



## **Media Release**

### **SMU Masters degree track in Digital Transformation launched as global market is set to triple to over US\$1,000 billion within 5 years**

Singapore, 19 January 2021 – The Singapore Management University's School of Computing and Information Systems (SCIS) has launched a [new Digital Transformation track](#) for 2021 under its [Master of IT in Business](#) (MITB) programme.

#### **The new MITB Digital Transformation Track**

The newly created MITB Digital Transformation track equips graduates with the blend of information and communications technology (ICT) knowledge and skills to strategise and execute digital transformation for a complex organisation in a rapidly changing environment.

The curriculum was developed based on **SMU's survey of 20 experts in 17 public and private organisations** from various industry domains to determine the talent requirements, in terms of knowledge and skillsets, for digital transformation. The courses in the programme comprise Digital Transformation Strategy; Digital Organisation and Change Management; Agile and DevSecOps; (digital) Product Management; Digital Governance and Risk Management; Experimental Learning and Design Thinking; Digital Enterprise Architecture and Business Applications of Digital Technology.

Professor of Information Systems (Education) Michelle Cheong, Associate Dean of SMU SCIS Postgraduate Professional Education said, "Digital Transformation is a game changer that will empower organisations to not only sustain their business in an economic crisis, but also emerge as winners in the new normal.

Companies that espouse digital transformation must invest in talent to innovate, optimise processes and develop new business models to maximise revenue streams.

At SMU, we are answering the impetus by training talent who can support organisations to succeed in integrating digital technology into all areas of business, with the launch of the new Digital Transformation track."

Applications are open from 1<sup>st</sup> January to 31<sup>st</sup> May 2021 for the new track which will commence for the August 2021 student intake.

#### **Digital Transformation**

The global digital transformation market size is expected to grow from US\$469.8 billion in 2020 to **US\$1,009.8 billion by 2025**, at a compound annual growth rate of 16.5%. Asia Pacific is expected to grow at the highest rate of 20.7% during the forecast period. ([PR Newswire](#)).

Singapore's Minister for Trade and Industry **Chan Chun Sing** commented in a [national broadcast](#) on 14 June 2020, "COVID-19 has pushed many businesses and consumers to embrace the digital world. The digital trajectory will only *accelerate*, and not reverse. We must enable every Singaporean, young and old; every business, big and small, to *go digital* and thrive. Companies will embrace digital tools to *create new business models* and transcend our local market constraints."

### **SMU Master of IT in Business**

SCIS regularly reviews the MITB programme in response to emerging technologies and market demands in order to stay relevant to the industry. MITB graduates are highly sought after by organisations across many industries and most have made significant career advancements since graduation. The programme has emerged as one of Asia's best Masters in Business Analytics programmes for 3 consecutive years – Asia's #1 in 2019 and 2020, Asia's #2 in the QS Masters in Business Analytics Rankings 2021.

With the launch of the Digital Transformation Track, the programme offers four specialisation tracks: Analytics, Financial Technology & Analytics, Artificial Intelligence, and Digital Transformation.

### **SMU's School of Computing and Information Systems (SCIS)**

Real-world industry sectors provide our School of Computing and Information Systems (SCIS) with a testbed and laboratory for experimentation, as well as a fertile breeding ground for new ideas. Our faculty and students apply their research results to solve real problems in a variety of industry settings and to create IT applications and systems. At the same time, our faculty actively publish in top-quality Computer Science and Management Science conferences and journals. Our research areas include Cybersecurity; Data Management & Analytics; Human-Computer Interaction; Information Systems Management; Intelligent Systems & Optimization; Machine Learning & Intelligence; Multimedia; Pervasive Sensing & Systems; Software Engineering & Systems.

SCIS offers a suite of degree programmes. Our B.Sc. (Information Systems), B.Sc. (Computer Science) and B.Sc. (Computing & Law) have been remarkably successful in demonstrating educational innovations and creating a culture of learning, establishing external linkages and partnerships with industry, government and the social sector, and with job placement. We run a highly ranked Master of IT in Business degree, with specialisations in Analytics; Artificial Intelligence; Financial Technology & Analytics; and Digital Transformation. The research intensive Master of Science in Computing and doctoral degrees, including Ph.D. (Computer Science) and Ph.D. (Information Systems), have produced graduates who joined highly sought organisations in academia and industry. The new Doctor of Engineering programme aims to train professionals to perform deep technical industrial research and translate the outputs into innovative products and services.

[scis.smu.edu.sg](https://scis.smu.edu.sg)

### **Singapore Management University (SMU)**

Established in 2000, 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. With more than 11,000 students, SMU offers bachelors, masters and PhD degree programmes in Accountancy, Business, Economics, Computing and Information Systems, Law and Social Sciences, and executive development programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. [smu.edu.sg](https://smu.edu.sg)

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