

## **SMa SOM and Murdoch University celebrates its first year of successful collaboration.**

Singapore Manufacturers' Federation School of Management (SMa SOM) and its partner Murdoch University, celebrates its first year of successful collaboration in offering business undergraduate and postgraduate programmes in Singapore on the 19<sup>th</sup> September 2005.



The partnership between the two major institutions of higher learning has gone a far way to accomplish what it is today. From its humble beginning, both institutions started off from scratch in Jun 2004 to its current enrolment of some 200 business undergraduate and postgraduate students in Singapore. This was no simple feat for a new institution that is in existence for less than a period of one year.

“Synergy was the main reason behind our establishment of this strong partnership. In Australia, Murdoch University is well-known for its practicality, industrial relevancy and flexibility of its double major degrees. On the other hand, SMa, one of Singapore’s business associations with strong industrial ties, was just the ideal partner that we have been looking for in offering our range of business undergraduate and postgraduate courses in Singapore,” commented Dr Simon Avenell, Head of Murdoch Business School, Murdoch University.

“We are happy that we have come so far in the past one year to make this partnership a great success. The success of the commencement of the past four cohorts with one graduating cohort expected at end December 2005, no doubt, proves the attractiveness of our BCom programmes to students in Singapore. This will definitely become the catalyst in launching new exciting majors and programmes in Singapore in collaboration with SMa,” said Dr Simon.

Currently, Murdoch University is offering the Bachelor of Commerce programme in Singapore with single or double majors in Management, Marketing and Human Resource Management. The University also offers a Postgraduate programme in the Masters of Human Resource Management. Several programmes in specializations such as Accounting and Marketing and Media are in the pipeline to meet the ever increasing demands of local and foreign students in the pursuit of higher academic upgrading.

These highly sought after Murdoch University programmes have attracted many managers and executives from Multi-National Companies, Small and Medium Enterprises and the Civil Service, including organisations such as Ministry of Home Affairs (MHA), Ministry of Defence (MINDEF), Ministry of Manpower (MOM), Ministry of Law, HSBC Bank, DBS Bank, Citigroup, Honeywell, Pfizer, National University of Singapore (NUS) and will continue to do so in the many years to come.