MASTER OF SCIENCE IN ACCOUNTING

Be a digital disruptor in the technological revolution

DATA AND ANALYTICS

Low Tan Ling
Assistant Director
(Standards and Data Analytics)
Health Regulation Group
Ministry of Health, Singapore
Class of 2011

Transforming Business Professionals in the Data Age

The MSA is designed for professionals who are interested in developing expertise in applying data technology into their domain knowledge to solve business problems, especially in the finance and accounting sectors. The availability of massive amounts of data has created a high demand for skilled data analytics professionals who can analyse such data and obtain the insight needed for informed decision-making. This is extremely vital to accounting and financial services firms who deal with large amounts of information from their clients.

Get the MSA edge:

Be Future Ready

Corporations are adopting fresh technology that produces a large amount of unstructured and structured data. The change is revolutionary and accounting and finance professionals are expected to use this big data to facilitate daily business decisions. In this programme, you will learn how to analyse large amounts of data and uncover patterns and insights that will give your firm a valuable competitive advantage.

First-of-its-kind in Asia

The MSA programme is the first specialised Master's degree in accounting data and analytics in Asia. Unlike any other postgraduate analytics programme, the MSA's data and analytics track goes deep into the application of data technology in the accounting domain.

Raising the Bar

The accounting services sector echoes the same needs for accounting professionals to embrace and incorporate data technology to enhance their work. In fact, employers say they give hiring priority to accounting graduates with knowledge of data and analytics. These graduates moreover command a premium salary as compared to their counterparts.

Experience the Difference

SMU has been lauded for our innovative teaching pedagogy since we started back in 2000. With the introduction of SMU-X, teaching has been given a new spin, combining academic and experiential learning, leading to a 3-way interaction involving professors, students and industry professionals.
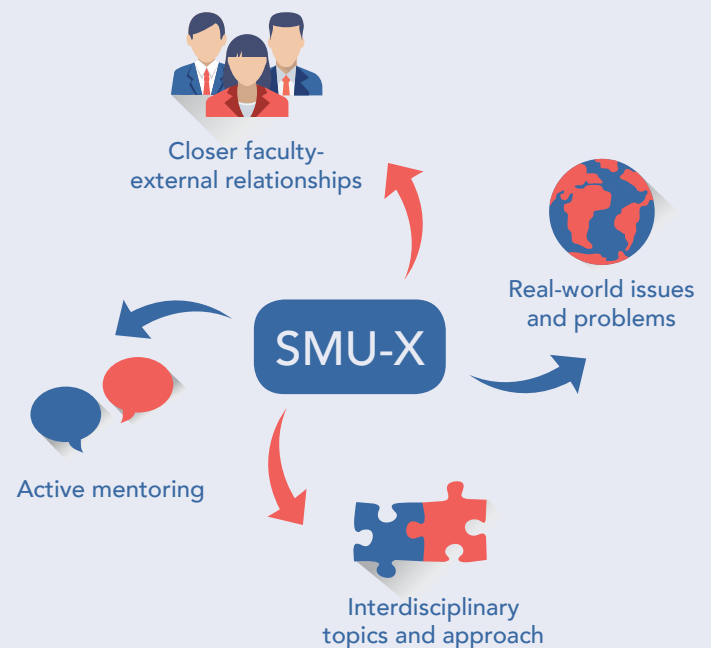
What is SMU-X?

The needs of the economy have changed, and the world needs leaders who can think, act and collaborate. Introduced in 2015, SMU-X is an innovative learning approach for the new generation, where you will be challenged to use your disciplinary knowledge to tackle real world issues using interdisciplinary approaches. SMU-X courses involve partners from diverse organisations, so that you will be mentored by both faculty and industry professionals in your SMU-X journey.

Experiential Project-based Learning

You will learn and apply knowledge more effectively, bridging theory and practice.

Interdisciplinary

You will be applying interdisciplinary knowledge, not just accounting skill sets, to create solutions to real-world issues faced by client partners.

Closer faculty-external relationships

Real-world issues and problems

SMU-X

Active mentoring

Interdisciplinary topics and approach

Ranking and Accreditations

1ST IN ASIA & **3RD** WORLDWIDE

ACCOUNTING ARCHIVAL RESEARCH (ALL TOPICS) BRIGHAM YOUNG UNIVERSITY ACCOUNTING RESEARCH RANKINGS (FEBUARY 2017)

AACSB ACCREDITED Accounting

Message from the Dean, School of Accountancy

Technological disruption. This catchphrase has made its rounds in almost every industry. What, however, does it really mean for us, or for the accounting and finance sectors?

Accounting is big data. With the swell of data technology follows the rise in significance of the accounting sector. Corporations and accounting firms have welcomed the advancement in technology and computing power and are keen to take advantage of it.

The industry is transforming in such a way that those accountants who cling to their routines of data entry and collection will likely lose their jobs to automation. Yet, at the same time, data is more abundant than ever. We need more accounting professionals who can play more important roles, in the processing and generating of information necessary for corporate decisions and financial reporting. This calls for critical thinking skills, analytical expertise and communication skills, among other essential proficiencies.

All this is what we offer in the Master of Science in Accounting (Data and Analytics) (MSA). Technology is changing the sector. Our students embrace it, and are future ready.

Professor Cheng Qiang
Dean (School of Accountancy)
Singapore Management University

Message from the Programme Director

The MSA programme is the first Master degree programme in Asia specialising in accounting data and analytics. It will provide a pathway for accounting graduates and business professionals to work and thrive in functions with accounting data and analytics applications, whether in a regional or global business environment.

While accountants are recognised and valued for their core professional skillsets, this alone is no longer sufficient. Today, accountants are expected to not only provide accounting advice but to also use their professional expertise to bring value and help clients shape business strategies. In today's corporate arena, there is an increased potential for greater use of data technology and predictive and prescriptive analytics to make day-to-day management decisions. The MSA programme with its Data and Analytics track can propel your career.

We look forward to welcoming you to SMU!

Associate Professor Wang Jiwei
Programme Director
Singapore Management University

SMU – Right in the Heart of Asia's Hub, Singapore

In the dynamic, cosmopolitan hub that is Singapore, you will find a vibrant city-state that pulses with the diversity of both East and West. Situated at the cross-roads of the world, Singapore is home to multinational companies and thousands of small and medium-sized enterprises flourishing in a smart city renowned for its business excellence and connectivity. With its strong infrastructure, political stability and respect for intellectual property rights, this City in a Garden offers you unique opportunities to develop as a global citizen.

Tapping into the energy of the city is a university with a difference – the **Singapore Management University**. Our six schools: the School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences form the country's only city campus, perfectly sited to foster strategic links with businesses and the community.

Modelled after the University of Pennsylvania's Wharton School, SMU generates leading-edge research with global impact and produces broad-based, creative and entrepreneurial leaders for a knowledge-based economy. Discover a multi-faceted lifestyle right here at SMU, in the heart of Singapore.

The Master of Science in Accounting (Data and Analytics) Curriculum

The MSA programme comprises 12 courses taught over two years on a part-time basis or over one year on a full-time basis, commencing in August. It combines the practical use of the latest analytics technology and data sets, as well as real-world experience using actual company cases and innovative teaching pedagogy such as the SMU-X. This knowledge of how and where to apply technological expertise in authentic settings will enable our graduates to perform the higher-level tasks that are increasingly expected of accountants.

ACCOUNTING FOUNDATION	DATA TECHNOLOGY	ACCOUNTING ANALYTICS
Financial Reporting in the IFRS World (Part I)	Applied Statistics for Data Analysis	Forecasting and Forensic Analytics
Financial Reporting in the IFRS World (Part II)	Programming with Data	Analytics for Financial Instruments
Managing for Value Creation	Data Management	Analytics for Value Investing
Accounting Information Systems	Data Modelling and Visualisation	Accounting Analytics Capstone (SMU-X)
Internships or Independent Studies (optional)		
SMU Postgraduate Professional Development Series and SOA Masters Industrial Talk Series		

Course Delivery

TERM 1	TERM 2	TERM 3
AUG – DEC	JAN – APR	JUL – OCT
Financial Reporting in the IFRS World (Part I)	Financial Reporting in the IFRS World (Part II)	Analytics for Financial Instruments
Applied Statistics for Data Analysis	Data Management	Analytics for Value Investing*
Programming with Data	Accounting Information Systems*	Accounting Analytics Capstone (SMU-X)*
Data Modelling and Visualisation*	Forecasting and Forensic Analytics*	—
Managing for Value Creation*	—	—

Part-time candidates will take these modules in their second year of study.

Programme Fees

Application
S$100

Deposit and Registration
For Singaporeans & PR
S$5,000 (Deposit) + S$400 (Registration)

For International Applicants
S$5,000 (Deposit) + S$500 (Registration)

Deposit and Registration Fees are non-refundable and payable upon acceptance into the programme. The Deposit will contribute to the first instalment of the tuition fee.

Tuition*
S$40,000
(excluding GST, currently at 7%)

Tuition fees are locked in once the student enters the programme. SMU reserves the right to alter tuition fees for new incoming cohorts when required.

Application Requirements

Candidates should have a good professional track record, proven academic ability in any undergraduate degree (preferably in a Business domain*) and a strong GMAT score. You should also articulate how you intend to use the skills and knowledge gained from this course in your scope of work or to expand your career opportunities.

Email copies of the following supporting documents to the Graduate Programmes and Professional Development Office (msa@smu.edu.sg):

• Identification documents
• Degree scroll and academic transcripts
• Curriculum vitae
• Official GMAT score
• TOEFL/IELTS (For graduates of non-English programmes)

Shortlisted candidates will be invited for an interview as part of the admission process.

Apply Online

Applications for the SMU MSA will open in January, and close in June for the August intake. Apply online at www.smu.edu.sg/msa/apply-online.

International Students

We welcome international graduate students to apply for our full-time programme. Students may be required to take an intensive communication workshop before commencing the programme.

This can include, but is not limited to, Business, Economics, Management, Statistics, Accounting and Finance. Applicants from non-business domains are also welcome to apply.

The SMU Masters Advantage

GLOBAL RECOGNITION

SMU is globally recognised as one of the best specialised universities in Asia and the world. Its research rankings, programme rankings, accreditations and professional recognitions are testament to its achievements and standing.

INTERACTIVE PEDAGOGY

SMU's interactive, seminar-style pedagogy brings you stimulating, multidisciplinary learning under the mentorship of thought leaders and subject experts who make up our faculty. You will hone your analytical skills, teamwork and communication skills.

INNOVATIVE CURRICULUM

Stay relevant with courses that combine cutting-edge research and up-to-date knowledge with best business practices. SMU's Professional Development Series and award-winning Asian case studies help you approach topics from different practical perspectives for greater insights.

NETWORKING AND CAREER OPPORTUNITIES

SMU has a diverse student population from many different countries, bringing equally diverse personal and professional experience into your network. Take advantage of comprehensive guidance from our dedicated career services to aid your career transition or advancement.

CITY CAMPUS

SMU is nestled within the arts and heritage precincts, right next to the Central Business District, with unrivalled connectivity for public transport and multiple amenities around campus. Discover how life beyond the classroom is as enriching as within.

Testimonials

" With advances in technology these days, the reporting function can be almost fully automated. What is required now are the skills to analyse the data generated, to organise the data, and to create bite-sized nuggets of information so that potential problems can be anticipated and innovative solutions derived. Given the competitive market landscape these days, a lack of labour skilled in data analytics will be a weakness. We need to have people who are able to detect business opportunities in an uncertain future. "

Mr Choo Chek Siew
Chief Financial Officer,
ComfortDelGro
Corporation Limited

Mr Bal Bagary
Managing Director,
Country Manager,
Barclays Singapore
Chief Financial Officer,
APAC, Barclays

" In an age of data analytics, financial institutions face the crucial task of using available data to drive business value throughout their organisations. Effective data management is critical and there is a growing need for people with skills in statistics, data science and commercial analysis to help organisations use data to improve, optimise and automate decision-making in all areas of the business. "

" In a disrupted and uncertain world, change is the only constant. Now, when information is ubiquitous, clarity is priceless, and the need to separate facts from assumptions and extracting insights from facts has never been more important, both in delivering customer experiences and in business decision-making. Data and analytics provides the solution to this challenge. Because of this, more than ever, we are in need of analytics-intelligent executives. "

Mr Max Loh
Managing Partner,
ASEAN and Singapore
Ernst & Young LLP

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UNIVERSITY

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