



Media Release

SMU Launches Blended Master's in Management Programme

The blended programme gives busy working professionals more control over the learning process

Singapore, 5 December 2019 (Thursday) – The [Lee Kong Chian School of Business \(LKCSB\)](#) at [Singapore Management University \(SMU\)](#) is offering a blended learning model for its [Master of Science in Management \(MiM\) programme](#). Commencing in July 2020, the programme stands out for fusing an efficient online learning experience with the opportunity for campus interaction with peers and faculty in person.

The blended MiM programme has been created to meet the needs of busy working professionals who would like the flexibility to learn at their own pace within a full-fledged postgraduate programme, while continuing to stay in their jobs. This programme offers ambitious students a distinctive advantage of leveraging technology to accelerate their learning trajectories in parallel to pursuing full-time careers.

The 18-month programme comprises 13 to 15 days of face-to-face interaction at SMU's city campus, and learning through online engagement with faculty and peers for the rest of the programme. In terms of online learning, students will be expected to commit at least 15 hours weekly. Through video-conferencing, pre-recorded lectures and web-based discussions mounted on a technology platform designed for interactive business education, students can analyse, debate and tackle case studies, assignments and quizzes. Students benefit from the ease with which they can review online lessons or replay videos to reinforce concepts and to fit individual learning preferences, attention spans and professional commitments.

Dr [Pascale Crama](#), Associate Professor of Operations Management and Academic Director of Blended Programmes, Singapore Management University, said, "With the blended MiM programme, technology serves to bridge students situated across geographies, accelerating their learning in a cost-efficient and time-efficient manner, as well as making collaboration among peers and SMU faculty easier."

In-class curriculum for students comprises a business negotiation module as well as an optional Business Study Mission, which aims to provide a hands-on experience and a glimpse into opportunities within a rapidly developing business environment in a particular city or region. Students will participate in career workshops and networking events facilitated by SMU's Office of Postgraduate Career Services.

"As far as our technology platform optimises the digital learning experience for students, we recognise the huge value for people to engage each other in person. This is why we are keen to welcome students enrolled in our Blended MiM programme to immerse themselves in the premium experiences that our world-class city campus offers. SMU, being strategically located in downtown

Singapore, and possessing strong linkages with the business community in Singapore and Asia, offers students rich opportunities to ask questions, network and meet faculty, alumni and prospective employers,” commented Dr Crama.

Benefits of blended learning

SMU is one of the first business schools in Asia to have invested in the necessary technology to deliver on an online learning experience for students that is both multifaceted and enriching. In 2019, LKCSB delivered 5 newly developed courses in a blended format to its students using the cutting-edge and custom-built online learning platform designed by Insendi. With the Blended MiM programme, the number of courses delivered using blended methodology will be doubled. Refer to Annex A for the list of LKCSB’s blended courses.

“As a business school that is closely attuned to industry shifts, we made the decision to adapt our education and fully develop the capabilities to offer an immersive online learning environment that meets the needs of our students,” Dr Crama said.

One of the first courses developed under LKCSB’s blended initiative was *Finance*, which was launched to postgraduate students in January 2019. Associate Professor [Roger Loh](#), Area Coordinator for the Finance group at LKCSB, was one of the pioneer group of faculty in SMU to invest about a few days in a custom-built studio, recording several hours of short videos, including external interviews, for the module.



[Photo: A screen capture of Associate Professor Roger Loh, Area Coordinator for Finance, SMU LKCSB, delivering a Finance module via the online platform.]

Assoc Prof Loh highlighted his view that blended learning is a more efficient way to deliver content to students. He commented, “With blended learning, the best version of a particular course becomes scalable. For example, the traditional means of classroom teaching means that a *Finance* module may be delivered differently by different instructors. The blended platform helps our students to absorb finance principles that are now taught by one or two anchor faculty members who can deliver content consistently across a digital learning environment.”

He added that blended learning benefits students by incentivising them to be active and to keep

pace with the course content rather than ignore the material until it is time to study for the exams. Illustrating this point with an example, Associate Prof Loh said, “When I teach the principle of systematic risk vs idiosyncratic risk, I get my students to engage in a 30 minute activity to find the beta of a company like Amazon. Students are required to download the data and estimate the regression as part of the online activity. In a face-to-face class, there likely won’t be enough time for many such activities during class time.”

“The advantage of a blended platform is that it offers online learning with the benefit of instructor assistance,” said Associate Prof Loh “Blended learning allows students to be more hands-on, do a lot more than what they would do in a face-to-face session, and ultimately, to learn and achieve more.”

SMU’s MiM programme provides a platform for individuals with no prior business experience to transit successfully to the world of business with an innovative and comprehensive curriculum. The expertise of top notch faculty, paired with practical case studies and an interactive pedagogy, serve to equip students with a deep understanding of business fundamentals and skills for a changing business world.

For more information, visit <https://business.smu.edu.sg/master-management/academic-experience/overseas-immersion>

###

ANNEX A: COURSES OFFERED IN BLENDED FORMAT BY SMU

S/N	SMU Faculty Member	Name of Course
1.	Rick Smith	Human Capital and Global Business Strategy
2.	Ang Ser Keng / Roger Loh	Finance
3.	Nirmalya Kumar	Marketing
4.	Themis Suwardy / Cheng Nam Sang	Financial Accounting
5.	Ilya Cuypers / Heli Wang	Strategic Management

5 December 2019

About SMU Lee Kong Chian School of Business (LKCSB)

[Singapore Management University \(SMU\)](#) commenced its curriculum in 2000 with the School of Business, which welcomed its pioneer cohort of students in August 2000. In 2004, the Lee Foundation contributed S\$50 million to SMU in honour of the late Dr Lee Kong Chian, a well-known Southeast Asian businessman, philanthropist and community leader. In recognition of the Lee Foundation's generosity, SMU named in perpetuity the School of Business, the building and the university-wide scholars programme after Dr Lee Kong Chian.

Today, LKCSB is a dynamic Asian business school with more than 4,000 students and over a hundred full-time faculty members with doctorate degrees from renowned universities such as Cornell, Harvard, INSEAD, London Business School, Wharton, Oxford, Stanford and Yale. The school offers undergraduate, master's and doctoral programmes and is affiliated with a number of research centres such as the Sim Kee Boon Institute for Financial Economics, the Centre for Marketing Excellence and the Institute for Innovation and Entrepreneurship.

LKCSB is ranked 2nd in Asia and 33rd worldwide in the University of Texas, Dallas rankings 2019 (based on research contributions) and is one of the youngest business schools in the world to have a triple accreditation with the AACSB, EQUIS and AMBA. Many of the school's postgraduate programmes are also ranked in the Financial Times Business School Rankings including the Executive MBA (22nd), the MBA (43rd), the MSc in Wealth Management (3rd), and the MSc in Applied Finance (45th) and the MSc in Management (92nd). www.business.smu.edu.sg

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of 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. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg