

SMa School of Management and Murdoch University launches 1st Double Degree Masters Course in Singapore

2nd March 06

Double Masters Degree enables students to graduate with an MBA and Masters in Human Resource Management within 3 years

SMA School of Management (SMA-SOM) and Murdoch University, Perth, Western Australia have joined forces to offer a wide range of business education courses in the heart of Orchard Road, Singapore. Murdoch University is one of Australia's leading research universities with approximately 14,000 students internationally.



Through the School of Management, Murdoch University will now offer a comprehensive range of degree and postgraduate programmes in business, marketing, human resource management and professional accounting to meet the changing needs of industry in Singapore and the region.

The latest programme offered is a double Masters degree in Business Administration and Human Resource Management. The Murdoch Master in Human Resource Management offers practical, leading edge human resource modules such as Organizational Consultancy, Strategic Decision-Making and Managing Remuneration, Benefits and Motivation. As the programme stresses on applicability to real world issues, students will have the opportunity to work as part of a real consultancy team solving a problem in a real company. Strategic Decision Making is a now critical HR topic as it is recognized worldwide that people with the best fit do make a difference to the company and that the right strategies will follow if you invest in the right people.

Commenting on the MOU, Murdoch University Pro Vice Chancellor (Strategy) Gary Martin said: "The establishment of SMA's School of Management provides an opportunity to further develop Murdoch's collaboration with SMA. We are very pleased to announce the launch of our first double masters programme in business administration and human resource management in Singapore."

Professor Martin added: "This double masters programme consists of 18 modules and allows professionals to graduate with two masters degrees in less than three years. It is targeted at senior executives and professionals in the fields of marketing, management and human resources."

Singapore Manufacturers' Federation Secretary-General Dr Roger Low agreed that this new postgraduate programme would build on and strengthen SMA's existing relationship with Murdoch University. "For the past two years, SMA and Murdoch University have been delivering a Bachelor of Commerce degree with a range of majors and this has provided an

excellent opportunity for school leavers and working professionals to upgrade their qualifications in Singapore,” said Dr Low.

“Besides a firm grounding in education, SMA-SOM’s philosophy has always been that of providing students with a holistic career development programme. Thus who knows you and who you know are equally important as what you know. As a wholly owned subsidiary of SMA, SMA-SOM is the only Private Education Organization in Singapore that is able to offer internships and career placement opportunities with 2500 SMA member companies under the **Student Connect Initiative**. All our graduates are encouraged to take advantage of this initiative as well as attend the numerous networking functions that SMA organizes.”

Apart from significant cost savings for students who opt to take the entire undergraduate programme in Singapore, students are also given the option to spend the final undergraduate year of the programme at Murdoch University in Perth, Western Australia.

An official signing ceremony to launch the double degree masters course was held in Singapore on 2 March 2006 at Career Fair 2006 at the Suntec City Convention Centre in Singapore.

About SMA School of Management (SMA-SOM)

The SMA-SOM is a wholly-owned subsidiary of the Singapore Manufacturers' Federation. Established in 2004, it was set up to further SMA’s mission of increasing global competitiveness and human capital development of Singapore companies. Currently, it is a leading provider of academic programmes from reputable universities and international institutions around the globe.

About Murdoch University

Murdoch is a modern, dynamic university committed to excellence in teaching and research within an international context. With a student population of 14,000, Murdoch supports excellent staff student relations, and provides state-of-the-art facilities, excellent student services and a wide range of undergraduate and postgraduate courses. The Australian Good Universities Guide has awarded Murdoch University the highest graduate satisfaction rating for 10 out of 11 years, an achievement unmatched by any other Australian university.

For more information on the Murdoch MBA or MHRM programme, please do not hesitate to contact Mr Stanley Soh at 6720 3333 or email stanleysoh@sma.edu.sg.