Bachelor of Business Management

BBM

Student Handbook

(For students admitted in AY 2019-20 onwards)

As of 13 December, 2019

The list of courses is not exhaustive and subject to change. Students are advised to use the “Class Search” option in BOSS to browse the full list of courses offered.
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OVERVIEW

SMU’s holistic undergraduate programme is designed to help students develop into broadly educated individuals, with depth of knowledge in selected domains, and workplace capabilities required to thrive in the 21st century.

Through our undergraduate curriculum and student life experience, SMU is committed to nurturing graduates distinguish themselves with the SMU Graduate Identities:

1. *Independence* in mind (encompasses problem solving, entrepreneurial thinking and critical thinking) vs *Dependability* in deeds (includes collaboration and communication);
2. *Thinking vs Action* – able to delve deeply into issues across disciplines, and deliver meaningful impact locally and globally.

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![SMU Graduate Identities Diagram]

- **Meaningful Impact by Graduates Who**
  - Think Deeply and Broadly
  - Have an Independent Mind
  - Create Value at Home and Abroad
  - Are Dependable in Deeds
BACHELOR OF BUSINESS MANAGEMENT STRUCTURE

The Bachelor of Business Management programme comprises three key sections: (1) the University Core, which helps students cultivate a stable intellectual core, cutting across disciplines; (2) the Major Requirements, which help students develop depth in their chosen discipline(s) of study; and (3) the Free Electives, which afford students choice for flexible self-directed learning, towards greater disciplinary depth or multidisciplinary breadth.

The Lee Kong Chian School of Business School (LKCSB) undergraduate curriculum leads to the award of the degree of Bachelor of Business Management (BBM). The objective of the programme is to produce professionally competent graduates who are entrepreneurial, creative, capable of critical thinking and committed to life-long learning.

Satisfactory completion of these requirements will lead to the award of BBM. BBM students may choose to pursue one of eight first majors, or opt not to major in any one area. The first majors available to BBM students include:

- Communication Management
- Entrepreneurship
- Finance
- Marketing
- Operations Management
- Organisational Behaviour and Human Resources
- Quantitative Finance
- Strategic Management

<table>
<thead>
<tr>
<th>Course Units (CUs)</th>
<th>Period of Study</th>
</tr>
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<tbody>
<tr>
<td>University Core</td>
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<td>Capabilities</td>
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<td>Communities</td>
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<td>Free Electives</td>
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<td>Any SMU course</td>
<td>7</td>
</tr>
<tr>
<td>Graduation Requirements</td>
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<tr>
<td>Singapore Studies</td>
<td>-</td>
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<tr>
<td>Asia Studies</td>
<td>-</td>
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<tr>
<td>Global Exposure</td>
<td>-</td>
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<tr>
<td>Total Required</td>
<td>36</td>
</tr>
</tbody>
</table>
CORE CURRICULUM

Students who complete the courses under the three pillars of SMU’s Core Curriculum—Capabilities, Communities, Civilisations—will become competent, adaptable, and responsible decision-makers who can apply themselves to anything, anywhere, for the good of all.

Disciplinary knowledge: By the end of the program, students will be able to demonstrate fundamental disciplinary competencies that they can flexibly deploy across domains, contexts, and spaces.

Multidisciplinary knowledge, Inter-cultural understanding and sensitivity: Exercise an integrative intelligence to traverse and to reconcile disciplinary, perspectival, and socio-cultural differences with agility and sensitivity.

Critical Thinking and Problem Solving: Master and apply a range of techniques of inquiry and analysis to diagnose and solve problems across domains, contexts, and spaces.

Ethics and Social Responsibility, and Global Citizenship: Identify normative and ethical considerations that apply to the activities of the workplace and society, and articulate a personal conception of global citizenship that recognizes the cultural and perspectival diversity in the world.
The Core Curriculum serves as a means for students across all disciplines to bond through a common intellectual experience. It stands on three pillars of learning, or inter-related paths of development: Capabilities, Communities and Civilisations, based on a menu of twelve carefully selected course units (CUs), to initiate undergraduates into their journey to become fully realised SMU graduates. It forms the root intellectual experience that every undergraduate will undergo at SMU, providing a broad-based education that develops students’ wide knowledge of the world, interdisciplinary and contextual perspectives, understanding of self and society, and capability in key 21st-century skills.

**CAPABILITIES – 6 COURSE UNITS**

The first pillar, Capabilities, is about imparting to students the necessary skills to dexterously operate in an increasingly digitised and data-driven working environment. These skills will be imparted in courses from five baskets.

<table>
<thead>
<tr>
<th>Basket</th>
<th>Course Units (CUs)</th>
<th>Course Listing</th>
</tr>
</thead>
</table>
| Managing             | 2                  | - Management Communication; and Choose one from: Business, Government and Society**  
 |                      |                    | - Spreadsheet Modelling and Analytics  
 |                      |                    | - Leadership and Team Building  
 |                      |                    | - Accounting for Entrepreneurs  
 |                      |                    | - Capital Markets in China                                                                 |
| Modes of Thinking    | 1                  | Choose one from: Critical Thinking  
 |                      |                    | - Computational Thinking  
 |                      |                    | - Managing in a Volatile, Uncertain, Complex and Ambiguous Context                                                                 |
| Numeracy ^           | 1                  | Introductory Statistics # OR Introduction to Statistical Theory ***  
| Writing and Reasoning| 1                  | Writing and Reasoning #                                                                 |
| Internship           | 1                  |                                                                                   |

# Students may be given exemptions for these courses on the basis of good pre-university grades for GCE A-level, Polytechnic Diploma, or other recognised qualifications. Please refer to OASIS > Academic Policies > Exemption Policy for more information on SMU’s exemption policy.

Core curriculum courses are not to be double counted towards any other requirements. In cases where a core curriculum course overlaps with another requirement, students will need to take an additional course to fulfil both requirements.
The courses listed here may not be exhaustive. Please refer to the course catalogue for updated course offerings each term.

**Refer to Business In Context.**

^ Numeracy

Students taking either of the Political Science, Psychology, or Sociology majors are required to complete Calculus to fulfil the Numeracy basket.

Students taking the Politics, Law and Economics major are required to complete Introductory Statistics to fulfil the Numeracy basket. In addition, students on the Politics, Law and Economics major who have not met the criteria for exemption in Calculus based on their pre-university grades will also be required to complete Calculus, i.e. complete both Introductory Statistics and Calculus. Students who are required to complete both Introductory Statistics and Calculus will have one fewer Free Elective, i.e. 6 instead of 7.

***All students who have been granted provisional enrolment into BSc(Econ) secondary degree will have to take Introduction to Statistical Theory instead of Introductory Statistics.

Students taking the Computer Science degree are required to complete Calculus to fulfil the Numeracy basket. Students taking Information Systems Major or Smart-City Management and Technology Major are required to complete Introductory Statistics to fulfil the Numeracy basket.

Some major core or electives (e.g. Finance, Marketing or Quantitative Finance) have the co-requisite or pre-requisite of Calculus and/or Introductory Statistics or Introduction to Statistical Theory, students should plan ahead to complete the requisite(s) accordingly.

**INTERNSHIP**

Internship is a mandatory degree requirement for all undergraduates and carries 1 CU, except for students in the LLB programme.

For undergraduates enrolled from AY2019 onwards, the prerequisites for embarking on their first recognised internship include the completion of the following online learning units on eLearn:

- Reflective Practice Unit (RPU), which must be completed before progressing to the following:
- Five Internship Readiness Modules
  - Self-Discovery and Basic Career Planning (IRM101)
  - Creating and Managing your Professional Digital Footprints (IRM102)
  - Resume and Cover Letter Writing (IRM103)
  - Job Search Strategies (IRM104)
  - Interviewing Skills (IRM105)
- e-Internship Quiz after reading the e-Internship Guide

Students will need to complete at least one academic term of coursework before embarking on internships, although most students embark on their first internship after completion of Year 2 when they are more likely to have met their Career Coach at least once and have given sufficient thought to their majors and career choices for their future. Students in the LLB programme will need to complete four academic terms before embarking on any internships to clear their internship requirement.
To earn the 1 CU credit, students are required to complete pre-, mid- and post-activity reflections on their selected learning objectives for all internships that contribute to the degree requirement of total 10 weeks.

For more information on Internships, please refer to OASIS> Careers & Comm Service > Internship.

**COMMUNITIES – 4 COURSE UNITS**

The Communities pillar aims to help students understand the economic, technological, and cultural systems that structure our interactions with our communities. It comprises four baskets:

<table>
<thead>
<tr>
<th>Basket</th>
<th>Course Units (CUs)</th>
<th>Course Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics and Society</td>
<td>1</td>
<td>Choose one from:</td>
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<tr>
<td></td>
<td></td>
<td>• Climate Change: Global and Local Solutions</td>
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<tr>
<td></td>
<td></td>
<td>• Climate, History and Society</td>
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<tr>
<td></td>
<td></td>
<td>• Digital Cultures</td>
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<tr>
<td></td>
<td></td>
<td>• Science and Technology Studies: Where Science Meets Society</td>
</tr>
<tr>
<td>Technology and Society</td>
<td>1</td>
<td>• Science, Environment and Empire</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Technological Solutions to Urban Challenges</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can Machines Think? AI in History, Philosophy, and Fiction</td>
</tr>
<tr>
<td>Cultures of the Modern World</td>
<td>1</td>
<td>• Technological Innovations Enhancing Urban Sustainability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Technology and World Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Innovations for Asia’s Smart Cities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Choose one from:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cultural History of the Cold War in Asia</td>
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<td></td>
<td></td>
<td>• Singapore: Imagining the Next 50 Years</td>
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<tr>
<td></td>
<td></td>
<td>• Film in Southeast Asia</td>
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<tr>
<td></td>
<td></td>
<td>• Urban Cultures</td>
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<tr>
<td></td>
<td></td>
<td>• Foreign Languages, e.g. Bahasa Melayu, French, Italian, Japanese, Korean,</td>
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<td>Mandarin, Spanish, Thai</td>
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<td></td>
<td></td>
<td>• Understanding China’s Economics Miracles</td>
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<td></td>
<td></td>
<td>• Politics of Southeast Asia</td>
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<tr>
<td></td>
<td></td>
<td>• Contemporary South Asian Societies</td>
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<td></td>
<td></td>
<td>• Global and Transnational Sociology</td>
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<tr>
<td></td>
<td></td>
<td>• Jurisprudence: Modern and Critical Theories of Law</td>
</tr>
</tbody>
</table>
Core curriculum courses are not to be double counted towards any other requirements. In cases where a core curriculum course overlaps with another requirement, students will need to take an additional course to fulfil both requirements.

The courses listed here may not be exhaustive. Please refer to the course catalogue for updated course offerings each term.

COMMUNITY SERVICE

Community Service is a mandatory degree requirement for all undergraduates and carries 1 CU, except for students in the LLB programme.

For undergraduates enrolled from AY2019 onwards, the prerequisites for embarking on your community service include the completion of the following online learning units on eLearn:

- Reflective Practice Unit (RPU), which must be completed before progressing to the following:
  - Three Community Service Units (CSUs)
    - Self & Community Engagement (CSU101)
    - Service-Learning (CSU102)
    - Needs Analysis & Asset Mapping (CSU103)
  - e-Guidebook and a Final Community Service Quiz

The prerequisites listed above, when duly completed, will allow you to view and apply/self-propose community service projects on OnTRAC II.

To earn the 1 CU credit, students are required to complete pre-, mid- and post-activity reflections on their selected learning objectives for all Community Service Projects (CSPs) that contribute to the degree requirement of total 80 hours of CSP.

For more information on Community Service, please refer to OASIS > Careers & Comm Service > Community Service.

CIVILISATIONS – 2 COURSE UNITS

The third pillar of the Core Curriculum, Civilisations, aims to immerse students in fundamental and perennial debates that cut across time and space, to a critical dialogue between multiple and competing traditions of thought and problem-solving. The pillar has three requirements:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Units (CUs)</th>
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<tbody>
<tr>
<td>Ethics and Corporate Responsibility</td>
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</table>
All BBM students should take COR 3304 Ethics and Corporate Responsibility.

**DISCIPLINE REQUIREMENTS**

All BBM students are required to complete a set of Business Core courses, and declare their first major by the end of their second year. A student may choose to declare her/his intention to pursue a general business management degree without any majors.

**BUSINESS CORE – 11 COURSE UNITS**

Students are required to complete the following courses.

1. Finance
2. Marketing
3. Operations Management
4. Management of People at Work
5. Strategy
6. Decision Analysis
7. Financial Accounting
8. Management Accounting
9. Business Law
10. Business in Context
11. Business Capstone

**Business in Context**

All BBM students are required to complete a Business in Context course prior to graduation. This is a compulsory graded course. Students can choose one course from the following basket of options*:

- Business, Government and Society **
- Sustainability Management and Governance
- Doing Business with Artificial Intelligence**
- Entrepreneurial Leadership in Ethnic Chinese Business **
- Approaching Business Through Classics

*This list of courses is not exhaustive. Please refer to the Course Catalogue for more information on the list of courses in this basket of options. Courses taken to fulfil the Business in Context requirement may not be declared as Exploratory (please see section on Exploratory Courses).
** Business in Context courses are not to be double counted towards any other requirements. In cases where a Business in Context course overlaps with another requirement, students will need to take an additional course to fulfil both requirements.

**Business Capstone**

All BBM students are required to complete Business Capstone in their final year. This is a compulsory graded course. Students can choose one course from the following basket of options*:

- The Design of Business
- Management of Multinationals Across Asia

*This list of courses is not exhaustive. Please refer to the Course Catalogue for more information on the list of courses in this basket of options. A course taken to fulfil the Business Capstone requirement will not be declared as Exploratory (please see section on Exploratory Courses), and will not be double-counted towards any other requirements. (e.g. Strategic Management Elective)
MAJOR REQUIREMENTS – 6 COURSE UNITS

The following first majors are available to BBM students:

- Communication Management Major
- Entrepreneurship Major
- Finance Major
- Marketing Major
- Operations Management Major
- Organisational Behaviour and Human Resources Major
- Quantitative Finance Major
- Strategic Management Major

COMMUNICATION MANAGEMENT MAJOR

COMMUNICATION MANAGEMENT CORE – 1 COURSE UNITS

Students are required to complete the following courses.

1. Foundations in Strategic Communication

COMMUNICATION MANAGEMENT ELECTIVES – 5 COURSE UNITS

Students are required to complete 5 CUs of Communication Management Electives, such as:

- Intercultural Communication
- Communication Strategies in the Digital Age
- Computational Communication Research: Analytics and Visualisation
- Storytelling for Organisations and Brands
- Crisis Management and Communication

ENTREPRENEURSHIP MAJOR

ENTREPRENEURSHIP CORE – 2 COURSE UNITS

Students are required to complete the following courses.

1. Entrepreneurship and Business Creation
2. Corporate Entrepreneurship and Innovation or Leading New Ventures to Growth
ENTREPRENEURSHIP ELECTIVES – 4 COURSE UNITS

Students are required to complete 4 CUs of Entrepreneurship Electives, such as:

- Entrepreneurial Finance
- Entrepreneurship Study Mission ^
- Entrepreneurship Practicum
- Social Entrepreneurship
- Technological Entrepreneurship

^ Students may enrol in multiple Entrepreneurship Study Missions but only one of the topics/courses may be used to count towards an Entrepreneurship Major elective.

FINANCE MAJOR

FINANCE CORE – 3 COURSE UNITS

Students are required to complete the following courses.

1. Corporate Finance
2. Corporate Reporting and Financial Analysis
3. Financial Markets and Investments

FINANCE ELECTIVES – 3 COURSE UNITS

Students are required to complete 3 CUs of Finance Electives, such as:

- Analysis of Equity Securities
- Analysis of Fixed-Income Securities
- Financial Innovation
- Advanced Portfolio Management
- Real Estate Investments and Finance

Finance students* are also required to complete CFA100 Ethics and Standards Practice for Investment Management (non-credit).

*All BBM and (double degree in BBM) students (majoring in Finance or Finance with Track in (FAT/ITT/BT/RET/WMT) are required to take CFA100 Ethics and Standards Practice for Investment Management. CFA100 is tracked as a non-coursework requirement in the degree progression report. Students must (1) personally view the online lecture^ and (2) pass the online test to complete this requirement. The CFA100 lecture and test are conducted once a term, in Term 1 and Term 2, during a pre-designated period. Students are advised to avoid taking it during their final graduating term as it may delay their graduation if they do not pass the test. If you miss the online lecture or fail the online test, you would have to wait till the next available regular offering in either Term 1 or 2 to complete the requirement. Otherwise, you may have to drop your finance major and graduate without it or with no tracks. Please note that only students who have registered for CFA100 will be granted access to the online lecture and online test via eLearn. BBM (Finance) students who have passed CFA Level 1 with at least 70% on the Ethical & Professional Standards component can apply for exemption from CFA100.
With effect from AY18-19 T2, the physical lecture will be replaced by a series of short online lectures available during the regular term. Please refer to the announcement for more details.

FINANCE TRACKS

Students on the Finance major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Finance Electives requirement.

Finance Analytics Track (FAT)

Students who wish to pursue the Finance Analytics Track should declare FNCE with Track in (FAT) as your major and must complete the following courses:

- Introduction to Business Analytics/Analytics Foundation *
- Computational Thinking
- Business Data Management/Data Management *
- Financial Innovation
- 1 other Finance Analytics Track elective from the following list:
  - Analysis of Derivative Securities
  - Analysis of Fixed Income Securities
  - Analysis of Equity Securities
  - Analytics for Value Investing
  - International Finance
  - Advanced Portfolio Management
  - Analytics in Finance and Real Estate

*All students opting for LKCSB’s Analytics tracks should take MGMT108 Introduction to Business Analytics. For Finance Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to Business Analytics, they will have to take an additional Finance Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.

Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.
Banking Track (BT)

Students who wish to pursue the Banking Track should declare FNCE with Track in (BT) as your major and must complete the following courses:

- Consumer Banking
- Corporate Banking
- Investment Banking
- 2 other Banking Track electives from the following list*:
  - Analysis of Derivative Securities
  - Wealth Management and Advisory
  - Project Financing
  - Banking Law
  - Mergers & Acquisitions
  - Financial Innovation
  - Structured Products Sales and Trading
  - Entrepreneurial Finance
  - Behavioural Finance
  - Sustainable Finance

*Students admitted from AY2019-20 onwards can only fulfill Banking Track electives under this specific list.

International Trading Track (ITT)

Students who wish to pursue the International Trading Track should declare FNCE with Track in (ITT) as your major and must complete the following courses:

- Analysis of Derivatives Securities
- Law of International Trade (either LGST 223 or LAW 443)
- Shipping Business
- Trade Finance
- 1 other International Trading Track elective from the following list*:
  - International Finance
  - Advanced Portfolio Management
  - Corporate Banking
  - Analysis of Fixed Income Securities
  - Sustainable Finance
- At least three non-credit courses (e.g. Agri-commodity Trading, Coal Trading, Emissions Trading, Oil Trading, Palm Oil Trading, Petrochemicals Trading, and Iron Ore and Met Coal Trading)

*Students admitted from AY2019-20 onwards can only fulfil International Trading Track electives under this specific list.
Real Estate Track (RET)

Students who wish to pursue the Real Estate Track should declare FNCE with Track in (RET) as your major and must complete the following courses:

- Real Estate Economics
- Law of Real Estate
- Real Estate Investments and Finance
- 2 other Real Estate Track electives* from the following list:
  - Real Estate Valuation and Taxation
  - Urban Economics and Policy
  - Real Estate Development
  - Project Financing
  - Infrastructure Finance
  - Analytics in Finance and Real Estate

* Students should look out for Real Estate Track electives that consist of Finance Major Course Area to fulfil three finance electives requirement under Finance Major (e.g. Project Financing and Infrastructure Finance can be cross-listed to two Finance electives and Real Estate Investments and Finance can be cross-listed as one Finance elective.)

Real Estate Economics and Law of Real Estate can be cross-listed to Free Electives.

Wealth Management Track (WMT)

Students who wish to pursue the Wealth Management Track should declare FNCE with Track in (WMT) as your major and must complete the following courses:

- Advanced Portfolio Management
- Wealth Management & Advisory
- 3 other Wealth Management Track electives from the list:
  - Analysis of Equities Securities
  - Analysis of Fixed-Income Securities
  - Analysis of Derivative Securities
  - Wealth Management & Law
  - International Finance
  - Real Estate Valuation and Taxation
  - Behavioural Finance
  - Entrepreneurial Finance
  - Sustainable Finance

*Students admitted from AY2019-20 onwards can only fulfil Wealth Management Track electives under this specific list.
MARKETING MAJOR

MARKETING CORE – 2 COURSE UNITS

Students are required to complete the following courses.

1. Consumer Behaviour
2. Marketing Research

MARKETING ELECTIVES – 4 COURSE UNITS

Students are required to complete 4 CUs of Marketing Electives, such as:

- Advertising
- Digital Marketing
- Marketing Analytics
- Retail Management
- Strategic Brand Management

MARKETING TRACKS

Students on the Marketing major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Marketing Electives requirement.

Marketing Analytics Track (MAT)

Students who wish to pursue the Marketing Analytics Track should declare MKTG with Track in (MAT) as your major and must complete the following courses:

- Introduction to Business Analytics/Analytics Foundation*
- Computational Thinking
- Business Data Management/Data Management*
- Marketing Analytics
- 2 other Marketing Analytics Track electives from the following list:
  - Pricing
  - Digital Marketing
  - Customer Relationship Management

*All students opting for LKCSB’s Analytics tracks should take Introduction to Business Analytics. For Marketing Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to Business Analytics, they will have to take an additional Marketing Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.
Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.

**Retail and Services Management Track (RSMT)**

Students who wish to pursue the Retail and Services Management Track should declare MKTG with Track in (RSM) as your major and must complete the following courses:

- Retail Management
- Digital Marketing
- Services Marketing
- Retail Strategy
- 2 other Retail and Services Management Track electives from the following list:
  - Strategic Brand Management
  - Global Marketing
  - Marketing Analytics
  - Integrated Marketing Communications: A Brand Perspective
  - High Performance Warehousing and Fulfilment
  - Sales and Operations Planning
  - Retail Operations
  - Working and Leading in High-Performance Teams
  - Negotiation and Conflict Management

**OPERATIONS MANAGEMENT MAJOR**

**OPERATIONS MANAGEMENT CORE – 2 COURSE UNITS**

Students are required to complete the following courses.

1. Service Processes
2. Supply Chain Management

**OPERATIONS MANAGEMENT ELECTIVES – 4 COURSE UNITS**

Students are required to complete 4 CUs of Operations Management Electives, such as:

- Sustainable Operations
- Managing Process Improvement
- Service and Operations Analytics
- Project Management
- Logistics and Transportation Management
OPERATIONS MANAGEMENT TRACKS

Students on the Operations Management major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Operations Management Electives requirement.

Operations Analytics Track (OAT)

Students who wish to pursue the Operations Analytics Track should declare OPIM with Track in (OAT) as your major and must complete the following courses:

- Introduction to Business Analytics/Analytics Foundation*
- Computational Thinking
- Business Data Management/Data Management*
- Service and Operations Analytics
- 2 other Operations Analytics Track electives from the following list:
  - Managing Process Improvement
  - Logistics and Transportation Management
  - High Performance Warehousing and Fulfillment
  - Computer Simulation
  - Decision Analysis 2 - Multi-criteria Decisions

*All students opting for LKCSB’s Analytics tracks should take Introduction to Business Analytics. For Operations Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to Business Analytics, they will have to take an additional Operations Management Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.

Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.

Maritime Business and Operations Track (MBOT)

Students who wish to pursue the Maritime Business and Operations Track should declare OPIM with Track in (MBOT) as your major and must complete the following courses:

- Port-Focal Logistics and Maritime Operations
• Logistics and Transportation Management
• Shipping Business
• Law of International Trade (either LGST 223 or LAW 443)
• 2 other Maritime Business and Operations Track electives from the following list:
  o Sustainable Operations
  o High Performance Warehousing and Fulfilment
  o Computer Simulation
  o Introduction to Business Analytics*
  o Trade Finance*
• At least three non-credit courses (e.g. Tanker Chartering, Container Terminal Operations, Port Operations, Freight Trading and Operations, Ship Finance, Maritime Law and Arbitration, Supply Chain Financing and Maritime Supply Chain.)

* For Maritime Business and Operations Track’s students who enrol in both Trade Finance and Introduction to Business Analytics to fulfil their 2 Track electives, they will have to take an additional Operations Management Major Elective to fulfil the major’s requirement.

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES MAJOR

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES CORE – 2 COURSE UNITS

Students are required to complete the following courses.

1. Human Capital Management
2. Negotiation and Conflict Management

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES ELECTIVES – 4 COURSE UNITS

Students are required to complete 4 CUs of Organisational Behaviour & Human Resources Electives, such as:

• The Mosaic of Leadership
• Cross-Cultural Management and the Management of Diversity
• Performance Management and Compensation
• Training and Development
• Human Resources Analytics

QUANTITATIVE FINANCE MAJOR

QUANTITATIVE FINANCE CORE – 3 COURSE UNITS

Students are required to complete the following courses.

1. Quantitative Finance
2. Investment Statistics
3. Computer Technology for Finance
QUANTITATIVE FINANCE ELECTIVES – 3 COURSE UNITS

Students are required to complete 3 CUs of Quantitative Finance Electives, such as:

- Global Financial Risk Management
- Linear Algebra and Numerical Methods
- Quantitative Trading Strategies
- Stochastic Finance
- Structured Products Sales and Trading

STRATEGIC MANAGEMENT MAJOR

STRATEGIC MANAGEMENT CORE – 1 COURSE UNIT

Students are required to complete the following course.

1. Introduction to Organisations

STRATEGIC MANAGEMENT ELECTIVES – 5 COURSE UNITS

Students are required to complete 5 CUs of Strategic Management Electives. These must include at least 2 CUs from the following:

- Corporate Strategy
- International Business
- Management of Technology and Innovation
- Managing Strategic Change

Students may fulfil the remaining requirement by completing other Strategic Management Electives, such as:

- Asia Pacific Business
- Managing Creativity in Organisations
- Corporate Entrepreneurship and Innovation
- Design Thinking and Innovation
- International Corporate Governance and Strategy

No Major

BBM students can choose not to have a major. They should declare “No major” as one category under First Major. In such cases, students have to take 6 courses from any of the majors within the BBM curriculum. These 6 courses can be offered by LKCSB or other schools that are tagged as major electives and are listed as one of the following LKCSB major:

- Communication Management
- Entrepreneurship
- Finance
- Marketing
- Operations Management
• Organisational Behaviour and Human Resources  
• Quantitative Finance  
• Strategic Management  
• Sustainability

Notes: Courses that consist only course attribute of LKCSB track without LKCSB major will not be counted towards “No Major”. For example, Law of International Trade has the course attributes of Finance (International Tracking Track) and Operations Management (Maritime Business and Operations Track but without Finance or Operations Management major elective/core, will not be counted towards “No major”.

BBM students who declare “No Major” may take on a Second Major only if it is offered by another school. The second major should not be a major from the BBM curriculum. Students who declare “No Major” will have the generic descriptor “Business Management” reflected as their major in their transcripts.

**FREE ELECTIVES – 7 COURSE UNITS**

The Free Electives component in the curriculum allows students to choose courses from their major to deepen their disciplinary domain knowledge, or courses from other majors and schools to broaden their knowledge across disciplines. Students may take any SMU course to fulfil the Free Electives component. These courses may be double-counted towards a second major or a second degree.

Students may be given exemptions for up to 3 Free Electives CUs on the basis of good pre-university grades for GCE A-level, Polytechnic Diploma, or other recognised qualifications. Please refer to OASIS > Academic Policies > Exemption Policy for more information on SMU's exemption policy.

**ADDITIONAL GRADUATION REQUIREMENTS**

Beyond the 12 course units, students must also fulfil the Core Curriculum’s additional requirements of completing a Singapore Studies and an Asia Studies course, which can be fulfilled by taking courses or approved co-curricular activity in the Core Curriculum or outside, as well as undertake a Global Exposure experience, prior to graduation. Singapore Studies and Asia Studies provide students with an enhanced understanding of the contemporary issues and challenges facing Singapore and Asian countries and/or cultures. Multiple-counting for these graduation requirements is allowed: students will be allowed to use the same course or activity—where suitable—to fulfil the Singapore Studies, Asia Studies, and/or Global Exposure requirements. The list of qualifying courses and activities that help to fulfil these requirements are listed below for reference.
**Singapore Studies**

It is imperative that SMU students understand deeply the complexities and intricacies of living and working in Singapore, as well as considers how they may bring meaningful impact to the growth and development of Singapore. Students may fulfill the Singapore Studies graduation requirement by completing any of the following courses:

- Singapore – Imagining the next 50 years
- Urban Cultures
- Science, Environment and Empire
- Climate Change: Global and Local Solutions
- Taxation
- The Singapore Legal System

The courses listed here may not be exhaustive. Please refer to the course catalogue for updated course offerings each term.

**Asia Studies**

In addition to achieving a deeper comprehension of Singapore, SMU believes our students should acquire knowledge of Singapore’s continental context, in particular the complex and dynamic societies in Southeast Asia, and nearby China and India. Students may fulfill the Asia Studies graduation requirement by completing any of the following courses:

- Capital Markets in China
- Chinese Contract Law
- Chinese Corporate and Securities Law: A Comparative Perspective
- Contemporary South Asian Societies
- Cultural History of the Cold War in Asia
- Economic Development in Asia
- Exploring Asian Identities
- Managing Diversity in Asia
- Understanding China’s Economic Miracles
- Selected overseas study mission (Asia)

The courses listed here may not be exhaustive. Please refer to the course catalogue for updated course offerings each term.

**Global Exposure**

Global traction and understanding underpins success in careers in today’s globally connected environment. To have global exposure from the vantage of a university education is invaluable for international networking and global vision; it also open doors to bigger opportunities. Therefore, SMU has made it mandatory for all students to complete a Global Exposure experience prior to their graduation. Students may fulfill the Global Exposure requirement by participating in any of the following SMU-organised overseas activities:
<table>
<thead>
<tr>
<th>Global Exposure Activity</th>
<th>Qualifying duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Exchange Programme</td>
<td>As per programme requirement</td>
</tr>
<tr>
<td>Summer Exchange Programme</td>
<td>As per programme requirement</td>
</tr>
<tr>
<td>Short-Term Study Programme</td>
<td>As per programme requirement</td>
</tr>
<tr>
<td>Community Service</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>Study Mission</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>Co-Curricular Activities</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>Internship</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>Global Innovation Immersion Programme</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>SMU-X Overseas</td>
<td>5 days of activity or longer</td>
</tr>
<tr>
<td>Cultural, Technological or Socio-Economical Immersion Programme</td>
<td>5 days of activity or longer</td>
</tr>
</tbody>
</table>

To make sure no student misses out on this precious global experience, the University is committed to giving global exposure participation an extra push by enhancing support and by providing more (and new) opportunities for students.

For more information on the Global Exposure graduation requirement, please refer to OASIS > Academic Policies > Global Exposure.

SECOND MAJOR

All SMU students enrolled in a single degree programme may opt to undertake a second major offered by LKCSB, or by other schools. Students who did not declare one of the eight first majors offered by the LKCSB may not take a second major offered by the School, but may pursue a second major offered by another school. Students must declare their second major (if any) within their first four regular terms of study (inclusive of any terms with a leave of absence and/or international exchange) via OASIS > Academic > Programmes & Majors > Declare Major.

For details on the requirements for the various second major options, please refer to OASIS > Academic > Advisement & Curriculum > Second Major Requirements.

For BBM students who are taking a second major offered by LKCSB, they have to complete the same course requirement under first major.
COMMUNICATION MANAGEMENT SECOND MAJOR

COMMUNICATION MANAGEMENT SECOND MAJOR CORE – 2 COURSE UNITS

Non-BBM Students are required to complete the following courses:

1. Management Communication @
2. Foundations in Strategic Communication

@ Management Communication is also a University Core course, under the Capabilities-Managing basket. Students may not double count this course towards both the University Core and the Communication Management Second Major. Therefore, students taking the Communication Management Second Major must complete two other courses that may count under the Capabilities-Managing basket of the University Core.

COMMUNICATION MANAGEMENT SECOND MAJOR ELECTIVES – 6 COURSE UNITS

Students are required to complete 6 CUs of Communication Management Second Major Electives. These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Marketing
- Management of People at Work
- Operations Management
- Strategy

Students may fulfil the remaining requirement by completing 5 other Communication Management Second Major Electives, such as:

- Intercultural Communication
- Communication Strategies in the Digital Age
- Computational Communication Research: Analytics and Visualisation
- Storytelling for Organisations and Brands
- Crisis Management and Communication

ENTREPRENEURSHIP SECOND MAJOR

ENTREPRENEURSHIP SECOND MAJOR CORE – 2 COURSE UNITS

Non-BBM Students are required to complete the following courses:

1. Entrepreneurship and Business Creation
2. Corporate Entrepreneurship and Innovation or Leading New Ventures to Growth

ENTREPRENEURSHIP SECOND MAJOR ELECTIVES – 6 COURSE UNITS

Students are required to complete 6 CUs of Entrepreneurship Second Major Electives. These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Marketing
- Management Communication
- Management of People at Work
- Operations Management
- Strategy

Students may fulfil the remaining requirement by completing 5 other Entrepreneurship Second Major Electives, such as:

- Entrepreneurial Finance
- Entrepreneurship Study Mission ^
- Entrepreneurship Practicum
- Social Entrepreneurship
- Technological Entrepreneurship

^ Students may enrol in multiple Entrepreneurship Study Missions but only one of the sections may be used to count towards an Entrepreneurship Second Major elective.

**FINANCE SECOND MAJOR**

**FINANCE SECOND MAJOR CORE – 4 COURSE UNITS**

Non-BBM Students are required to complete the following courses:

1. Corporate Finance
2. Corporate Reporting and Financial Analysis
3. Finance / Finance for Law *
4. Financial Markets and Investments

*Please note that ONLY LLB students can choose to take FNCE 101 Finance or FNCE 103 Finance for Law. They have to obtain a minimum grade of A- for FNCE 103 Finance for Law.

**FINANCE SECOND MAJOR ELECTIVES – 4 COURSE UNITS**

Students are required to complete 4 CUs of Finance Second Major Electives. These must include 1 CU from the following:

- Financial Accounting/ Financial Accounting for Law**
- Marketing
- Management Communication
- Management of People at Work
- Operations Management
- Strategy

**For LLB students who take FNCE103 Finance for Law instead of FNCE 101 Finance, they will have to take ACCT 101 Financial Accounting or ACCT 105 Financial Accounting for Law."
Students may fulfil the remaining requirement by completing 3 other Finance Second Major Electives, such as:

- Analysis of Equity Securities
- Analysis of Fixed-Income Securities
- Financial Innovation
- Advanced Portfolio Management
- Real Estate Investments and Finance

**FINANCE TRACKS**

Students on the Finance Second Major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Finance Second Major Electives requirement.

**Finance Analytics Track (FAT)**

Students who wish to pursue the Finance Analytics Track should declare FNCE Second Major with Track in (FAT) as your second major and must complete the following courses:

- Introduction to Business Analytics/Analytics Foundation*
- Computational Thinking
- Business Data Management/Data Management*
- Financial Innovation
- 1 other Finance Analytics Track elective

*All students opting for LKCSB’s Analytics tracks should take Introduction to Business Analytics. For Finance Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to Business Analytics, they will have to take an additional Finance Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.

Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.
Banking Track (BT)

Students who wish to pursue the Banking Track should declare FNCE Second Major with Track in (BT) as your second major and must complete the following courses:

- Consumer Banking
- Corporate Banking
- Investment Banking
- 2 other Banking Track electives

International Trading Track (ITT)

Students who wish to pursue the International Trading Track should declare FNCE Second Major with Track in (ITT) as your second major and must complete the following courses:

- Analysis of Derivatives Securities
- Law of International Trade
- Shipping Business
- Trade Finance
- 1 other International Trading Track elective
- At least three non-credit courses (e.g. Tanker Chartering, Container Terminal Operations, Port Operations, Freight Trading and Operations, Ship Finance, Maritime Law and Arbitration, Supply Chain Financing and Maritime Supply Chain.)

Real Estate Track (RET)

Students who wish to pursue the Real Estate Track should declare FNCE Second Major with Track in (RET) as your second major and must complete the following courses:

- Real Estate Economics
- Law of Real Estate
- Real Estate Investments and Finance
- 2 other Real Estate Track electives

Wealth Management Track (WMT)

Students who wish to pursue the Wealth Management Track should declare FNCE Second Major with Track in (WMT) as your second major and must complete the following courses:

- Advanced Portfolio Management
- Wealth Management & Advisory
- 3 other Wealth Management Track electives
MARKETING SECOND MAJOR

MARKETING SECOND MAJOR CORE – 3 COURSE UNITS

Non-BBM students are required to complete the following courses:

1. Consumer Behaviour
2. Marketing Research
3. Marketing

MARKETING SECOND MAJOR ELECTIVES – 5 COURSE UNITS

Students are required to complete 5 CUs of Marketing Second Major Electives. These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Management Communication
- Management of People at Work
- Operations Management
- Strategy

Students may fulfil the remaining requirement by completing 4 other Marketing Second Major Electives, such as:

- Advertising
- Digital Marketing
- Marketing Analytics
- Retail Management
- Strategic Brand Management

MARKETING TRACKS

Students on the Marketing Second Major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Marketing Second Major Electives requirement.

Marketing Analytics Track (MAT)

Students who wish to pursue the Marketing Analytics Track should declare MKTG Second Major with Track in (MAT) as your second major and must complete the following courses:

- Introduction to Business Analytics/Analytics Foundation*
- Computational Thinking
- Business Data Management/Data Management*
- Marketing Analytics
- 2 other Marketing Analytics Track electives

*All students opting for LKCSB’s Analytics tracks should take Introduction to Business Analytics. For Marketing Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to
Business Analytics, they will have to take an additional Marketing Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.

Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.

**Retail and Services Management Track (RSMT)**

Students who wish to pursue the Retail and Services Management Track should declare MKTG Second Major with Track in (RSM) as your second major and must complete the following courses:

- Retail Management
- Digital Marketing
- Services Marketing
- Retail Strategy
- 2 other Retail and Services Management Track electives

**OPERATIONS MANAGEMENT SECOND MAJOR**

**OPERATIONS MANAGEMENT SECOND MAJOR CORE – 4 COURSE UNITS**

Non-BBM students are required to complete the following courses:

1. Service Processes
2. Supply Chain Management
3. Decision Analysis
4. Operations Management

**OPERATIONS MANAGEMENT SECOND MAJOR ELECTIVES – 4 COURSE UNITS**

Students are required to complete 4 CUs of Operations Management Second Major Electives. These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Management Communication
- Management of People at Work
• Operations Management
• Strategy

Students may fulfil the remaining requirement by completing 3 other Operations Management Second Major Electives, such as:

• Sustainable Operations
• Managing Process Improvement
• Service and Operations Analytics
• Project Management
• Logistics and Transportation Management

OPERATIONS MANAGEMENT TRACKS

Students on the Operations Management Second Major may also choose to pursue one of the specialisation tracks listed below. Where applicable, students may double-count courses taken to fulfil the track requirements towards the Operations Management Second Major Electives requirement.

Operations Analytics Track (OAT)

Students who wish to pursue the Operations Analytics Track should declare OPIM Second Major with Track in (OAT) as your second major and must complete the following courses:

• Introduction to Business Analytics/Foundation Analytics*
• Computational Thinking
• Business Data Management/Data Management*
• Service and Operations Analytics
• 2 other Operations Analytics Track electives

*All students opting for LKCSB’s Analytics tracks should take Introduction to Business Analytics. For Operations Analytics Track’s students who enrol in Analytics Foundation instead of Introduction to Business Analytics, they will have to take an additional Operations Management Elective to fulfil the respective major’s requirement. Introduction to Business Analytics will be mutually exclusive to Analytics Foundation.

With effect from AY20-21 Term 1, non-SIS students should take IS105 Business Data Management instead of IS112 Data Management. Only students declaring majors from School of Information Systems should take IS112 Data Management.

Students who have taken Introduction to Business Analytics before AY19-20 Term 2 will be allowed to use the course to meet their respective major elective requirements. With effect from AY19-20 Term 2 offering onwards, Introduction to Business Analytics will only fulfil the major elective requirements for students with a declared Analytics track. If students who had earlier declared the Analytics tracks and have taken this course in and after AY19-20 Term 2 choose to drop out of the tracks, the course will no longer be used to fulfil the major elective, and it will be counted towards Free Elective. The student will need to take another course to fulfil the major elective.
Maritime Business and Operations Track (MBOT)

Students who wish to pursue the Maritime Business and Operations Track should declare OPIM Second Major with Track in (MBOT) as your second major and must complete the following courses:

- Port-Focal Logistics and Maritime Operations
- Logistics and Transportation Management
- Shipping Business
- Law of International Trade
- 2 other Maritime Business and Operations Track electives from the following list:
  - Sustainable Operations
  - High Performance Warehousing and Fulfilment
  - Computer Simulation
  - Introduction to Business Analytics*
  - Trade Finance*
- At least three non-credit courses (e.g. Tanker Chartering, Container Terminal Operations, Port Operations, Freight Trading and Operations, Ship Finance, Maritime Law and Arbitration, Supply Chain Financing and Maritime Supply Chain.)

* For Maritime Business and Operations Track’s students who enrol in both Trade Finance and Introduction to Business Analytics to fulfil their 2 Track electives, they will have to take an additional Operations Management Major Elective to fulfil the major’s requirement.

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES SECOND MAJOR

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES SECOND MAJOR CORE – 3 COURSE UNITS

Non-BBM students are required to complete the following courses:

1. Human Capital Management
2. Negotiation and Conflict Management*
3. Management of People at Work

*Please note that ONLY LLB students can choose to take Negotiation and Mediation for Lawyer or Deal-making and dispute Resolution: Negotiation in an Age of Disruption in place of Negotiation and Conflict Management.

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCES SECOND MAJOR ELECTIVES – 5 COURSE UNITS

Students are required to complete 5 CUs of Organisational Behaviour & Human Resources Second Major Electives. These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Marketing
- Management Communication
- Operations Management
• Strategy

Students may fulfil the remaining requirement by completing 4 other Organisational Behaviour & Human Resources Second Major Electives, such as:

• The Mosaic of Leadership
• Cross-Cultural Management and the Management of Diversity
• Performance Management and Compensation
• Training and Development
• Human Resources Analytics

QUANTITATIVE FINANCE SECOND MAJOR

QUANTITATIVE FINANCE SECOND MAJOR CORE – 4 COURSE UNITS

Non-BBM students are required to complete the following courses:

1. Quantitative Finance
2. Investment Statistics
3. Computer Technology for Finance
4. Finance/ Finance for Law *

*Please note that ONLY LLB students can choose to take FNCE 101 Finance or FNCE 103 Finance for Law. They have to obtain a minimum grade of A- for FNCE 103 Finance for Law.

QUANTITATIVE FINANCE SECOND MAJOR ELECTIVES – 4 COURSE UNITS

Students are required to complete 4 CUs of Quantitative Finance Second Major Electives. These must include 1 CU from the following:

• Financial Accounting
• Marketing
• Management Communication
• Management of People at Work
• Operations Management
• Strategy

Students may fulfil the remaining requirement by completing 3 other Quantitative Finance Second Major Electives, such as:

• Global Financial Risk Management
• Linear Algebra and Numerical Methods
• Quantitative Trading Strategies
• Stochastic Finance
• Structured Products Sales and Trading
**STRATEGIC MANAGEMENT SECOND MAJOR**

**STRATEGIC MANAGEMENT SECOND MAJOR CORE – 2 COURSE UNITS**

Non-BBM students are required to complete the following courses:

1. Introduction to Organisations
2. Strategy

**STRATEGIC MANAGEMENT SECOND MAJOR ELECTIVES – 6 COURSE UNITS**

Students are required to complete 6 CUs of Strategic Management Second Major Electives.

These must include 1 CU from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Marketing
- Management Communication
- Management of People at Work
- Operations Management

Students must also complete 2 CUs from the following:

- Corporate Strategy
- International Business
- Management of Technology and Innovation
- Managing Strategic Change

Students may fulfil the remaining requirement by completing 3 other Strategic Management Second Major Electives, such as:

- Asia Pacific Business
- Managing Creativity in Organisations
- Corporate Entrepreneurship and Innovation
- Design Thinking and Innovation
- International Corporate Governance and Strategy

**SUSTAINABILITY SECOND MAJOR**

**SUSTAINABILITY SECOND MAJOR CORE – 2 COURSE UNITS**

Non-BBM students are required to complete the following courses:

1. Sustainability Management and Governance
2. Social Entrepreneurship Practicum
SUSTAINABILITY SECOND MAJOR ELECTIVES – 6 COURSE UNITS

Students are required to complete 6 CUs of Sustainability Second Major Electives. These must include 2 CUs from the following:

- Finance/ Finance for Law
- Financial Accounting/ Financial Accounting for Law
- Marketing
- Management Communication
- Management of People at Work
- Operations Management
- Strategy

Students may fulfil the remaining requirement by completing 4 other Sustainability Second Major Electives (at least 2 from Basket A and the remaining courses from Basket A or B), such as:

Basket A (At least two)
- Sustainable Finance
- Sustainable Operations
- Sustainable Marketing
- Social Entrepreneurship
- Sustainability Study Mission (Asian Studies or Globalisation) ^
- Sustainable Growth in ASEAN: Singapore, Malaysia, and Indonesia (0.5 CU course)

Basket B
- Development, Underdevelopment, and Poverty
- Economics Development in Asia
- Development Economics
- Macroeconomics of Income Distribution

^ Students may enrol in multiple Sustainability Study Missions but only one of the sections may be used to count towards a Sustainability Second Major elective.

DOUBLE DEGREE PROGRAMME

The double degree programme gives students an invaluable edge in the global economy and an unrivalled versatility and flexibility in career options. Under the double degree programme, a student can graduate in four years with two degrees in:

Under the double degree programme, a student can graduate in four years with two degrees in:

- Business Management & Accountancy (BBM/ BAcc)
- Business Management & Economics (BBM/ BSc (Econs)
- Business Management & Information Systems Management (BBM/ BSc (IS))
- Business Management & Social Sciences (BBM/ BSocSc)
- Business Management & Computer Science (BBM/ BSc(CS) )
The double degree programme gives students an invaluable edge in the global economy and an unrivalled versatility and flexibility in career options.

**ELIGIBILITY CRITERIA**

Students may apply for the double degree programme only at the end of Year 1 or Year 2 (after release of examination results), before the start of the first term of the next academic year. Please refer to OASIS > Calendar > Critical Dates for the application period.

For information on the criteria for applying for the double degree programme as well as the related policies, please refer to OASIS > Academic > Programmes & Majors > Double Degree Policy.

*Note: Applications will be subject to the Dean’s approval. Being eligible to apply does not mean that your application will be approved.*

**SPECIFIC REQUIREMENTS TO NOTE**

If your Primary Degree is BBM, then you have to take COR3304 Ethics and Corporate Responsibility.

**COURSE PROGRESSION FOR DOUBLE DEGREE STUDENTS**

**BBM/BACC**

You have to take ACCT111 Financial Accounting and ACCT112 Management Accounting and ACCT 224 Financial Reporting and Analysis. ACCT 101/ACCT 102/ACCT 201 are meant for non-BAcc students.

**BBM/BSc (Econs)**

It is highly recommended that you take ECON205 Intermediate Mathematics for Economics in your first year as it is the pre-requisite for ECON111 Microeconomics I and ECON112 Macroeconomics II which you will need as part of your double degree confirmation. In order to take ECON205, you must be either exempted from COR1201 Calculus or have completed this course in your Year 1.

Students who are provisionally enrolled in BSc (Econ) secondary degree must take STAT151 Introduction to Statistical Theory instead of COR-STAT1202 Introductory Statistics to fulfill Numeracy.

**BBM/BSc (SocSc)**

It is highly recommended that you take 1 of the 3 SocSci core courses in your first year (preferably Term 2) to ensure that you are able to complete all of your pre-requisites courses by the end of your second year for your double degree confirmation.

**BBM/BSc (IS)**

For BSc(IS) major, it is highly recommended that you take IS111 Introduction to Programming in your first year as it is a pre-requisite for IS113 Web Application Development I which is one of two
courses that you need in addition to IS202 Data Management course for your double degree confirmation.

For BSc(IS) SMT major, it is highly recommended that you take IS111 Introduction to Programming and COR-STAT1202 Introductory Statistics in your first year as they are pre-requisite and co-requisite respectively for ANLY104 Analytics Foundation which is one of two courses that you need in addition to IS202 Data Management course for your double degree confirmation.

BBM/BSc (CS)
It is highly recommended that you take CS101 Programming Fundamentals I in your first year as it is a pre-requisite for CS102 Programming Fundamentals II which is one of the two courses that you need in additional to IS202 Data Management.
# MINIMUM CREDIT UNITS REQUIREMENTS FOR Double Degree Programme

To graduate with a double degree in the following combinations, a student must complete all the requirements of both degrees.

<table>
<thead>
<tr>
<th>Double Degree</th>
<th>Requirements</th>
<th>Double counting</th>
<th>No. of minimum CUs for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBM &amp; BAcc</td>
<td>BBM &lt;br&gt; - All 36 CU listed under the BBM curriculum, including Ethics and Corporate Responsibility &lt;br&gt; BAcc &lt;br&gt; - 18 CU of Accounting Core; and &lt;br&gt; - 3 CU of Accounting Electives; and &lt;br&gt; - Calculus</td>
<td>- Up to 14 CU may be double counted, including up to 7 from Free Electives &lt;br&gt; - Finance major students may double count up to 5 additional CU with cross-listed electives</td>
<td>39 for Finance major &lt;br&gt; 44 for other majors</td>
</tr>
<tr>
<td>BBM &amp; BSc (Econ)</td>
<td>BBM &lt;br&gt; - All 36 CU listed under the BBM curriculum, including Ethics and Corporate Responsibility &lt;br&gt; BSc(Econ) &lt;br&gt; - 9 or 10 CU of Economics Core, depending on selected pathway; and &lt;br&gt; - 5 or 6 CU of Economics Electives, depending on selected pathway; and &lt;br&gt; - Calculus</td>
<td>- Up to 8 CU may be double counted, including up to 7 from Free Electives &lt;br&gt; - Finance major students may double count up to 2 additional CU with cross-listed electives &lt;br&gt; - Operations Management major students may double count an additional CU with cross-listed electives</td>
<td>42 for Finance major &lt;br&gt; 43 for Operations Management major &lt;br&gt; 44 for other majors</td>
</tr>
<tr>
<td>BBM &amp; BSc(IS)</td>
<td>BBM &lt;br&gt; - All 36 CU listed under the BBM curriculum, including Ethics and Corporate Responsibility</td>
<td>- Up to 7 CU may be double counted from Free Electives &lt;br&gt; - Students from Entrepreneurship, Finance, Marketing, Operations Management, Quantitative</td>
<td>45 for Entrepreneurship, Finance, Marketing, Operations Management, Quantitative</td>
</tr>
<tr>
<td>Double Degree</td>
<td>Requirements</td>
<td>Double counting</td>
<td>No. of minimum CUs for graduation</td>
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<tr>
<td>BSc(IS): IS or SMT</td>
<td>• 12 CU of IS Core or SMT Core, depending on selected major; and&lt;br&gt; • 2 CU of IS Track Electives; &lt;br&gt; • 2 CU of IS Track Electives or IS Depth Electives, depending on selected major; and&lt;br&gt; • 2 CU of IS Track Electives or IS Depth Electives or IS Related Electives, depending on selected major</td>
<td>Finance, and Strategic Management majors may double count up to 2 additional CU with cross-listed electives&lt;br&gt; • OBHR major students may double count an additional CU with cross-listed electives</td>
<td>Strategic Management majors&lt;br&gt; 46 for OBHR major&lt;br&gt; 47 for other majors</td>
</tr>
<tr>
<td>BBM &amp; BScSc</td>
<td>BBM&lt;br&gt; • All 36 CU listed under the BBM curriculum, including Ethics and Corporate Responsibility&lt;br&gt; BScSc&lt;br&gt; • 6 CU of Political Science Core, or 8 CU of Psychology Core or Sociology Core, or 12 CU of PLE Core, depending on selected major; and&lt;br&gt; • Between 5 CU and 9 CU of Major Electives, depending on selected major; and&lt;br&gt; • Calculus, for Political Science, Psychology or Sociology major</td>
<td>Up to 8 CU may be double counted, including up to 7 from Free Electives&lt;br&gt; • Communications Management major students taking Political Science may double count an additional CU with cross-listed electives&lt;br&gt; • Entrepreneurship major students taking PLE may double count an additional CU with cross-listed electives</td>
<td>43 for Communications Management major taking BScSc-Political Science&lt;br&gt; 44 for other majors taking BScSc-Political Science, Psychology or Sociology&lt;br&gt; 44 for Entrepreneurship major taking BScSc-PLE&lt;br&gt; 45 for other majors taking BScSc-PLE</td>
</tr>
<tr>
<td>BBM &amp; BSc(CS)</td>
<td>BBM&lt;br&gt; • All 36 CU listed under the BBM curriculum, including Ethics and Corporate Responsibility&lt;br&gt; BSc(CS)&lt;br&gt; • 18 CU of CS Core; and&lt;br&gt; • 4 CU of CS Track Electives; and</td>
<td>Up to 12 CU may be double counted, including 7 from Free Electives</td>
<td>54</td>
</tr>
</tbody>
</table>
### Double Degree Requirements

<table>
<thead>
<tr>
<th>Double Degree</th>
<th>Requirements</th>
<th>Double counting</th>
<th>No. of minimum CUs for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 2 CU of CS Track Electives or CS Electives</td>
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</table>

**Notes:** For students who declare “No Major”, the number of minimum CUs can be further reduced depending on the courses taken for “No Major” requirement that may be double-counted for their second degree requirement. Please refer to your degree progression report.
REGISTRATION OF COURSES

We encourage you to read and be familiar with SMU’s Bidding Online System (BOSS). Please refer to OASIS > BOSS > Course Enrolment & Drop.

Note: Courses may have pre-requisites/co-requisites. Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites/co-requisites for a particular course.

INDEPENDENT STUDY PROJECT

The Independent Study option can be a valuable enhancement to the BBM curriculum, allowing students to pursue a specific topic of interest not available in regularly offered courses.

Those interested in taking an Independent Study option should go to OASIS > BOSS > Courses & Schedules > Independent Study Course for more information.

EXCHANGE PROGRAMMES

Students may be granted approval to transfer credits from approved institutions for courses taken outside SMU after matriculation. Such approvals must be obtained before students embark on these programmes:

- International Exchange Programmes (via SMU International Office)
- Local Exchange Programmes (via Registrar’s Office)
- Summer Study Programmes (via SMU International Office)
- External Study Programmes (self-arranged by students)

Students are not allowed to go on external study programmes with SMU partner universities during regular term. Students may choose to do external study programmes at high-ranking and good standing non-partner universities during regular term.

Students who are going on external study programme especially in Term 3B must ensure that they are able to complete the external study programme and return to SMU for their studies at least 1 week before the start of the next term.

Procedures for Self-Arranged External Study Programmes

You may submit your application via OASIS > Campus Life & Exchange > Other Study Programmes > Self-arranged External Study Programme for School’s approval. If a university is not on the selection list, you can then write to lkcsb_ug@smu.edu.sg for approval. Generally, you are encouraged to take up the overseas exchange programmes co-ordinated by the SMU International Office.

Note: A student is allowed to submit only one self-arranged external study application per regular term/summer term.
Once the application has been approved:

- If your external study is during regular term, you need to apply for LOA under the reason “other external study” before the start of the term. The Letter of Acceptance must be attached in your LOA application as a supporting document. Any delay in the submission of the LOA application will result in School fees penalty.

- You need to submit the online worksheet for the courses you plan to take. The course duration must be indicated on the worksheet. We will not be able to process the worksheets without course syllabus.

  The onus is on you to ensure that the SMU credits are keyed in accurately on the worksheet. If there are any discrepancies found, you will not be able to transfer the full credit back to SMU.

  Please note that the school does not accept Certificate of Attendance as documentary proof for any credit transfer.

- School to evaluate / approve worksheet course areas.

- You must ensure that the worksheets have been approved before embarking on the external study.

You are required to submit the offer letter of acceptance and provide your flight details such as departure date, emergency contact* to lkcsb_ug@smu.edu.sg once you have confirmed your exchange programme.

It is required for all students to remain contactable during their exchange programmes. You are advised to obtain a local contact number from the country of your exchange programme. Please provide us the local contact number within one week after your arrival.

After you have successfully enrolled in the courses, you need to login to OASIS to confirm these courses for credit transfer.

After your exchange program, please submit the original official transcript to LKCSB Undergraduate Office.

You must be familiar with the credit transfer policy before applying for external study. Please refer to OASIS > Academic > Advisement & Curriculum > Credit Transfer Policy.

**EXPLORATORY COURSES**

To enhance learning by encouraging students to stretch themselves academically and experiment with classes outside their major or their usual spheres of interest, without being unduly concerned about the impact on their cumulative GPA (cGPA), students are allowed to declare two passed (A to D grades) non-mandatory courses as “Exploratory Courses” and exclude the grades from these courses from cGPA computation. The grades obtained for Exploratory Courses will be designated as “Pass”, and the official transcripts issued upon graduation will reflect the “Pass” grades, and not the letter grades (A to D). A “Pass” grade will count as a course unit taken, but will not be computed in the cGPA.
The following courses may not be declared as Exploratory: compulsory University Core/Major/Track Track courses, and electives within a basket of courses taken to fulfil a compulsory requirement (e.g. Business Capstone and Business in Context baskets). Also, a student will not be allowed to declare as Exploratory any course for which a penalised grade was awarded as a result of punishment for academic misconduct, such as plagiarism.

For more information, please refer to OASIS > Academic > Examinations & Grading > Exploratory Courses.

TRANSFER OF PROGRAMME

SMU students are allowed to transfer to another programme of study within SMU, subject to approval of the Deans of both the current and new programmes. Students may apply for a programme transfer only at the end of Year 1 or Year 2 (after release of examination results) before the start of the first term of the next academic year.

Please refer to OASIS > Calendar > Critical Dates for the application period. For information on the criteria for applying for a programme transfer, please refer to OASIS > Academic > Programme & Majors > Programme Transfer Policy.

Note: Being eligible to apply does not mean that your application will be approved.

Online Access to Student Information System (OASIS)

Online Access to Student Information System (OASIS) is the student portal that hosts various self-service functions under different categories such as Study, Personal & Finances, Resources, Career & Jobs, Student Life and Schools & Community. It is a one-stop self-service centre for all things related to your student life in SMU. For more information on SMU Undergraduate Regulations and Procedures, please refer to OASIS > Policies & Self Service.

ACCESSIBILITY AND ACCOMMODATIONS

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please inform SIS Dean’s Office immediately. You are also welcome to contact the SMU Diversity & Inclusion team (included@smu.edu.sg) if you have questions or concerns about academic provisions.
ACADEMIC INTEGRITY

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student’s own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at [http://www.smuscd.org/resources.html](http://www.smuscd.org/resources.html)

FREQUENTLY ASKED QUESTIONS

1. What requirements do I need to fulfil to be eligible for a BBM degree?

To be eligible for a BBM degree, a student must complete all requirements of the programme, including the compulsory internship, community service requirements and other required graduation requirements.

Students pursuing a single degree with a single major (basic degree) must attain at least 36 credited CUs, including exemptions/credit transfers.

The actual minimum CUs required will depend on your declared major (please refer to OASIS > Academic > Advisement & Curriculum for details). Double counting of courses between your basic degree and second major is allowed, provided the courses are listed in both areas and the total CUs earned do not fall below the minimum required CUs.

Students must attain a cumulative GPA of at least 2.00 and obtain the minimum credits required for their declared degree (degree with no/single/double major). Double degree students must attain a cumulative GPA of at least 3.00.

Only ONE cumulative GPA (single degree or double degree) will serve as the basis for the cum laude/merit award.

Note: You must obtain a passing grade of "D" or better to receive credit in any course. An "F" grade in a course will remain on your transcript permanently and will be factored in when calculating your GPA. If you retake the course at a future time, both the old and new grades will be appear on transcript. The new grade will count toward your GPA and you will receive credit for the repeated course. If you receive an "F" grade in a required course, you must retake that course. If you receive an "F" grade in a non-required course, you may either repeat the course or substitute it with another.

2. Can I still take a course when I have yet to complete its pre-requisite?

If a course is a pre-requisite for another course, the courses cannot be taken together. No special arrangements will be made.
3. How can I know the attributes of a course?

Please refer to the BOSS User Guide on OASIS. OASIS > Self Service Apps > My Apps > BOSS Bidding > Plan & Bid > Add to Cart

4. How can I check if I have fulfilled my course requirements?

We encourage all students to go to OASIS to generate their own academic advisement reports. The report will indicate how many outstanding courses there are and which areas these courses fall under. OASIS > Academic > Advisement & Curriculum > My Degree Progression > Supporting Functions > Degree Progression Report

If the advisement report does not tally with your own records, then attach the degree progress report from OASIS and indicate specifically which area of the report that you have queries with. Send your queries to lkcsb_ug@smu.edu.sg

5. How can I request a letter of certification that I am studying in SMU?

Please go to OASIS > Finance & Admin > Certification & Personal Info > Enrolment letter & Academic Summary (Select the appropriate letter type).

6. How can I make changes to my personal details?

Please go to OASIS > Finance & Admin > Certification & Personal Info > Update Personal Info & Citizenship.

7. How can I apply for a Leave of Absence to undertake an Internship?

Please go to OASIS > Finance & Admin > Absence & Withdrawal > Apply for Leave of Absence.

You are required to attach supporting documents such as Internship Offer Letter and email your email confirmation from the Dato’ Kho Hui Meng Career Centre.

Do note that approval is given on a case-by-case basis.

**CONTACT US**

For further queries, please contact the LKCSB Administration Office at lkcsb_ug@smu.edu.sg.

**OTHER USEFUL CONTACTS**

<table>
<thead>
<tr>
<th>Service</th>
<th>Department</th>
<th>Email contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student services (insurance claims, certify true copy of SMU documents,</td>
<td>Student Services Hub (SSH)</td>
<td><a href="mailto:studentservices@smu.edu.sg">studentservices@smu.edu.sg</a></td>
</tr>
<tr>
<td>card replacement, etc.)</td>
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<td></td>
</tr>
<tr>
<td>Service/Department</td>
<td>Contact</td>
<td>Email Address</td>
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<tr>
<td>Technology help centre Learning Management System (eLearn)</td>
<td>Integrated Information Technology Services (IITS)</td>
<td><a href="mailto:helpdesk@smu.edu.sg">helpdesk@smu.edu.sg</a></td>
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<td>Registrar Services</td>
<td>Registrar Office</td>
<td><a href="mailto:registrar@smu.edu.sg">registrar@smu.edu.sg</a></td>
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<td>BOSS bidding</td>
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<td><a href="mailto:boss@smu.edu.sg">boss@smu.edu.sg</a></td>
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<td>Local exchange matters</td>
<td></td>
<td><a href="mailto:susep@smu.edu.sg">susep@smu.edu.sg</a></td>
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<td>Exam matters</td>
<td></td>
<td><a href="mailto:exam@smu.edu.sg">exam@smu.edu.sg</a></td>
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<tr>
<td>Core Curriculum matters</td>
<td>Office of Core Curriculum</td>
<td><a href="mailto:corecurriculum@smu.edu.sg">corecurriculum@smu.edu.sg</a></td>
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<tr>
<td>Community Service</td>
<td>Centre for Social Responsibility</td>
<td><a href="mailto:commsvcs@smu.edu.sg">commsvcs@smu.edu.sg</a></td>
</tr>
<tr>
<td>Career Development (e.g. internship, recruitment talks, etc.)</td>
<td>Dato’ Kho Hui Meng Career Centre</td>
<td><a href="mailto:placement@smu.edu.sg">placement@smu.edu.sg</a></td>
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<td>Finishing Touch programme</td>
<td></td>
<td><a href="mailto:finishingtouch@smu.edu.sg">finishingtouch@smu.edu.sg</a></td>
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<td>International exchange programmes</td>
<td>International Office</td>
<td><a href="mailto:isep.outbound@smu.edu.sg">isep.outbound@smu.edu.sg</a></td>
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<td>Student Loans</td>
<td></td>
<td><a href="mailto:studentloans@smu.edu.sg">studentloans@smu.edu.sg</a></td>
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<td>Student Financial Assistance, Scholarships &amp; Awards</td>
<td>Centre for Student Financial Assistance</td>
<td><a href="mailto:finasst@smu.edu.sg">finasst@smu.edu.sg</a></td>
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<tr>
<td>Library services</td>
<td>Li Ka Shing Library</td>
<td><a href="mailto:library@smu.edu.sg">library@smu.edu.sg</a></td>
</tr>
<tr>
<td>Student Counselling &amp; Guidance</td>
<td>Mrs Wong Kwok Leong Student Wellness Centre</td>
<td><a href="mailto:counselling@smu.edu.sg">counselling@smu.edu.sg</a></td>
</tr>
<tr>
<td>Diversity, Inclusion &amp; Integration</td>
<td>Office of Dean of Students</td>
<td><a href="mailto:diii@smu.edu.sg">diii@smu.edu.sg</a></td>
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