



AY24/25 Recruitment Cycle

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About Our Club



The SEM Brand

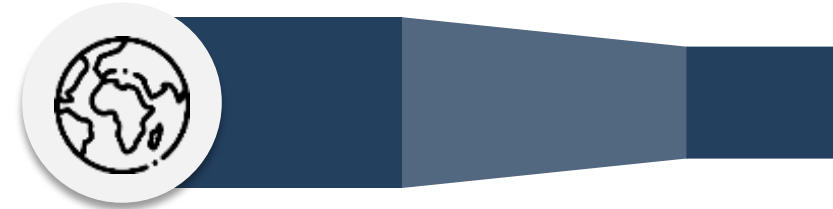
Our Vision:

To be the **premier knowledge hub** for students with an emerging markets focus, globally recognized for its research and industry partnerships

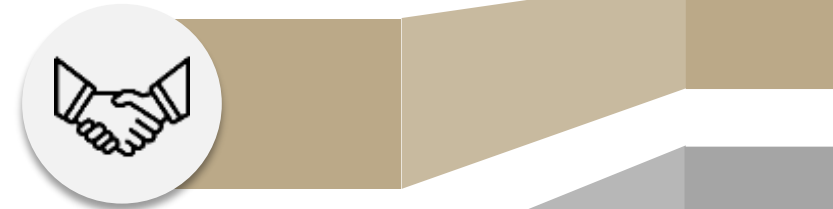


Together with a student centric approach, our mission is to...

Foster business collaboration for **research** on globally emerging markets



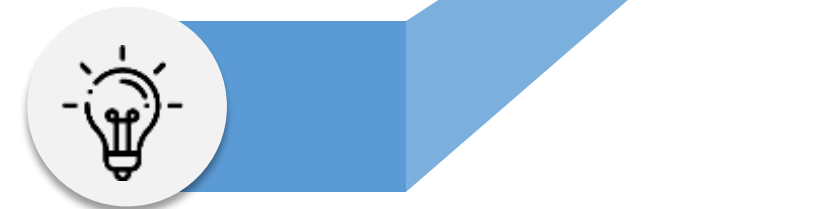
Provide **contact** with emerging market industry and academic partners



Promote **careers** with an emerging markets focus

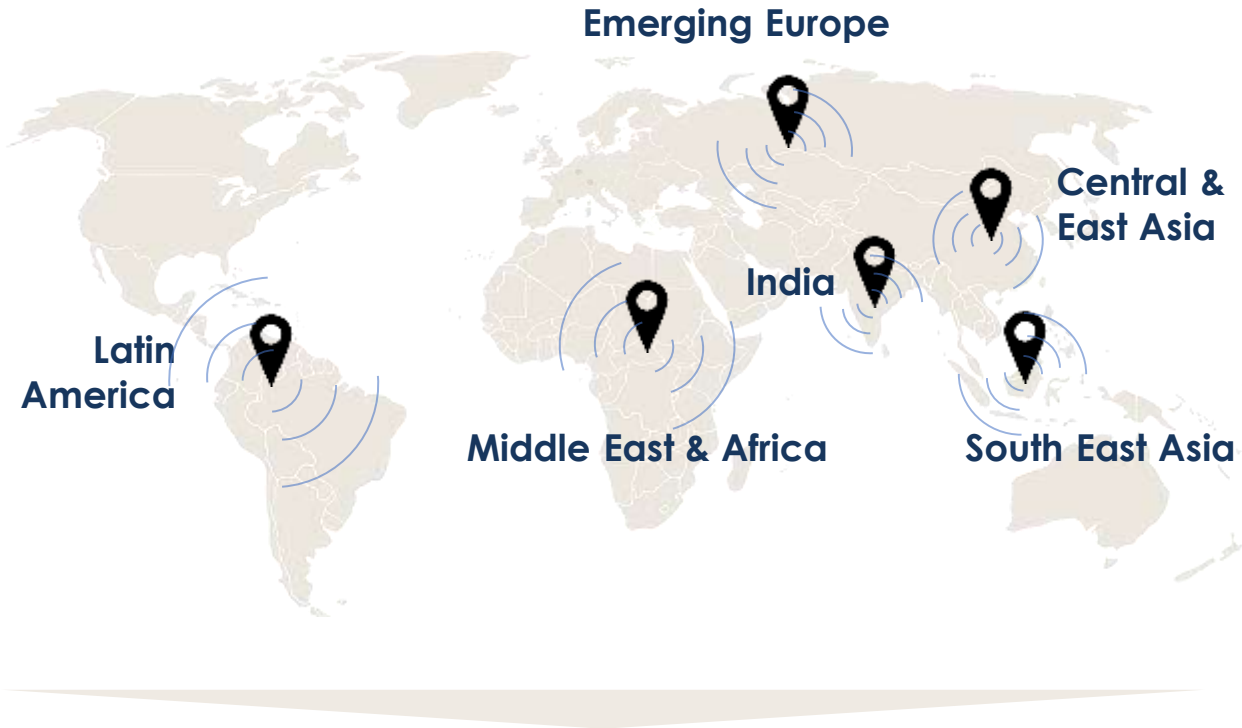


Foster the **exchange of information** and ideas about emerging economies



How SEM is structured

6 Regional Desks



Each desk will typically comprise of 1 desk director and 2-3 associates

4 Industry Categories



Fast Moving Consumer Goods (FMCG)

Eg: Apparels, Beverages, Pharmaceutical Tourism, Packaged food...



Resource & Energy (R&E)

Eg: Agriculture, Biofuels, Oil & Gas, Renewables...



Industrial Corporate Group (ICG)

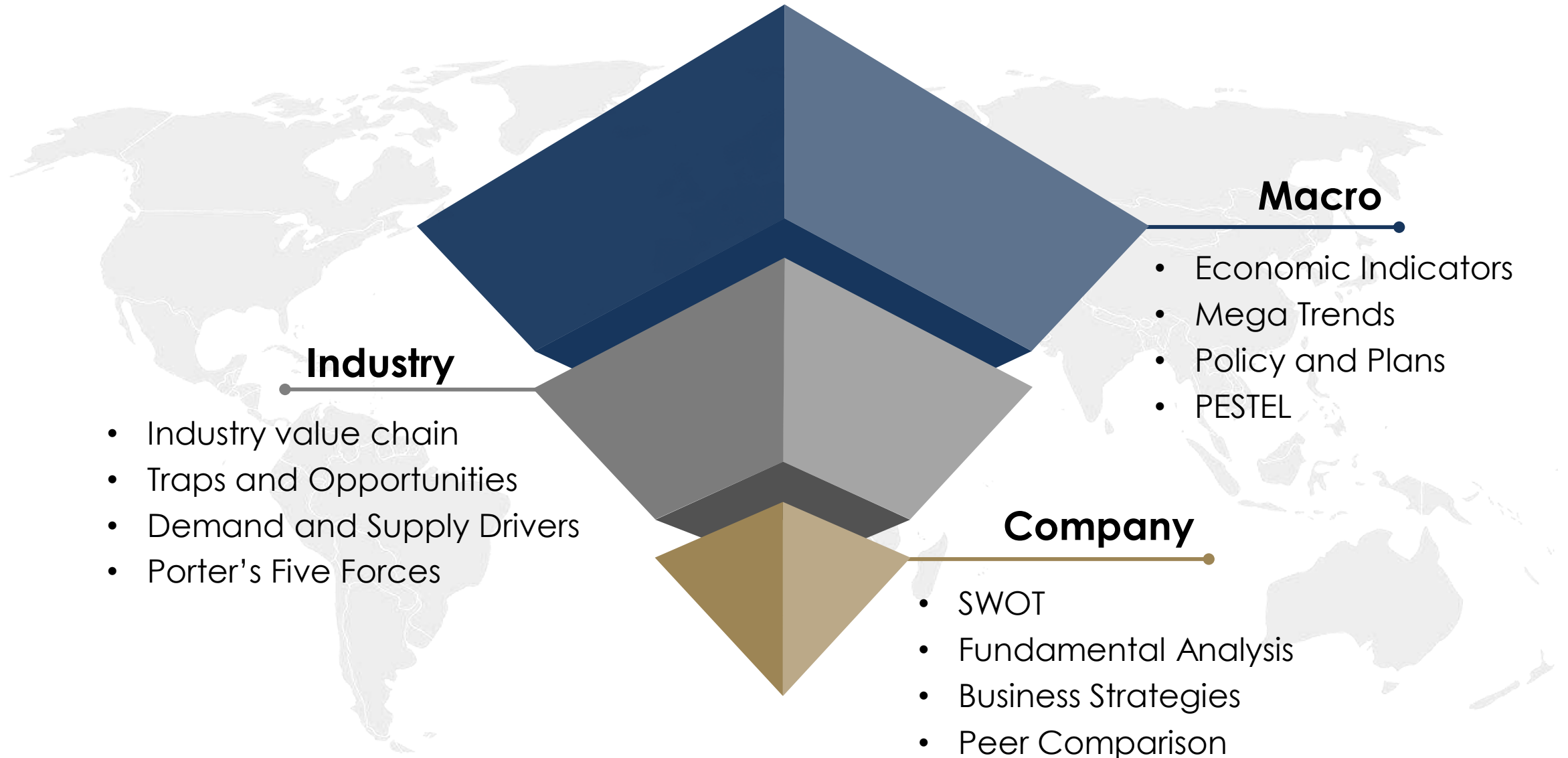
Eg: Aviation, Defence, Infrastructure, Telecommunications...



Financial Institutions (FI)

Eg: Banks and securities, Insurance, Payments, REITs...

Our top-down approach to research



Where our past batches have gone

Finance

Investment Banking



Mohit Poddar
6th Batch, Desk Director (LATAM)



Morgan Stanley



Thaddeus Yeo
7th Batch, Vice President



Sales & Trading



Jax Khor
9th Batch, Desk Director (CEA)



Reefver Tan
9th batch, Desk Director (MEA)



Venture Capital Private Equity



Rachel Lim
8th Batch, President



Alex Koh
9th Batch, Vice President



Where our past batches have gone

Non-Finance

Commodities Trade



Ron Mak
7th batch, Desk Director (CEA)



Xu Jiapo
8th batch, Desk Director (CIS)



Consulting



Elaine Teng
6th Batch, Desk Director (CIS)



Samuel Chiang
7th batch, Associate (CEA)



Technology and News Editorial



Pranav Sharma
7th batch, President



Prarthana Prakash
8th batch, Vice President



Strong diversity and culture of excellence

The experiences, knowledge and skills gained from SEM have brought our members to...



J.P.Morgan

Morgan Stanley



EVERCORE



McKinsey & Company



TEMASEK

KKR



Deloitte.



ExxonMobil



...and many others

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Our Events



SEM Flagship Events

Stock Pitch Competition



EM Stock Pitch Competition 2022

- Platform to **apply and reinforce** valuation techniques and presentation skillsets beyond Executive Brief writing

Emerging Markets Forum



EMF 2023:

China: Uncovering Opportunities in the Resilient Eastern Economic Giant

- Serves as a conduit for participants to **learn and exchange their ideas** and perspectives on the forces shaping developments in emerging economies
- Valuable opportunity to **build and extend industry networks.**

Annual Alumni Night



Alumni Night 2023:

12 batches of the SEMily together

- Lighted-hearted event over food and games
- Provides **long-lasting alumni connections** for sharing of industry insights, opportunities and knowledge.
- Opportunity for potential **mentorship formations**

A look at our past events

Through various conferences and business forums, members of SEM are able to gain **exclusive opportunities to interact with industry firms and professionals** to gain a deeper understanding of the emerging regions.

Russia-Singapore Business Forum



India Talk Series



Future China Global Forum



Annual Emerging Markets Forum



Yale-NUS Global China Connection



Alumni Night



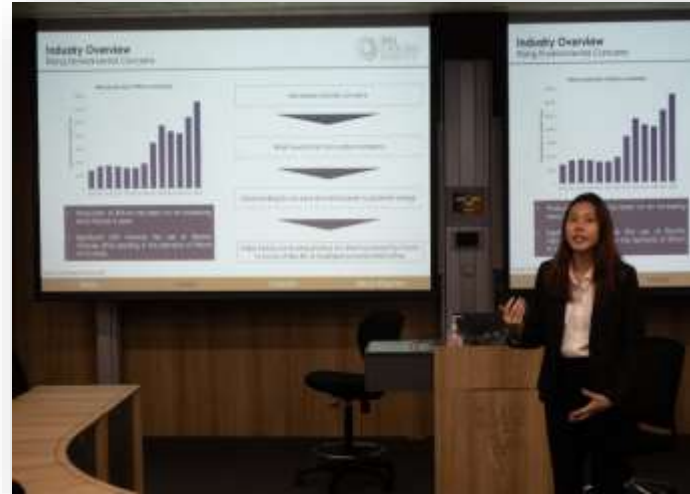
What's New?

General Membership Programme



- This is the first time that we will be opening up the General Membership Programme to **all interested SMU students**, regardless of your degree or year

Industry Partnerships



- As part of the **SEM Industry Integrated Projects (SEMIIP)**, a **new** component within our Associate Programme, we will be partnering with **external companies** to complete **case studies**
- Exclusive opportunity to **apply SEM skills** to real-life scenarios

Academic Partnerships



- Also part of the **SEMIIP**, we will be collaborating with academic partners to complete **research case studies**
- Present to fellow SMU students **outside of SEM**, creating a platform for **mindsharing and networking**

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Our Curriculum



1

Database Proficiency

- 1. Financial Database**
(Bloomberg, Capital IQ, Eikon)
- 2. EM-specific Databases**
(CEIC Data, EMIS, Euromonitor, EIU, Fitch Connect)
- 3. Screening market news & articles**
(Bloomberg News, WSJ, CNBC, Financial Times etc.)

3

Producing Compelling Work

- 1. Data Visualisation**
(Creating proper and appropriate Excel charts)
- 2. PowerPoint Formatting**
(Presenting insights in a concise manner)
- 3. Structuring Reports**
(Creating in-depth macro, industry and company executive briefs)



Analytical Toolsets

- 1. Fundamental Analysis**
(Business Strategy, Competitor Analysis, Financial Ratios, Valuations)
- 2. Industry Deep-Dive**
(Industry Primers, Industry Dynamics, Value Chain)
- 3. Evaluating Data**
(Financial Databases, Annual Reports, Financial Statements)
- 4. Generating Insights**

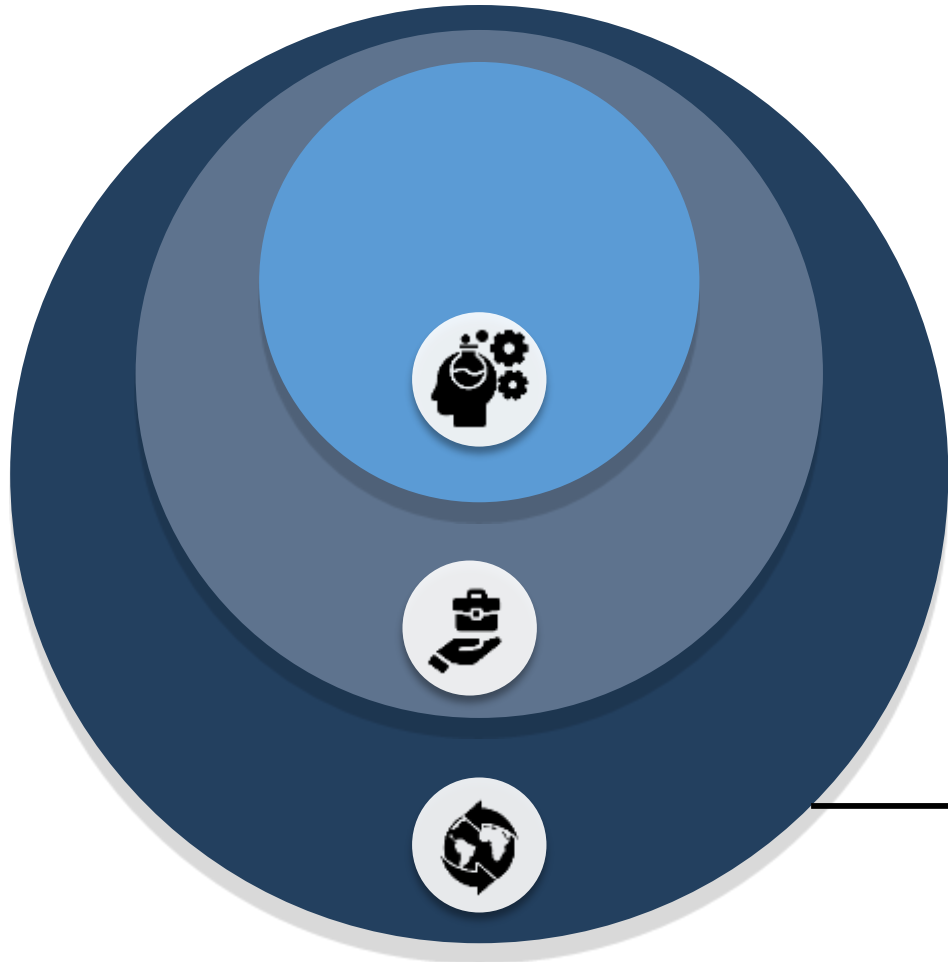
Realistic Training Curriculum

- 1. Training Camps**
Analysts will be progressively training to prepare them for the rigorous publication cycle
- 2. Initiation**
At the end of their first semester, Analysts will be assessed on the competencies they have built from the training

2

4

Charting your own development with SEM



Personal Development

1. Hone analytical and writing skills through our executive briefs
2. Gain access to in-depth regional and industry reports

Industry Access

1. Networking events with an esteemed and diverse pool of alumni
2. Annual Forum hosting distinguished guests and speakers

Global perspective

1. Being kept up to date with developments in Emerging Markets
2. Thinking critically while harnessing a global perspective

General Membership

Monthly Meetings



- Low commitment monthly meetings to **observe, learn** and **connect** with fellow analysts and EXCO members
- First-hand exposure to in-person presentations and stock pitches

Research Briefs & Materials



- Gain **exclusive access** to our own research briefs and materials that have been vetted and curated by our own team
- Utilise these exclusive materials for your own **self-guided learning**
- Materials: Analyst Executive Briefs, Market Call Reports, Teaching Slides

Exclusive Events



- Be part of **closed-doors events** that range from coffeetchats to networking sessions
- Get **priority bookings** to our flagship events such as our highly anticipated **Emerging Markets Forum**

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Research Analyst Programme



Phase 1: Analyst Training Programme



Stage 1: Boot Camp

- Familiarise yourself with your desk mates & the workload.
- **Deliverables Expected:**
1 summarised Executive Brief individually

Stage 2: Training Camp

- Emulate writing a publishing cycle as a desk with synergy between pieces.
- **Deliverables Expected:**
3 Executive Briefs with your Desk (Macro, Industry, Company)

Stage 3: Initiation

- Individual Proficiency Test and acclimatisation to the rigour
- **Deliverables Expected:**
3 Executive Briefs as an Individual (Macro, Industry, Company)

Phase 2: Associate & Beyond

Learn to create compelling Executive Briefs...

...by applying skills learnt as an Analyst

Macroeconomic Outlook

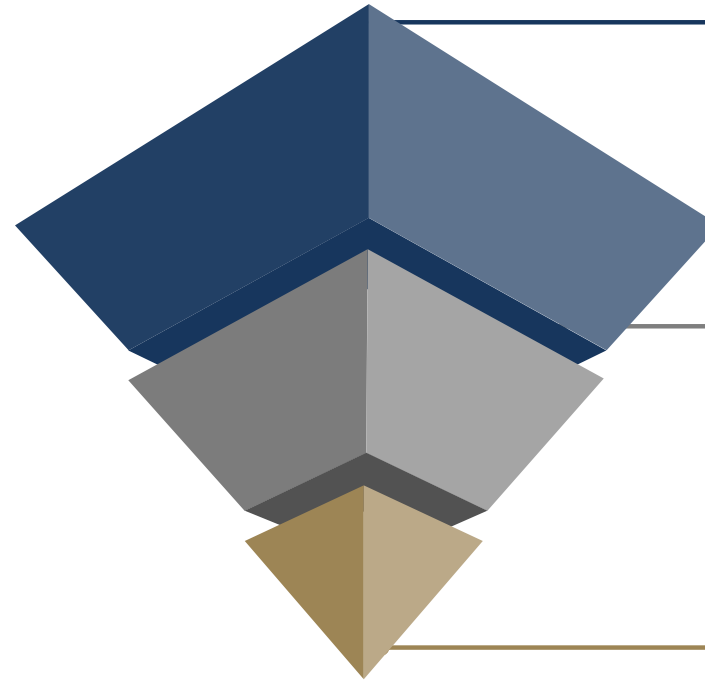
- Economic Indicators
- Policy and Plans
- Mega Trends
- PESTEL

Industry Analysis

- Industry value chain
- Demand and Supply Drivers
- Traps and Opportunities
- Porter's Five Forces

Company Analysis

- SWOT
- Business Strategies
- Fundamental Analysis
- Peer Comparison



Phase 2: Associate & Beyond

Industry Partnerships

This is a **NEW** program that SMU EM will be holding for the 13th batch of Associates in AY24/25. By connecting directly with industry and academic partners, we will be undertaking case studies from them, allowing for opportunities to gain both **industrial exposure** and **value-add** to the organisations themselves!



Bluebird

Real – life Case Studies

Regions/ Countries

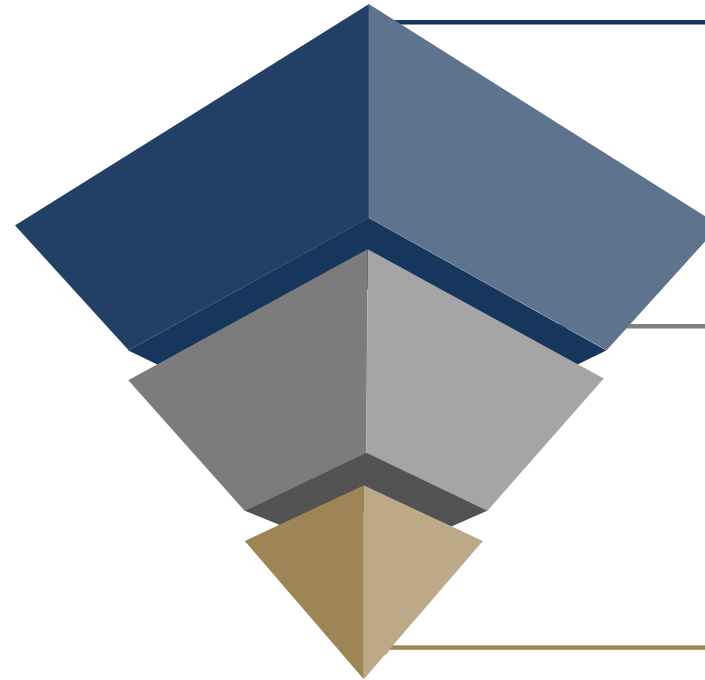
- North America
- Latin America
- Indonesia

Industry Clusters

- Sustainability Sectors
- Manufacturing
- Ecommerce
- Transport

Companies Covered

- GoTo
- Blue Bird Group
- And many more!



Recruitment Timeline

Sign-ups

1 Aug – 23 Aug
2359hrs



Sign-ups

Applicants are required to fill up the google form and upload the application document in the form by 23 Aug 2359hrs.

Candidates will receive instructions for the following round on 24 Aug 1200hrs.

Skill Assessment

Case Release: 24 Aug, 1200hrs
Case Submission: 29 Aug, 2359hrs
Case Presentation: 31 Aug – 1 Sep



Assessment

Candidates are required to prepare the following by 29 Aug 2359hrs.

- 1x Executive Brief
- 1x Slide deck

Candidates will receive a link to sign up for the presentation and interview round held between 31 Aug and 1 Sep.

Results

3 Sep



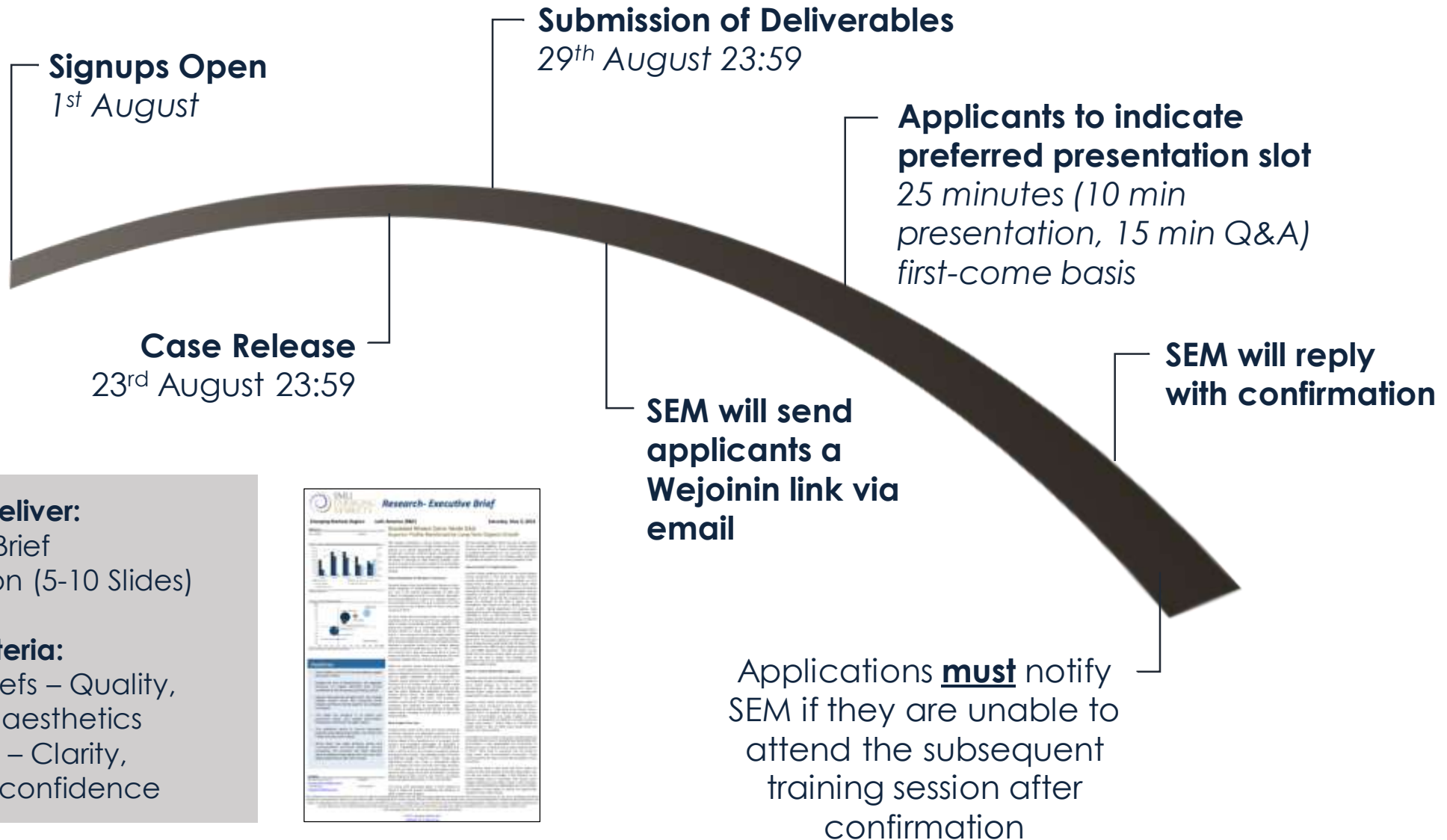
Results

Results will be announced through email. **You will be expected to attend weekly sessions starting from 6 Sep onwards.**

Welcome to the SEMily!

Application Procedure

Skill Assessment Timeline



Applicants to deliver:

- 1 Executive Brief
- 1 Presentation (5-10 Slides)

Assessment Criteria:

- Executive Briefs – Quality, logical flow, aesthetics
- Presentation – Clarity, coherence, confidence



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Contact Us





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SMU Emerging Markets

Instagram

@smu_em



**SMU Emerging Markets
2024 Recruitment
Telegram Channel**



**SMU Emerging Markets
LinkTree**



Still have questions? Don't
forget to check us out at
our SEM Vivace
Networking Series!

Sign – up Link:

<https://forms.gle/pN39fB5dxm2tKJok6>