

MEDIA RELEASE

4TH COHORT OF SMU-BCA-WDA PRODUCTIVITY AND LEADERSHIP DEVELOPMENT PROGRAMME GRADUATES

The programme has graduated over 100 senior management executives in the built environment industry from developers to consultants and builders to date; Module on internationalisation strategy to be enhanced with international case studies of companies in the industry.

27 AUGUST 2012 (Monday) – A total of 21 graduates, all senior management executives in the building and construction industry, will take their place amongst the finest in their industry as today marks their graduation from the *SMU-BCA-WDA Productivity and Leadership Developmental Programme*, an advanced management programme tailor-made for the built environment industry.

2 The current batch of students is the fourth successive cohort of the programme that was introduced to provide industry participants with a broader strategic vision of the fast changing business environment at a time when the industry is experiencing growing complexities and increased competitiveness.

3 First introduced in November 2008, this advanced management programme (AMP) was then known as the *SMU-BCA Advanced Management Programme*. The title of the course was updated this year to reflect the Singapore Workforce Development Agency (WDA) in the partnership.

4 Drawing on the rich experience of industry leaders, this AMP is part of BCA's Built Environment Strategic Leadership Development initiative to develop a quality workforce which will anchor and advance the industry.

5 The 12-day intensive course saw the participants sitting through seven specialised modules designed to not only foster a better understanding of the complex market and process-oriented issues that drives the industry, but also prepare senior management executives to be dynamic leaders in their field. Subjects such as *Managing Professional Work Relationships and Cross Cultural Management, Risk Management and Crisis Management and Opportunities in Building Innovations and Productivity* – all hot button topics in the industry today – were taught.

6 Facilitated by SMU and taught by both SMU faculty as well as industry practitioners, the programme also focuses on learning through industry-specific case-studies shared by top management in the industry.

7 Testimonials from the students with regards to their experiences during the course were overwhelmingly positive.

8 “The programme has benefited me by giving me a broader vision on how to make a decision from senior management perspective and helps to set up a stronger foundation in productivity and leadership,” said Joko Lie, a Senior Project Engineer with Tiong Seng Contractors.

9 Esther Wong Chia Yeen, a Design Director and Deputy Managing Director of OASES Asia Pacific, agreed that the greatest value of the program is “the sharing of knowledge and case studies from various industry professionals provided real and useful learning points”.

10 Benjamin Cheuk, a Senior Project Manager with Straits Construction Singapore, also chimed in with his positive views on the programme, “the course has helped me to implement operational improvement initiatives involving the assembling and dismantling of temporary access and work platform. This helps the organisation to improve cycle time, reduce manpower and material costs and achieve reduction in inventory.”

11 “It is important for leaders in our industry to realise and manage not just the short term challenges, but also the longer term prospects for our industry, given the ever changing business environment and rising competition locally and internationally. To sharpen our competitive edge, the way forward has to be our quest for innovation and capability building and drive for significant productivity improvement in our industry. With the graduation of this fourth cohort, more than a hundred forward-looking industry leaders would have taken part in this leadership development programme for the industry. This is a good indication of the interests of our companies to continually nurture their senior management executive,” said BCA CEO Dr. John Keung.

13 “SMU is delighted to be facilitating this joint programme, and partnering BCA and WDA to develop the leadership and business know-how in the building and construction sector,” said Associate Professor Annie Koh, Vice-President for Business Development and External Relations.

14 “One amazing benefit of this AMP has been the strategic partnerships which have been developed over the course of the programme, leading to conversation amongst the industry leaders and the generation of ideas which will benefit the industry,” added Prof Koh, who will be moderating a panel discussion on 27 August themed “Building Effective Partnerships and Strategic Alliances for Growth” involving the top leadership of local building and construction companies.

15 “WDA is pleased to partner BCA and SMU for the SMU-BCA-WDA Productivity and Leadership Development Programme to groom local talent and raise workforce capabilities for the construction industry. We are heartened that the participants have given positive feedback, and many companies have also reported improved business outcomes at the end of the enterprise project implementation. The testimonies from the participants and companies affirm that the programme is highly relevant to the needs of the construction industry. Going forward, WDA will continue to collaborate with industry partners to strengthen the manpower capabilities of the construction industry,” said Ms Julia Ng, Senior Director of the Manufacturing and Construction Division at WDA.

16 In a move to continuously update and enhance the curriculum so as to ensure that the course remains competitive and relevant, this AMP will incorporate new curriculum covering the best practices and case studies on internationalisation strategies tailored specifically for the built environment industry for its next intake starting in March 2013.

Jointly issued by BCA, SMU and WDA on 27 August 2012

About Building and Construction Authority

The Building and Construction Authority (BCA) of Singapore champions the development of an excellent built environment for Singapore. At BCA, our mission is to shape a safe, high quality, sustainable and friendly built environment, as these are four key elements where BCA has a significant influence. In doing so, we aim to differentiate Singapore’s built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, our vision is to have "the best built environment for Singapore, our distinctive global city". BCA works closely with its education hub, the BCA Academy of the Built Environment, and industry partners to develop skills and expertise that help shape the best built environment for Singapore. For more information, visit www.bca.gov.sg.

About BCA Academy

The BCA Academy of the Built Environment is the education and research arm of the Building and Construction Authority, Singapore. It is the leading institution in Singapore that provides a comprehensive range of training and education programs tailored to the needs of the building and construction industry. In support of the national effort to develop Singapore into a green and sustainable city, the BCA Academy is pioneering several initiatives in training and research on renewable energy, green building design and technology, and sustainable development. To enable our industry leaders and practitioners to learn from the experience and knowledge of leading experts in this field, the Academy collaborates with global leaders and institutions in running executive courses, academic programmes, seminars and workshops on sustainable development and green buildings.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known for its interactive and technologically-enabled pedagogy of seminar-style teaching in small class sizes.

Home to more than 7,200 students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelor's, master's and PhD degree programmes in various disciplines.

With an emphasis on generating rigorous, high impact cross-disciplinary research that addresses Asian issues of global relevance, SMU faculty collaborates with leading foreign researchers as well as partners in the business community and public sector through its research institutes and centres.

About Singapore Workforce Development Agency

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives. For more information, please visit <http://www.wda.gov.sg>.