## Singapore Management University Institutional Knowledge at Singapore Management University

### **SMU Press Releases**

**University Heritage** 

3-2004

## Get the SMU edge: Make a difference [advertisement]

Singapore Management University

Follow this and additional works at: https://ink.library.smu.edu.sg/oh\_pressrelease

Part of the Advertising and Promotion Management Commons, Asian Studies Commons, and the Higher Education Commons

#### Citation

Singapore Management University. Get the SMU edge: Make a difference [advertisement]. (2004). 1-6. Available at: https://ink.library.smu.edu.sg/oh\_pressrelease/169

This Image is brought to you for free and open access by the University Heritage at Institutional Knowledge at Singapore Management University. It has been accepted for inclusion in SMU Press Releases by an authorized administrator of Institutional Knowledge at Singapore Management University. For more information, please email cherylds@smu.edu.sg.



# Others see the inexperienced We see the bold, confident & articulate



"I found my International Exchange Programme at Wharton enormously enriching. The Business Case Competition in Copenhagen exposed me to reallife challenges and emerging the Champion was the icing on the cake! The experiences in and out of the classroom from sports to academic helped develop my confidence, leadership and people skills and sharpened me intellectually and socially. Looking back, I've had a pretty colourful student life and enjoyed a most unique learning experience. SMU really made good on their promise!"

Lim Kong Wee. 4 As RJC student. Double Degree graduating student

## Get The SMU Edge

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic minded citizen. A gem. The sort employers know will make a difference.

### The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- · Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## **Take The Plunge Now**

Got your GCE A-Level results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at **www.smu.edu.sg** for all degree programmes.

### **Minimum Qualifying Requirements**

- · Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in Chinese B/Malay B/Tamil B
- · C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!



(Bachelor of Business Management and Bachelor of Accountancy) at SMU. Dean's List (2001- 2002), Cycle and Carriage Scholar. Internships at Monetary Authority of Singapore and Hongkong and Shanghai Banking Corporation. Medal winner, 2002 Asean University Games.



## apply online now at www.smu.edu.sg



# Others see a student We see a gem



"I found my International Exchange Programme at Wharton enormously enriching. The Business Case Competition in Copenhagen exposed me to reallife challenges and emerging the Champion was the icing on the cake! The experiences in and out of the classroom from sports to academic helped develop my confidence, leadership and people skills and sharpened me intellectually and socially. Looking back, I've had a pretty colourful student life and enjoyed a most unique learning experience. SMU really made good on their promise!"

Lim Kong Wee. 4 As RJC student. Double Degree graduating student

## Get The SMU Edge

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic minded citizen. A gem. The sort employers know will make a difference.

## The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- · Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## **Take The Plunge Now**

Got your GCE A-Level results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at **www.smu.edu.sg** for all degree programmes.

### **Minimum Qualifying Requirements**

- Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in Chinese B/Malay B/Tamil B
- · C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!



(Bachelor of Business Management and Bachelor of Accountancy) at SMU. Dean's List (2001- 2002), Cycle and Carriage Scholar. Internships at MAS and HSBC. Medal winner, 2002 Asean University Games.



## apply online now at www.smu.edu.sg



# Others see a teacher We see a mentor



"At SMU, we mentor our students in multiple ways: through using highly interactive ways of learning, through the use of cutting-edge, real-world business problems for projects, and through regular exposure to practicing business professionals who are role models for what our students are striving to become. Our entire faculty and staff is committed to fostering the professional and intellectual development of our students, supporting and guiding them as they evolve into the business professionals of tomorrow."

## Get The SMU Edge

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic-minded citizen. A gem. Mentored by some of the world's finest faculty. You are raring to hit the ground running. The sort that makes a difference to your employer and to society. The pride of your alma mater.

### The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- · Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## **Take The Plunge Now**

Got your GCE A-Level results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at **www.smu.edu.sg** for all degree programmes.

### **Minimum Qualifying Requirements**

- Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in Chinese B/Malay B/Tamil B
- C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!

Professor Steven Miller is both Dean and Chief Mentor, School of Information Systems. Featured above with Benjamin Boh, one of his students, he epitomises the spirit and culture of SMU's faculty.



## apply online now at www.smu.edu.sg

# **SMU**

# **Others see blood, sweat and tears** We see passion, heart, life and soul



"At SMU, we mentor our students in multiple ways: through using highly interactive ways of learning, through the use of cutting-edge, real-world business problems for projects, and through regular exposure to practicing business professionals who are role models for what our students are striving to become. Our entire faculty and staff is committed to fostering the professional and intellectual development of our students, supporting and guiding them as they evolve into the business professionals of tomorrow."

## **Get The SMU Edge**

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic-minded citizen. One filled with passion, heart, life and soul. Mentored by some of the world's finest faculty. The sort that makes a difference to your employer and to society. The pride of your alma mater.

## The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- · Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## **Take The Plunge Now**

Got your GCE A-Level results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at **www.smu.edu.sg** for all degree programmes.

### Minimum Qualifying Requirements

- Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in Chinese B/Malay B/Tamil B
- C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!



Professor Steven Miller is both Dean and Chief Mentor, School of Information Systems. Featured above with students, Yvonne Lee and Benjamin Boh, he epitomises the spirit and culture of SMU's faculty.



## apply online now at www.smu.edu.sg



## Others see a son We see a young man of promise



Confesses proud father Lim Ee Seng, 'I was all prepared to send my son to the US; but it was Darren who convinced me he could gain so much from an Americanstyled education without even leaving home! SMU has bolstered his self confidence. Now he communicates well and is a natural at putting others at ease".

Says Darren, "I relish in SMU's radical participative, interactive and seminarstyled approach to education. Here, they facilitate, not teach. They respect and encourage the individual and max-out his potential. Cool. How can one not get motivated?" Topping his 1st year cohort in Accountancy with 7 A pluses and 2 As says it all for Darren, dad and SMU.

## Get The SMU Edge

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic-minded citizen. You are raring to hit the ground running. A fast tracker, full of promise and potential. The sort employers know will make a difference.

### The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- · Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## Take The Plunge Now

Got your GCE ALevel results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at www.smu.edu.sg for all degree programmes.

## **Minimum Qualifying Requirements**

- · Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in
- Chinese B/Malay B/Tamil B
- C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!





## apply online now at www.smu.edu.sg

**SMU** 

# Others see a graduate We see a stand-out professional



## Get The SMU Edge

At SMU, our approach to business education is totally revolutionary. It appeals to the brightest, most ambitious and unconventional minds in our midst. Inspired, innovative and rigorous, our unique seminarstyle teaching and pioneering programmes sharpen professional skills, groom leadership and hone communications, management and career soft skills. These, plus our practical, real-world internships are what transform our students.

By the time you graduate, you are fast becoming a full-fledged professional: a creative thinker and doer, a skilful communicator, confident leader and civic minded citizen. A stand-out professional. You are raring to hit the ground running. The sort employers know will make a difference.

## The Professional Cutting Edge

- Double Degree Programme for outstanding students promises unrivalled versatility and flexibility. Graduate in any 2 of the 5 degrees offered in 4 years
- · Option to pursue a Second major in accountancy, economics, finance, information systems management, social science, law or marketing
- Practical Internships in Singapore as well as overseas
- International Exchange Programme with distinguished overseas universities
- Attractive Scholarships as well as Financial Assistance and Financial Aid
- Collaboration with top US universities: Wharton School of the University of Pennsylvania and Carnegie Mellon University

## Take The Plunge Now

Got your GCE A-Level results? In the final year at Polytechnic? In NS or awaiting enlistment? Apply online now at www.smu.edu.sg for all degree programmes.

## Minimum Qualifying Requirements

- Passes in 3 GCE A-Level subjects and General Paper or a Polytechnic diploma
- D7 grade in a Second Language at GCE AO-Level or a pass in
- Chinese B/Malay B/Tamil B
- C6 in Additional Mathematics at GCE O-Level or equivalent
- SAT 1: Reasoning Test

## Get The SMU Edge Make A Difference!



"SMU students are articulate and very presentable, and rise to the challenge with their high levels of competence and confidence. Within the last 12 months, we have had 30 SMU interns at PWC. SMU aligns their semester to cater for the peak period of our business. Their timing for coming on-stream was so right. While they get relevant exposure and training, we value their professional contribution. In fact, we intend to offer them full-time work upon graduation in 2005. Siang Leng is a good example '



Deborah Ong, Partner, PricewaterhouseCoopers, above with colleague and Associate Tan Siang Leng, SMU Accountancy graduate (2003).

## apply online now at www.smu.edu.sg