Media Release

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**SMU Launches New Master of Science in Business AI
to Build Singapore's AI-Ready Business Leadership Talent**

*Aligned with national priorities, the programme addresses a growing demand
for leaders who can translate AI into business strategy*

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Singapore, 4 February 2026 – Singapore Management University (SMU) has launched a new Master of Science in Business AI, aimed at developing a critical but currently under-supplied pipeline of talent: business leaders who are fluent in AI and grounded in cross-functional business knowledge, strategy, and leadership.

The programme is aligned with Singapore's SkillsFuture and Smart Nation priorities, which emphasise building AI skills and strengthening data-driven decision-making capabilities across the workforce. As AI becomes central to how organisations operate, demand for AI-related skills continues to grow, with companies across Asia-Pacific increasingly adopting AI tools and integrating AI into workflows and operating models.

"The real AI skills gap isn't merely technical—it's translational," said Professor Sungjong Roh, Academic Director of the Master of Science in Business AI at SMU. "While organisations may have access to AI tools, far fewer have leaders and executives who know how to work with them strategically, deploy them responsibly, and ensure they create value while effectively managing risk. This programme closes that critical gap."

Building a pool of business leaders who can lead with AI

By cultivating a cadre of socially conscious business leaders prepared to take on strategic roles in AI-enabled organisations, the Master of Science in Business and AI programme reflects SMU's vision for innovation in education.

Developed in close alignment with industry needs, the programme aims to nurture graduates who are fluent in the language of AI technologies and, more importantly, adept in managerial decision-making, business acumen, and strategic transformation within an AI-driven economy.

Unlike traditional programmes that focus either on technical AI development or general management training, SMU's Master of Science in Business AI is explicitly business-first. The programme emphasises practical leadership and strategic application, and differentiates itself in three key ways:

- **Integrated interdisciplinarity**: Business strategy, decision intelligence, AI capabilities, and ethics are taught as an integrated whole rather than as siloed disciplines. Students learn to operate at the intersection of senior leadership and technical teams—a capability increasingly demanded by industry.

- **Practice-oriented and interactive learning:** The curriculum includes distinctive courses such as *Human–AI Collaboration*, *Data Storytelling and AI-Augmented Influencing*, *Change Management for Disruptive AI*, and *Innovations and Operations in Intelligent Online*

Marketplaces. SMU's hallmark interactive, seminar-style pedagogy fosters deep engagement, peer learning, and close integration with industry practice.

- **Strong alignment with national and industry needs**: The programme directly supports Singapore's SkillsFuture and Smart Nation priorities by building capabilities in Business Intelligence, AI-enabled decision-making, and responsible AI governance—areas critical to sustaining competitiveness in an AI-augmented economy.

With strong industry linkages in Singapore and across Asia, SMU aims for the programme to contribute directly to the nation's pipeline of AI-ready business leaders. By developing "bridge builders" who can connect senior leadership with technical teams and ensure AI investments translate into business value, the University continues to support Singapore's ambition to remain competitive in an AI-driven global economy.

Applications for the Master of Science in Business and Artificial Intelligence are open from today for the August 2026 intake. Visit the website [here](#).

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About Singapore Management University

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that addresses 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 13,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Computing, Economics, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers degree programmes in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education 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 celebrates more than 25 years of meaningful impact, and remains committed to its vision of driving innovation, transcending boundaries and transforming lives. https://www.smu.edu.sg/