



Media Release

SMU revamps its Industry Practice Master programme and offers 14 new Industry Graduate Diplomas

A major move to provide more flexible, modular and stackable industry-aligned certification pathways in support of Singapore's focus on skills-based lifelong learning

Singapore, 7 March 2025 (Friday) - [Singapore Management University](#) (SMU) today announced key enhancements to its Industry Practice Master of Digital Economy (IPMDE) programme (数字经济行业实践硕士课程) offered at [SMU Academy](#), the University's professional training arm. [First launched](#) in January 2024, the master's programme currently has over 130 learners enrolled.

As part of its continuous enhancement, a structural revamp is set to roll out in August 2025, introducing Industry Graduate Diplomas (IGDs) (行业毕业文凭) to provide professionals with a more modular, flexible, and industry-aligned learning pathways. This aligns with Singapore's national focus on lifelong learning, offering an accessible, customisable, and skills-based approach to career advancement and workforce transformation. Learners who are currently enrolled in the IPMDE will not be affected, however, those who wish to transition to the revamped structure will have the opportunity to do so, subject to the completion of the newly introduced modules.

The revamped IPMDE further strengthens its blend of academic excellence and practical, industry-relevant applications. The expanded modular format is expected to enhance learners' access to in-demand skills while providing the flexibility to adapt to the rapidly evolving digital economy. Participants will first earn an IGD upon completing a curated set of modules. Those who choose to stack their learning further can work towards the IPMDE certification. This allows them to progressively build expertise while balancing their professional commitments. (Please see Annex 1 for more details on the pathway options.)

"The IPMDE has been well-received since its launch in January 2024 and we have observed a healthy demand," said Professor [Gary Pan](#), SMU's Academic Director (Lifelong Learning). "The revamped IPMDE continues to focus on the needs of mid-career professionals, industry practitioners, and aspiring leaders who are seeking to deepen their expertise, enhance career prospects, or transition into new roles. With the introduction of Industry Graduate Diplomas, learners will have a more accessible and customisable pathway to upskilling. Whether they pursue a standalone industry graduate diploma or stack it towards a master's certification, they will gain industry-relevant knowledge that immediately enhances their careers."

Jack Lim, Executive Director, SMU Academy, said, "SMU Academy's dedication to bridging the gap between evolving industry needs and cutting-edge expertise reinforces its role as a cornerstone in preparing a future-ready workforce and advancing sustainable national development. Through our extensive range of programmes, deep industry partnerships, and focus on lifelong learning, we continue to play a significant role in shaping Singapore's professional landscape."

As one of the largest Institutes of Higher Learning (IHL) in Singapore, and provider of Continuing Education and Training (CET) courses, SMU Academy offers over 1,500 industry-relevant programmes, demonstrating its strong commitment to lifelong learning and workforce development. Its extensive industry collaborations and emphasis on equipping professionals with in-demand skills further reinforce its significance in the sector.

Key updates and enhancements in the revamped IPMDE

The updated curriculum continues to adopt a modular, learner-centric approach that balances foundational knowledge with specialised expertise, enhanced with expanded options for greater flexibility. It includes:

- **Graduate Diploma with Expanded Modules**
The programme will include 14 Industry Graduate Diplomas (full list in Annex 2) which replaces the previous 10-track core modules, offering greater depth and flexibility. The IGDs serve as stackable qualifications, allowing professionals to earn recognised graduate diplomas before committing to the full master's programme.
- **Modular and Customised Learning**
Learners enjoy a flexible and learner-centric approach with:
 - 7 Programme Core Modules: Focused on critical frameworks and foundational concepts.
 - 8 Programme Electives: Select 8 out of 16 electives tailored to career aspirations and personal interests.
- **SMU-XL Project**
A practical, experiential project emphasising innovation and real-world problem-solving. Learners will either work on a project for their employer or be involved in a consultancy project which focuses on problem-solving, digital solutions and streamlining business processes through active mentoring from organisations.
- **Personalised Learning Pathways**
Learners can tailor their learning experience through two flexible options: (i) 'Design Your Own Course' which allows for a customised learning pathway, or (ii) pursue industry-recognised credentials that develop industry-specific technical skills and competencies while addressing their unique interests and career goals.
- **Recognition of Prior Learning**
To enhance accessibility, the revamped IPMDE will recognise relevant diplomas and CET certificates from Polytechnics and Autonomous Universities, marking a significant first for an IHL in Singapore. Additionally, the programme will recognise the prior learning of individuals who have previously attended CET courses by SMU Academy, allowing learners to leverage prior learning and fast-track their progression.

Benefits of the Revamped IPMDE

1. Industry-Relevant Curriculum

A modular structure, coupled with the hands-on SMU-XL Capstone Project, ensures participants are prepared to meet emerging industry demands.

2. Flexibility for Working Professionals

The modular format and personalised pathways enable learners to balance their studies with work commitments.

3. Enhanced Credentials

Graduates will receive a Graduate Diploma (serving as a stackable qualification) progressively, as well as a master's degree certificate issued by SMU upon successful completion, thereby bolstering their professional credentials and career opportunities.

4. Pathway to Specialisation and Innovation

The programme blends broad industry knowledge with niche expertise, preparing participants for agile and future-focused roles.

5. Real-World Application and Impact

The SMU-XL Project equips graduates with tangible experience in addressing complex, real-world challenges.

6. Career Development Coaches

Dedicated career development coaches provide personalised guidance to help participants navigate their professional journey effectively.

The new IGDs and the revamped IPMDE are now open for registration and will take effect from August 2025. Designed to equip professionals with in-demand skills, the programme aligns with the [Skills Demand for the Future Economy Report 2025](#) and offers industry-relevant training in sectors such as technology, finance, healthcare, marketing, social media management, and logistics.

Its skills-based modules are mapped to the [Technical Skills Competencies](#) ensuring strong alignment with workforce needs. The recommended duration of the IPMDE is three years, with an extended completion period of up to four years.

Admission is open to individuals with a bachelor's degree and at least five years of working experience or a Diploma from a local Polytechnic with at least 10 years of relevant working experience, applicable to both the IGD and IPMDE pathways.

The IPMDE is one of the most highly subsidised master's programmes in Singapore, with up to 90% funding by SkillsFuture Singapore, including subsidies for mid-career professionals. Singapore Citizens can offset costs using SkillsFuture Credits, Post-Secondary Education Account (PSEA) balances, and the \$4,000 Mid-Career Support SkillsFuture Credit top-up for all skills-based modules. With these subsidies, the approximate total programme fee is \$19,000. For more information and to register, please visit <https://academy.smu.edu.sg/courses/industry-practice-master-ipm-digital-economy>.

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Enclosures:

- Annex 1 – New pathway options
- Annex 2 – List of Industry Graduate Diplomas

About Singapore Management University and SMU Academy

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that address issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. Home to over 13,000 students, SMU offers a wide range of bachelor's, master's and PhD degree programmes in the disciplinary areas of Accountancy, Business, Economics, Computing, Law and Social Sciences, as well as in multidisciplinary combinations of these areas. It also offers a growing number of executive development and continuing education programmes.

As the professional training arm of the University, SMU Academy (SMUA) offers cutting-edge interdisciplinary programmes that support lifelong learning and help organisations meet reskilling goals to thrive in an ever-changing economy. SMUA integrates a practice-oriented, experiential, and interactive approach, integrating academic depth, real-world business cases, and interdisciplinary learning. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond by fostering strategic linkages with business, government and the wider community. More information can be found at www.smu.edu.sg and <http://academy.smu.edu.sg>.

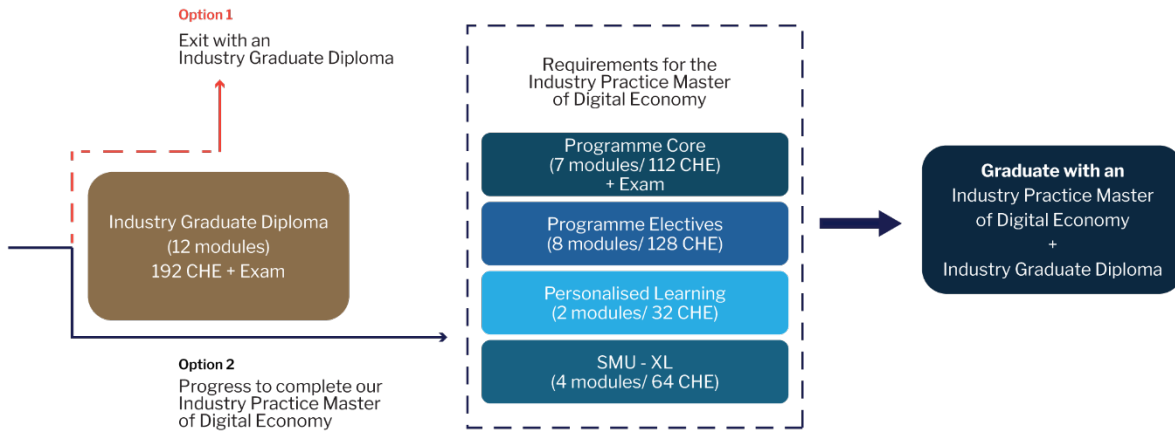
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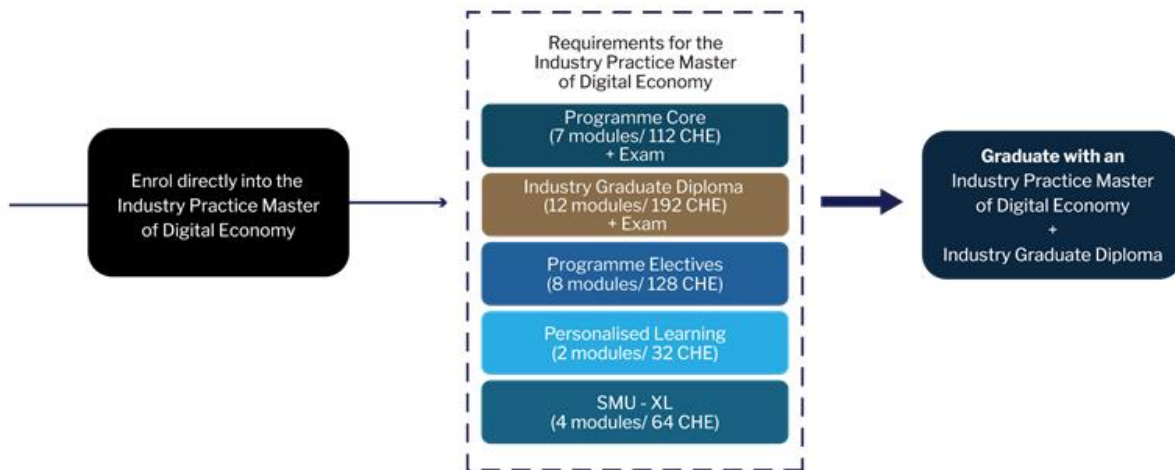
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Annex 1: New Pathway Options

1. **Pathway 1:** Enrol with an IGD with an option to progress to an IPMDE.



2. **Pathway 2:** Enrol with directly in the IPMDE and complete with 2 certifications (IGD & IPMDE).



Annex 2: List of Industry Graduate Diplomas

Brand New Industry Graduate Diplomas	
Digital Economy & Innovation	
1.	Industry Graduate Diploma in Business Analytics for Data-Driven Decision Making with Python Programming
2.	Industry Graduate Diploma in Python Programming and Machine Learning
3.	Industry Graduate Diploma in Python Programming and Applied Data Analytics
4.	Industry Graduate Diploma in Web and Mobile Application Development
Data Governance & Compliance	
5.	Industry Graduate Diploma in Data Governance and Management
6.	Industry Graduate Diploma in Data Protection
Supply Chain & Operations	
7.	Industry Graduate Diploma in Digital Supply Chain and Intelligence
8.	Industry Graduate Diploma in Logistics and Supply Chain Management and Transformation
9.	Industry Graduate Diploma in Sustainable Procurement
10.	Industry Graduate Diploma in Strategic Procurement
Leadership & Management	
11.	Industry Graduate Diploma in Applied HR
12.	Industry Graduate Diploma in Coaching
13.	Industry Graduate Diploma in Digital Health
Customer Experience	
14.	(Launching Soon) Stay tuned for an upcoming Industry Graduate Diploma specialising in CXUX Management and Design