations achieve desired outcomes.

## 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 provides a strong foundation in transportation and logistics, operations management, and maritime technology. Core and elective courses, taught by SMU faculty and international experts, cover areas such as logistics, port operations, digitalisation, maritime law, and business analytics. Learning is further enhanced through industry internships, overseas study missions, local site visits, work-study electives, and practitioner-led courses, offering both academic depth and practical industry exposure.

## 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.

# Can I take up a second major or hold double degrees?

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

Examples of second majors at other schools include:

- Accounting
- Accounting with track in Sustainability Accounting
- Accounting Data & Analytics
- Financial Forensics
- Economics
- Economics with track in Quantitative Economics
- Economics with track in Real Estate
- Actuarial Science
- Actuarial Science with Industry Integration track
- 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]
- Business Management & Integrative Studies [BBM/BIS]
- 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 at the end of your second year to continue as a double degree programme student. 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.



Guaranteed second major for all SMU undergraduates



# 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.

Where interactive learning and real-world exposure come together.

## 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](http://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?



## 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.

## 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 Universitas Gadjah Mada in Indonesia and Xiamen University in China.

## 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.

## 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, and Scandinavia.

## 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.

## TRICONTINENTAL EXCHANGE IN BUSINESS AND LEADERSHIP EDUCATION (TREBLE)

TREBLE is a tri-continental exchange with SMU, UNC Kenan-Flagler Business School, and Copenhagen Business School. Each school selects 15 business undergraduates to form a cohort of 45, who spend one term at each institution. Students gain exposure to business practices across the US, Asia, and Europe, build soft skills through cross-cultural experiences, and expand their global network.



“  
SMU is  
more than  
just a space  
we call  
'school'.  
”

"SMU is more than just a space we call 'school'. Many see it as an interdisciplinary hub, and a home to inspiring professors and peers—this is all true. Underneath it all, to me, the heart of SMU lies in the people you meet, the perspectives you learn, and the places you can go, together."

**Lillian Lai Ruey Yee**  
**Year 4 Student**  
**Lee Kong Chian School of Business**

# What will my career prospects be like post-graduation?

## Examples of Career Opportunities

### COMMUNICATION MANAGEMENT MAJOR

- Corporate Communication/PR Executive
- Content/Creative Strategist
- UX/UI Designer
- Product Manager
- Account Executive

### INNOVATION & ENTREPRENEURSHIP MAJOR

- Startup Founder
- Corporate Innovation/Venture Lead
- Strategy & Innovation Consultant
- Venture Capital Analyst
- Accelerator Programme Manager

### OPERATIONS MANAGEMENT MAJOR

- Management Consultant/Executive
- Financial Analyst
- Data Analyst
- Procurement/Purchasing Manager
- Supply & Distribution Manager

### QUANTITATIVE FINANCE MAJOR

- Quantitative Researcher
- Algorithmic Trader
- Financial Data Scientist
- Portfolio Manager
- Risk Analyst

### DIGITAL BUSINESS MAJOR

- Digital Business Analyst
- Digital Media & Marketing Manager
- E-commerce/E-business/Fintech Specialist
- Digital Product Development Manager
- Digital Transformation Consultant

90%  
of LKCSB graduates  
secure employment  
within  
6 months

### FINANCE MAJOR

- Commodity/Currency/Forex Trader
- Equity Research Analyst
- Wealth Manager
- Fund Manager
- Investment Banker

### MARKETING MAJOR

- Advertising Executive
- Brand/Product Manager
- Digital Marketing Executive
- Social Media Manager
- Search Engine Optimisation (SEO) Specialist

### ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES MAJOR

- HR Professional/Business Partner
- HR Consultant
- Business Analyst
- Management Consultant
- Management or Leadership Roles

### STRATEGIC MANAGEMENT MAJOR

- Strategy & Management Consultant
- Business Analyst
- Business Development Manager
- Venture Capital & Private Equity Investment Analyst
- Junior/mid/senior-level Strategy Manager

### SUSTAINABILITY MANAGEMENT MAJOR

- Corporate Sustainability Manager
- Environmental, Social & Governance (ESG) Consultant
- Sustainability Data Reporting
- Sustainability Strategy (Policy & Research) Associate
- Climate Change & Sustainability Services Associate

## Examples of Industries

- Advertising Services & Market Research
- Arts, Entertainment, & Recreation
- Business & Management Consultancy
- Education
- Electronics
- Engineering
- Finance & Insurance
- Food & Beverage
- Healthcare
- Information & Communications Technology
- Legal, Accounting, & Auditing

- Logistics & Supply Chain Management
- Manufacturing
- Oil & Gas Equipment and Services
- Public Administration & Defence
- Real Estate
- Retail Trade
- Scientific Research & Development
- Transportation
- Urban Solutions & Sustainability
- Wholesale Trade

# What do SMU LKCSB alumni think about their SMU experience?



Hear firsthand how LKCSB's unique blend of real-world learning, mentorship, and student life has left a lasting impact on its alumni.

Real-world learning,  
self-discovery,  
lifelong friendships—  
It's the full package!



**Benjamin Twoon**

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

“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.”



**Kelvin Fan**

Manager, Bain & Company  
Class of 2019,  
Bachelor of Business Management,  
Majors in Finance and Operations Management

“4 years in SMU were arguably some of the best years. I am grateful for the journey and opportunities SMU has provided, shaping me to be a compassionate and confident graduate. You score some wins, you make some mistakes, but you learn and grow through real-world experiences. You'll always be supported by a great network of friends and academic/CCA advisors, so challenge yourself to make the most of SMU.”



**Chloe Yuen**

Associate Field Marketing Manager - APJ, Datadog  
Class of 2022,  
Bachelor of Business Management,  
Majors in Marketing and Strategic Management

“My time at SMU was defined by its interactive, discussion-driven classrooms and real-world learning experiences, which pushed me to think critically and communicate confidently. What I valued most about SMU was how learning extended beyond textbooks to group discussions, real-world projects, and opportunities to experiment, lead, and contribute. The vibrant student life and clubs gave me room to step up, organise, and work with people from all walks of life, strengthening my confidence, adaptability, and readiness for the workforce.”



**Gwen Yong**

Key Account Manager (SK-II Global Travel Retail),  
Procter & Gamble  
Class of 2024,  
Bachelor of Business Management,  
Majors in Marketing and Digital Business

“Joining SMU was one of the best decisions I've made. The dynamic learning experience and emphasis on real-world experiences empowered me to become more confident in tackling challenges and embracing new opportunities. Along the way, I formed lifelong friendships that have been an invaluable source of support, inspiration, and joy throughout my journey.”

When it comes  
to your future,  
**SMU puts FIRST**  
things first



**1<sup>st</sup>**

with an interdisciplinary  
and integrative curriculum



**1<sup>st</sup>**

to offer global exposure  
for ALL students



**1<sup>st</sup>**

to offer a dedicated  
sustainability major  
(as a second major)



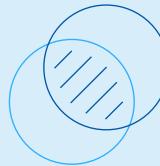
**1<sup>st</sup>**

with 100%  
seminar-style  
classes



**1<sup>st</sup>**

to pioneer a CCA  
transcript for graduates



**1<sup>st</sup>**

university in Singapore  
to let you design your  
own major



**1<sup>st</sup>**

with a Core Curriculum  
that is the most  
flexible as well



**1<sup>st</sup>**

to guarantee  
a 2nd major for  
all students

**1<sup>st</sup>**

LOCAL UNI TO  
PIONEER ALL  
THESE!

# 500+ double major combinations

## Pick, choose and get a career head start!



You are guaranteed a 2nd major when you enter SMU.

This means you can take courses and majors across all seven schools. You will be better equipped, more versatile, capable and gain an edge over your peers!



Single Degree Programme with 1 Major



Single Degree Programme with 2 Majors



Double Degree Programme with 2 Majors



Double Degree Programme with 3 Majors

1/3  
Major

1/3  
Core Curriculum

1/3  
Whatever else you want to explore

### School of Accountancy

- Accounting
- Accounting with track in Sustainability Accounting **NEW**
- 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 track in Sustainable Finance
- 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 with:

##### Single track options:

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

##### Dual tracks options:

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

#### BSc (Computer Science) Degree AI Solution Development Major with:

##### Single track options:

- Frontier Artificial Intelligence
- Cybersecurity
- Software Systems

##### Dual tracks options:

- Frontier Artificial Intelligence and Cybersecurity
- Frontier Artificial Intelligence and Software Systems
- Cybersecurity and Software Systems

### BSc (Computing & Law) Degree BSc (Software Engineering) Degree Second Majors

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

#### Computing Studies

- Frontier Artificial Intelligence
- Cybersecurity
- Software Systems

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

- IT Solution Management

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

#### Technology for Business Solutions

- 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



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**Lee Kong Chian  
School of  
Business**

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For more information on our curriculum,  
please visit our website:  
**[business.smu.edu.sg](http://business.smu.edu.sg)**



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