AN EXPERIENTIAL JOURNEY OF

LEARNING AND DISCOVERY

SMU

SINGAPORE MANAGEMENT
UNIVERSITY

SMU-X

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CREATING MEANINGFUL IMPACT THROUGH SMU-X

Pioneered at SMU in 2015, SMU-X is an experiential learning framework which calls for students to take on real-world challenges by collaborating on projects with corporates, non-profit and government organizations. The framework represents a paradigm shift in the traditional approach to teaching and learning; from being teacher-centred to students taking ownership of their own learning.

Current Unresolved Issues And Problems

Active Mentoring

Closer Faculty-External Relations

Interdisciplinary Topic and Approach

SMU-X also enables a mind-set shift for the University by encouraging internal collaboration amongst its faculties and external collaboration with its external stakeholders.

SMU-X has been lauded by global accreditation body **Association to Advance Collegiate Schools of Business** (AACSB) as an "*Innovation that Inspires*".

The SMU-X curriculum combines academic with experiential learning through the **heavy use of projects** from project sponsors. SMU-X courses challenge students to use their knowledge and skills to recommend solutions through **inter-disciplinary** approaches. Project sponsors and faculty are involved in **active mentoring** so that students benefit most out of this deep relationship.

The result is a **tripartite learning loop** – students get a better understanding of what it means to use theories learnt outside the classroom; our faculty members learn how real-world adapts theories; and our project sponsors deepen their own learning through the findings and recommendations by SMU faculty and students. This inculcates in all parties the value of continuous learning which is imperative given today's rapidly changing economic conditions.

From 2018, our students and faculty have also begun to embark on SMU-X projects overseas and making meaningful impact beyond Singapore's shores.

SMU-X COURSES ARE OFFERED ACROSS ALL SCHOOLS

- Lee Kong Chian School of Business

- School of Accountancy

- School of Economics

- School of Information Systems

- School of Law

- School of Social Sciences

TYPES OF PROJECTS INCLUDE BUT NOT LIMITED TO:

- Account Process and Data Visualization

- Business and Operations Improvement

- Data Warehousing and Analytics

- Design Thinking

- Go-to-Market Strategies

- Marketing

- Organization Redesign and Change Management

- Smart Technologies

- Web/Mobile Application Development

- And many more....

SMU-X STATISTICS FROM JANUARY 2015 TO APRIL 2019
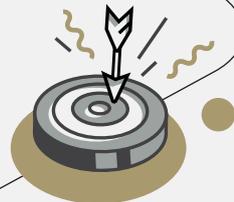
More than
1,000
projects completed

More than
89%
students who went through an SMU-X course felt that the experience has made a strong impact to their learning
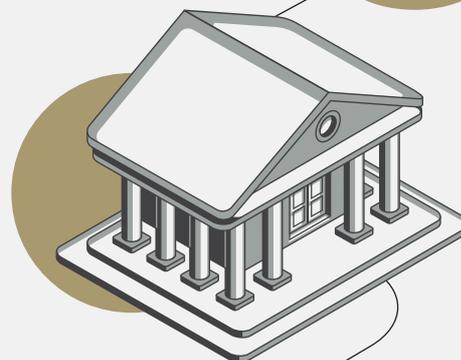
More than
100
SMU-X classes conducted

More than
400
project sponsors have worked with us

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BECOME A
PROJECT SPONSOR

SMU-X offers exciting opportunities for project sponsors to have complex business challenges solved through our award-winning experiential learning pedagogy, where teams of 5 to 7 students will take on the role of consultants to provide fresh perspective and decisive insights, supported by dedicated faculty advisors. SMU-X has worked with more than 400 project sponsors which include corporates, non-profit and government organizations. Contact SMU-X if you wish to become a project sponsor and be part of our experiential journey of learning and discovery!

BENEFITS TO PROJECT SPONSORS

HUMAN RESOURCE
- Additional manpower for value-added projects
- Faculty-guided consultancy

TALENT PIPELINE
- Potential new hires who are exposed to the industry and have knowledge of the organization

FRESH PERSPECTIVES
- Exchange knowledge with faculty and students
- Innovative solutions from millennials

LEARN AND EXPLORE
- Examine exploratory projects which could be overlooked given day-to-day responsibilities

MATTERS TO TAKE NOTE

ACADEMIC CALENDAR
- Term 1: August to December | Term 2: January to May (Students will work on the project across 15 weeks)
- Summer Term A: June | Summer Term B: July (Students will work on the project across 6 weeks)
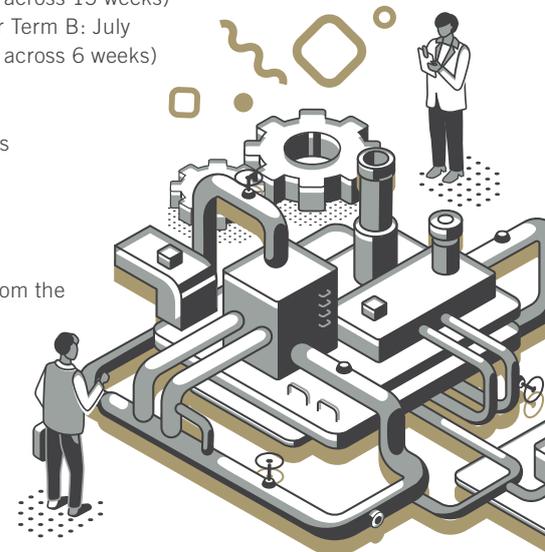
FEES
- Petty cash reimbursement such as transportation, printing, etc
- Cash awards (not mandatory)

MENTORSHIP
- One dedicated resource person from the partner organization
- At least three formal touchpoints
- Mentorship across the term (via meet-ups or virtual)

FREQUENTLY ASKED QUESTIONS

HOW ARE STUDENTS ASSIGNED TO PROJECTS?

SMU faculty determines the assignments, taking into account students' and project sponsors' preference, as well as the required skillset.

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IF I AGREE TO SPONSOR A PROJECT, AM I GUARANTEED THAT MY PROJECT WILL BE TAKEN UP?

Whilst every effort will be made to match the project with a suitable course, some projects may not be adopted immediately and will be considered for adoption in the subsequent academic term.

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IS IT APPROPRIATE TO ASK STUDENTS TO SIGN A CONFIDENTIALITY AGREEMENT?

Many of the SMU-X projects receive media attention and project sponsors often work with SMU-X for publicity. Nonetheless, SMU respects the project sponsors' request for confidentiality and will treat the projects with due care and diligence. For project sponsors who wish to formalize an understanding, parties involved in the project will be required to sign a legal agreement that outlines confidential material, knowledge or information that parties wish to share with each other for the purpose of the collaboration, but wish to restrict access to or by third parties.

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HOW DO SMU-X COURSES DIFFER FROM AN INTERNSHIP?

Projects are carefully scoped by SMU-X faculty in consultation with project sponsors to fit the academic curriculum and course objectives. Students working on these projects will act as external "business consultants" to the organizations. They will not be directly employed in the organizations as interns or part-timers.

ENGAGEMENT PROCESS FOR PROJECT SPONSORS

01 Register interest with SMU-X

02 Meet SMU-X team to identify project opportunities

03 SMU-X team to match suitable module(s) to project opportunities

04 Meet faculty and SMU-X team to further scope the project

05 Enter into a collaboration agreement after project scope and deliverables are confirmed

06 SMU-X module commences

TESTIMONIALS FROM SOME PROJECT SPONSORS

"Understanding millennial needs and wants is increasingly important and challenging to companies targeting this customer segment, especially with the evolving business environment. Through working with the faculty and students in the SMU-X course, we were presented with insights and innovative ideas from the students, allowing us to better understand the mindsets of millennials. SMU-X is indeed an excellent platform for companies to learn and garner fresh perspectives for their businesses."
– The Ascott Limited

"Collaborating with SMU-X students and their professors in carrying out projects related to the establishment of an intelligent accounting function represents a unique opportunity for DFS to further enhance the customer experience. We look forward to engaging these enthusiastic students as they work on creatively applying concepts to developing practical solutions that could assist our business."
– DFS Group

"Working with students via the SMU-X programme brought some energy into our projects and opened our eyes to how the millennial mindset works. This gives us an honest perspective of the needs of our future customers and how they can get real value from our product offerings."
– Aviva Singapore

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SHAPING
STUDENTS' LEARNING

SMU-X courses develop students' career profile and character in the following areas:

- Collaboration
- Communication
- Critical Thinking and Problem Solving
- Disciplinary and Multidisciplinary Knowledge
- Innovative and Entrepreneurial Skills
- Intercultural Understanding and Sensitivity
- Leadership
- Resilience and Positivity
- Sensitivity Towards Global Developments

LEARNING OUTCOMES OF SMU-X COURSES

- **INTERDISCIPLINARY** learning skills
- Develop a **PRACTICAL** and **IMPLEMENTABLE** solution to a real, complex problem
- Demonstrate **ADAPTABILITY** and **RESILIENCE**

"The SMU-X pedagogy engages students in active learning, applying and reflecting. Students can better understand the theories and frameworks taught in class and supplement them with hands-on learning through real-world application and implementing solutions. This teaches students to be critical thinkers and effective managers."

Associate Professor Gary Pan
Academic Director, SMU-X
Associate Dean, SMU School of Accountancy

"The SMU-X course that I read was truly impactful to my education journey at SMU – it allowed me to apply what I learned in classroom into the real-world context through engagements with projects faced by organizations, bolstered by mentoring from faculty and industry practitioners. This eye-opening experience has gave me a greater understanding of the complexities organizations have to deal with, equipping me with the knowledge and skillsets to be better prepared for the working world."

Ms Toh Xiu Jin
SMU Student

![SMU - Singapore Management University logo]