



## Media Release

### **SMU launches asynchronous online certificate programme in Future of Finance**

*The 3-month course will equip finance professionals with critical skills to meet challenges in the digital era*

**Singapore, 23 September (Thursday)** – [Singapore Management University](#) (SMU) has introduced through its professional training arm [SMU Academy](#) (SMUA), a new online certificate programme centred on training finance executives to leverage the power of emerging technologies to transform the finance function. The new programme is a one-of-its-kind online certificate programme which offers comprehensive coverage of both hard and soft skills, unlike most financial training programmes. Areas covered include technological tools, digital risks, and talent development.

The process of digitalisation and the competitive pressure to catch up with this development has led to a seismic shift in the traditional role of the finance function in many organisations. By redefining its value contribution, financial professionals can seize the opportunities that digitalisation offers to shape the digital landscape of the entire organisation.

The 3-month asynchronous programme will tap on technology to allow participants to learn at their own pace and convenience, removing scheduling barriers that make long-term programmes prohibitive for many working adults.

Assembled and delivered by a team of seasoned industry practitioners, the programme will allow participants to gain the skills and confidence needed to respond to changes in the digital landscape. Participants will learn how digitalised finance combines operational and financial data (big data), and how to use advanced analytics, AI and robotic process automation (RPA) to enhance business decisions. Participants will also master basic principles that need to be considered when embarking on a digital rejuvenation.

Offered as a bundle of seven bite-size modules, the online programme includes interactive learning elements such as videos, scenarios, quizzes and case studies to ensure learning is effective and engaging. Unlike most asynchronous programmes which offer virtual learning only, participants will also have the opportunity to join live webinars where they can interact with trainers and guest speakers from the industry.

**Mr Jack Lim, Executive Director of SMU Academy** says, “The asynchronous delivery of the online certificate in Future of Finance programme embodies the highly engaging and interactive learning style that has been a hallmark of SMU’s teaching pedagogy. By leveraging on technology to explore new mediums of learning, we hope to similarly draw parallels for finance executives to embrace digital tools as they address the increasing complexity and rapid change in their organisations.”

The Online Certificate in Future of Finance programme is currently funded up to 90% by SkillsFuture Singapore, with fees starting from S\$1,355.20. The course starts **from 27 October 2021** and is currently open for application. As sign-ups for the programme is cohort-based, participants are required to register for all seven modules. More details can be found [here](#).



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**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](http://www.smu.edu.sg)

**About SMU Academy**

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strong links with business and industry. The Academy, with its pillars of Financial Services, Human Capital Management & Leadership, Technology & Intelligent Systems, and Service, Operations & Business Improvement, leverages SMU's reputation and linkages to prepare our workforce with the competencies, skills upgrading and career resilience required for the future economy. <http://academy.smu.edu.sg/>