

Singapore Management University

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SMU: We are different [advertisement]

Singapore Management University

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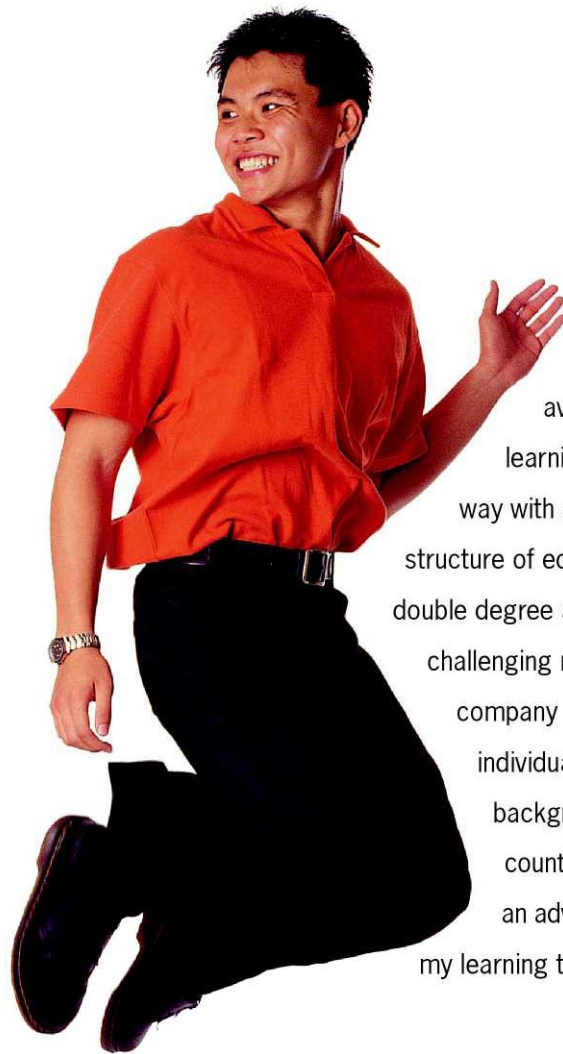
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Cowan is different. He's chosen to study at SMU.

Cowan knows that SMU will help
him realise his full potential.



"I don't want to be
mired in pure study.
I want to explore other
avenues besides rote
learning. SMU is leading the
way with a radically different
structure of education. Pursuing my
double degree at SMU, I will be
challenging myself to expand in the
company of a diverse range of
individuals from different
backgrounds, cultures and
countries. Like they say, life's
an adventure - let's see where
my learning takes me!"

Cowan Phan, straight A's student, SAT 1490, RJC Chorale Alumnus and sports enthusiast.
Has accepted a place to study for a Double-Degree (BBM & BSc Econ) at SMU.

www.smu.edu.sg

Tan Wah Yeow, Partner, KPMG. KPMG offers scholarships and internships to SMU students each year.



"We find SMU students to be articulate, confident, highly competent, capable of taking initiative, and with the valuable personality skills to relate with people at different levels. Accounting and business advisory firm KPMG invests in the development of talent through scholarships which feature professional attachments and secure contracts of employment on graduation. The fact that we have awarded a good portion of this year's scholarships to the pioneering undergraduates of SMU's School of Accountancy is indicative of our confidence in the SMU programme."

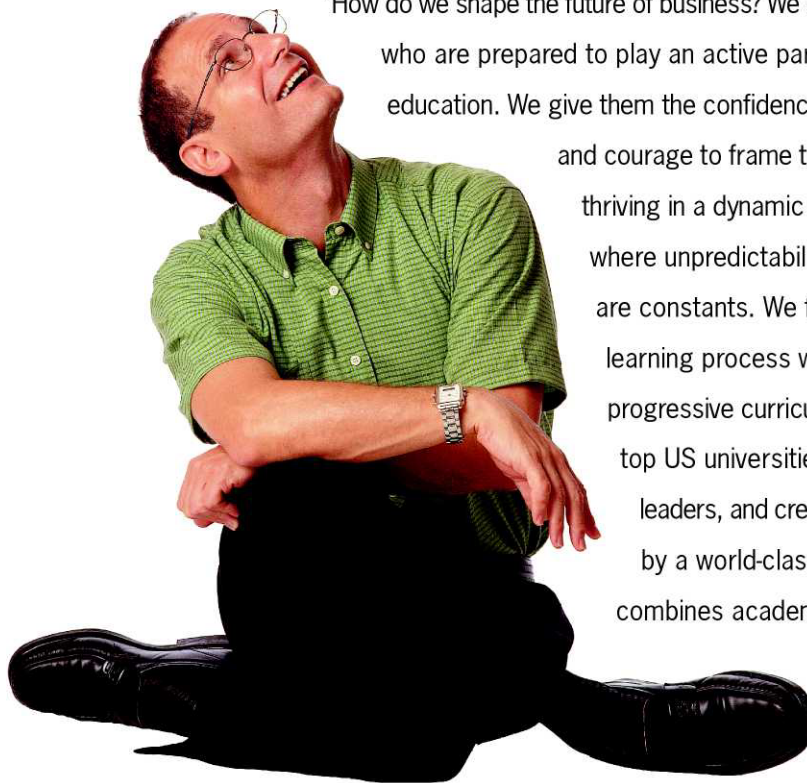
**Wah Yeow knows the difference.
He sees SMU students in action.**

**KPMG offers scholarships, internships
and careers to SMU students.**

Steve knows the difference. He heads SMU's School of Information Systems.

Steve inspires students to
excel in the new economy.

Dr Steven Miller, Interim Dean of the School of Information Systems. PhD and ex-faculty, Carnegie Mellon University.
Formerly Chief Architect Executive, IBM Global Services Asia Pacific.
Founding member, Worldwide Institute of Software Architects.



"How do we shape the future of business? We attract students who are prepared to play an active part in their own education. We give them the confidence, competence and courage to frame the solutions for thriving in a dynamic business world where unpredictability and change are constants. We facilitate that learning process with a progressive curriculum shaped by top US universities and industry leaders, and creatively delivered by a world-class faculty that combines academic excellence with strong business credentials."



Teo Su Phin will join leading global financial firm, UBS upon graduation from SMU.

"I chose SMU over a UK university because I saw so many opportunities closer to home! I've enjoyed the freedom to explore my potential in a stimulating environment.

I love the engaging seminar style teaching which challenges me to speak up and think out of the box. The confidence I've gained, the multi-national internships, and the relevance of my education to business today has given me so many career opportunities. I'm proud to have been offered a dream job even before graduating."

**Su Phin is different.
She's an SMU student.**

**Su Phin has been offered a job
even before she's graduated.**