

# Know your customer's next move

Singapore Management University's Master of IT in Business (Analytics) makes sense of data to spot up-sell opportunities and even assess client shifts

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THE first of its kind to be launched in Asia in 2011, Singapore Management University's (SMU) Master of IT in Business (MITB) (Analytics) programme still stands tall. It is distinctive in terms of the curriculum, which covers aspects of data analytics from customer to operations to text to social network to big data and cloud.

"No other university's programme has the same kind of coverage and depth as ours," says Assistant Professor Ma Nang Laik, programme director of MITB (Analytics) at SMU's School of Information Systems.

"In addition, our students must complete either an internship with a sponsoring company or a capstone project, working on analytics-related areas."

SMU pioneered the programme before other universities because its School of Information Systems (SIS) was itself deeply involved in analytics research, practice and teaching for close to a decade.

"We have the complete analytics ecosystem in SIS, covering research, practice and teaching in our undergraduate, masters and PhD-level programmes that can ensure our students have the best training in analytics," says Prof Ma.

### SMU MITB (Analytics) and (Financial Services)

Each programme can be completed in 12 months (full time) or 24 months (part time). There are two intakes yearly, in January and August. Course fee (for each): \$45,000.

Students are trained to marshal business intelligence and data analytics on a real-time basis to make better decisions, create value and develop a sustainable competitive advantage in today's world.

For example, in customer analytics and applications, students learn how to use data to identify cross-sell and up-sell opportunities, even to assess when a customer will

stop patronising businesses or when he will move to competitors.

In operations analytics and applications, students learn how to manage inventory to ensure working capital is not tied up, manage queues in the service industry, and resolve common business operation challenges using data and mathematical models.

The programme is for those who are very numerate and adept at using data to make fact-based decisions.

SMU also has the Master of IT in Business (MITB) — Financial Services, which grooms professionals in technology, operations, processes and service innovation strategies in the financial services sector.



SMU's Master of IT in Business (Analytics) programme boasts breadth and depth in its curriculum. PHOTO: SINGAPORE MANAGEMENT UNIVERSITY



Mr Caravello and Ms Mocktar both benefited from the MTSC programme. PHOTO: CHONG JUN LIANG