



Media Release

SMU Accounting Data and Analytics Work-Study Programme, Industry Experience with EY, Launched

Singapore, 19 May 2021 (Wednesday) – The Singapore Management University’s (SMU) School of Accountancy (SoA) has launched a new **SMU Accounting Data and Analytics Work-Study Programme**. Students enrolled in this programme will have the opportunity to undergo a 20-week extended internship at EY in Singapore.

SoA actively works with industry partners to provide opportunities for students to undergo longer internship durations to better interlace institution-based learning with structured on-the-job training. This is the second work-study programme (WSP) for SoA, following closely on the heels of the SMU Cyber Risk and Forensics WSP (with KPMG) which was introduced in 2020.

Digital technologies is one main driver for change in the accounting profession over the next decade. Through the SMU Accounting Data and Analytics WSP, SoA and EY will engage students to develop technical knowledge in the area of data analytics in the accounting domain, in order to help students stay relevant in the fast evolving job market due to the advent of new technologies.

Max Loh, Singapore and Brunei Managing Partner, Ernst & Young LLP said, “We are pleased to work with SMU to enhance the learning experience for students through this new SMU Accounting Data and Analytics Work-Study Programme. I hope the students will benefit from our experiences and investments in digital technologies that underpin the many facets of our service offerings, and gain practical insights into this increasingly important discipline.”

Cheng Qiang, Dean, School of Accountancy and Lee Kong Chian Chair Professor of Accounting, SMU said, “We are very happy to have EY groom and train talents for the next generation of accounting professionals through practical experiences. Data analytics technologies are becoming increasingly integral to business functions and strategies. I am certain that our students will have an enriching experience at EY while enhancing their analytics capabilities through this SMU Accounting Data and Analytics WSP.”

About the SMU Accounting Data and Analytics Work-Study Programme

The programme consists of three courses:

- Data Modelling and Visualisation;
- Business Data Management, and;
- Accounting Data and Analytics Work-Study Elective (a 20-week extended internship at EY).

Students are expected to complete the former two courses before or concurrently during the extended internship period.

The *Data Modelling and Visualisation* course will equip students with modelling and visualisation capabilities to analyse, model and present complex data via interactive dashboards. The *Business Data Management* course will equip students with data management concepts such as database design and implementation in accounting information systems.

Under this programme, EY will be offering internship places across all its service lines in Assurance, Tax, Strategy and Transactions, and Consulting.

Through the 20-week programme, interns will work on a data analytics project in one of the service lines. Interns will learn about the forms of data, how to analyse data and draw insights from it. Importantly, they will also gain exposure to and better understand how a professional services organisation like EY leverages data-driven insights to deliver exceptional service to clients.

Credits earned under this work-study programme can be counted towards the [Second Major in Accounting and Data Analytics](#). This second major, a first to be offered in Singapore, responds to demands from the industry for undergraduates who are adept users of emerging technologies and adopters of smart software and analytics.

The programme is open to all SMU students and the school will be accepting applications in August 2021. The first run of the Work-Study Elective is planned for December 2021 to April 2022.

About SMU School of Accountancy

Established in 2001 as the second school in the Singapore Management University (SMU), the School of Accountancy (SoA) offers the distinctive programmes; the Bachelor of Accountancy, Master of Professional Accounting, Master of Science in Accounting (Data & Analytics), SMU-Tsinghua Master of Science in CFO Leadership, SMU-Zhejiang Doctor of Business Administration (Accounting and Finance) and PhD in Accounting.

SoA pursues excellence by offering academic programmes that are responding to the needs of accounting and finance professionals. In particular, its Bachelor of Accountancy programme enjoys recognition from [11 professional and accreditation bodies](#).

SoA continues to receive international recognition for its research strength. In 2021, SoA is ranked first in Asia and second in the world for archival research in all accounting areas in the Brigham Young University (BYU) accounting research rankings. The achievement is a strong testament to the commitment of SMU faculty towards developing high quality accounting research and placing SoA as a global leader among accounting schools in renowned universities. accountancy.smu.edu.sg

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 11,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

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