

Present Your SMU-X Experience Clearly

How to showcase industry-sponsored projects effectively

Updated: 4 September 2026



Why Include SMU-X?

SMU-X gives you credible evidence of applying knowledge to a real challenge with an external partner.

Rationale

Employers want evidence – not only a list of courses. A well-written SMU-X entry shows what you contributed, how you worked with stakeholders, and what your work achieved.

By the end of this guide, you should be able to:

1. POSITION IT

Place SMU-X in the right section of your one-page resume.

2. WRITE IT

Turn your project work into clear, specific, employer-friendly bullets.

3. TAILOR IT

Choose examples that match the role and protect confidential information.

Where Should SMU-X Appear?

Use this section heading

Industry / Client Projects (SMU-X)

It signals that you worked on a real challenge with an external organisation.

Choose the position based on the relevance of your work experience:

Relevant work experience

- Place SMU-X below Work Experience

Limited or less relevant work experience

- Place SMU-X above Work Experience

Keep it concise

- 1–3 projects maximum
- 2–3 bullets per project

Use One Clear Format

Start with the project details, then write achievement-focused bullets.

Industry / Client Projects (SMU-X)

- Project Title | Client or partner type — Team of X, Mon YYYY – Mon YYYY
 - Achievement bullet 1
 - Achievement bullet 2
 - Achievement bullet 3

Protect confidentiality: if details are restricted, describe the organisation by industry, type and geography—for example, “Singapore public-sector agency”.

Build each bullet using this formula:



Useful outcomes – even without financial figures

- Time or effort saved
- Risk or errors reduced
- Better decisions, service or readiness

Copy, Adapt and Personalise

Use this sentence pattern

[Action verb] + [deliverable] + [method or tools] + [stakeholder or scope] + [outcome or impact]

For team projects, state what you personally owned, led or co-led.

Make every bullet employer-friendly

- Start with a strong verb: Built, Designed, Analysed, Delivered, Recommended
- Name the output: dashboard, roadmap, prototype, process map, playbook
- State your method or tools where relevant
- Explain what improved and why it mattered
- Be clear about your own contribution
- Remove confidential details

Worked Examples: See the Complete Entry

Example A — Analytics / Data governance

Industry/ Client Projects (SMU-X)

Customer and Data Governance Playbook | Singapore retail organisation — Team of 5, 2024

- Defined critical customer data elements and developed a business glossary plus ownership model (RACI) to standardise reporting definitions across stakeholders.
- Assessed data quality issues (completeness, duplicates, inconsistent identifiers) and proposed monitoring rules plus exception workflows to reduce downstream reconciliation effort.
- Delivered an implementation roadmap (governance cadence, stewardship workflows, KPI tracking) to improve auditability and decision confidence for customer analytics

Example B — Digital transformation / Operations and procurement

Industry/ Client Projects (SMU-X)

PR-to-PO Process Redesign and Controls | Singapore-based services firm — Team of 4, 2024

- Mapped end-to-end procurement workflow and identified control gaps and approval bottlenecks; recommended redesigned steps to shorten cycle time and improve compliance.
- Built a prioritised backlog of digital enhancements (intake forms, approval automation, supplier master data controls) and defined success metrics for roll-out.
- Presented a change plan (stakeholders, risks, adoption actions) to support implementation beyond the project.

Example Bank: Analytics and Product

Choose a relevant starting point, then replace every bracketed item with your actual work.

Analytics / Data

- Built a Power BI/Tableau dashboard using SQL extracts to track [KPIs], enabling [team] to run weekly reviews and reduce manual reporting effort.
- Defined KPI definitions plus a business glossary for [domain] and aligned owners (RACI) across [functions] to reduce metric disputes and rework.
- Assessed data quality (duplicates, completeness, inconsistent IDs) and proposed validation rules plus exception workflow to improve auditability and reduce reconciliation work.
- Conducted driver/segmentation analysis on [dataset] and translated insights into recommendations for [stakeholder] to improve decision-making on [topic].

Product / Innovation

- Conducted customer discovery (X interviews / survey n=Y) and translated insights into MVP requirements, hypotheses, and success metrics for a [concept].
- Mapped user journeys and prioritised features using impact/effort trade-offs to create a delivery-ready MVP backlog for stakeholder sign-off.
- Completed a competitor/market scan and proposed a go-to-market hypothesis (positioning, channels, pricing assumptions) aligned to partner objectives.

Example Bank: Operations and Digital Change

Operations / Process

- Mapped current-state workflow for [process], identified bottlenecks and failure points, and proposed future-state steps to improve cycle time and service levels.
- Designed SOP and control checkpoints for [process] to reduce error risk and strengthen compliance for [team/location].
- Built an operations KPI scorecard (lead time, OTIF, backlog) and review cadence to enable faster root-cause analysis and escalation.

Digital transformation / Change

- Developed a prioritised digital enhancement backlog (automation, forms, workflow) with success metrics to support phased roll-out for [function].
- Converted stakeholder pain points into requirements/process specifications (e.g., BPMN, user stories) to support implementation handover.
- Delivered a change plan (stakeholders, risks, adoption actions, communications) to increase readiness for implementation beyond the project.

Example Bank: Strategy and Consulting

Consulting-style / Strategy

- Structured an ambiguous problem into workstreams, facilitated stakeholder workshops, and delivered an executive-ready recommendation deck with roadmap and risks.
- Evaluated options using criteria (impact, feasibility, cost, risk) and recommended a phased approach for [initiative] aligned with sponsor priorities.
- Synthesised analysis into a clear leadership narrative and presented recommendations to senior stakeholders for decision.

Final Check Before You Submit

1. Content check

- ☐ **Project title and partner type are clear**
- ☐ **Every bullet starts with a strong action verb**
- ☐ **Deliverables, outcomes and your contribution are specific**

2. QUALITY CHECK

- ☐ Use only 1–3 relevant projects and 2–3 bullets each
- ☐ Tailor examples to the role
- ☐ Remove confidential or restricted details
- ☐ Check spelling, tense and consistency
- ☐ 10-second test: Is your contribution immediately clear?

Need Support?

Contact the appropriate team:

Undergraduate

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Postgraduate

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IPMDE Students

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