Master of IT in Business Employment Report (Class of 2019)

Leading Intelligent
Business Transformation

SMU
SINGAPORE MANAGEMENT
UNIVERSITY

MASTERS

SCHOOL OF
INFORMATION SYSTEMS

SMU School of Information Systems

ABOUT SMU SCHOOL OF INFORMATION SYSTEMS

Established in 2003, SMU School of Information Systems (SIS) is recognised internationally for its innovative research and education focused on Information Systems Technology, Information Systems Management and issues at the intersection of IS-related technology and management.

SIS offers a suite of programmes. The BSc (IS): Information Systems major applies emerging technologies to develop end-to-end IT solutions. The BSc (IS): Smart-City Management and Technology major harmonises social, economic, business, environment and technology concerns to develop smart city solutions. The School's latest BSc (Computer Science) degree imparts deep technology and systems skills to equip graduates to build and manage complex IT solutions.

There are diverse postgraduate programmes in SIS, such as the Master of IT in Business (MITB), Master of Science in Computing (MScomputing), PhD in Information Systems and Doctor of Engineering (EngD). The Master of IT in Business (MITB) gives an unparalleled edge with the knowledge of data, processes, technologies and management strategies. With three specialisation tracks (Financial Technology & Analytics, Analytics and Artificial Intelligence) to choose from, students are poised to lead the industry in a time of transformation.

The research intensive Master of Science in Computing (MScomputing) and PhD programmes are geared towards training for academic and research oriented careers. The new EngD programme aims to train professionals to perform deep technical industrial research and translate the outputs into innovative products and services.

The School possesses deep research R&D capability in five strategic areas of IS technology: Cybersecurity; Data Management & Analytics; Intelligent Systems & Decision Analytics; Software & Cyber-Physical Systems; and Information Systems & Management.

MESSAGE FROM THE HEAD OF POSTGRADUATE CAREER SERVICES

The past one year has been an extremely tumultuous one. The world has to grapple with a cataclysmic pandemic and a recession that continues to wreak havoc on the global economy. University students are not spared either – many have already experienced disruptions to classes, social lives, internship and work.

Despite all the turmoil, developments in technology marches on relentlessly whether it's in digital banking, cloud infrastructure, tele-medicine, e-learning, e-commerce, virtual learning, gamification or the use of blockchain technology in supply chain. In fact, the pandemic has brought forward the deployment of technology in many industries and would supplement or even supplant existing processes and business models.

This development augers well for our graduates from the Master of IT in Business (MITB) in Analytics Track (AT) and Financial Technology & Analytics (FTA) Track. With a strong pedagogy emphasising applied learning, through internships and inculcation of appropriate soft skills, we are confident our MITB graduates will continue to be well sought after by leading employers. It is heartening to note that despite the challenging job market, 9 out of 10 of our MITB students were offered full-time positions within 6 months of graduation.

With a rising demand for such tech-talents, our recent AT and FTA graduates with full-time offers continue to command impressive mean annual starting salaries of S$60,400 and S$49,333 respectively. This is a marked increase from the previous year's mean starting salaries by around 10% and 7% respectively. Around 60% of them are embarking on a career in the IT and financial services sectors, while the rest are found in the consulting, healthcare, manufacturing, government, accounting and education sectors.

I am proud to present our MITB graduates as competent and adaptable professionals with the necessary mix of technical and soft skills necessary to manage across different industries. We are confident they will meet the changing demands of the digital world, excel in their careers and become leaders in their own field.

Henry Yeo Kok Chye
Head, Postgraduate Career Services

The MITB Programme

The definitive Master of IT in Business (MITB) programme will give you an unparalleled edge with the knowledge of data, processes, technologies and management strategies. With three unique specialisation tracks to choose from, you will be poised to lead the industry in a time of transformation.

MASTER OF IT IN BUSINESS

1ST IN ASIA
14TH WORLDWIDE

QS MASTERS IN BUSINESS ANALYTICS RANKINGS 2020

TOP 20
MASTERS IN BUSINESS ANALYTICS
QS WORLD UNIVERSITY RANKINGS
2020

ANALYTICS

In a data-driven economy, the ability to make better decisions, create value and develop a sustained competitive advantage using data analytics techniques is imperative.

SMU MITB (Analytics) is Asia's first professional masters programme to meet the ever increasing demand for well-trained data analytics professionals. Co-designed by leading global and regional sector firms (from hospitality, tourism, supply chain, retail, healthcare, public sector, banking and telecommunications), it promises a systematic understanding and application of the end-to-end data analytics processes to answer key business questions. With businesses keen to leverage the power of data analytics, it is no longer a choice, but a necessity for business survival and growth.

ARTIFICIAL INTELLIGENCE

The rise of artificial intelligence (A.I.) is changing the face of business and radically transforming the way we live, work and communicate today. In recent years, businesses and governments have been increasingly harnessing A.I. capabilities to address major challenges affecting the society and industry. With the help of A.I., complex and repetitive tasks can be accomplished with a higher degree of accuracy and at a faster speed, boosting corporate profitability with increased productivity and operational efficiencies. A.I. is the future of growth – the accelerating development of A.I. and impending technological revolution are expected to impact all industries and companies in the near term.

First of its kind in Singapore and Southeast Asia, the Artificial Intelligence Track is a direct response to these growing trends, to groom the next generation of A.I. talents with the ability to build A.I. tools, and implement adaptive closed loop solutions for a myriad of business problems.

FINANCIAL TECHNOLOGY & ANALYTICS

The economy is undergoing massive digitalisation. Fintech and digital finance are pushing the envelope for financial-related institutions on many fronts – for example, digital banking, customer insights, risk assessment, capacity optimisation, market intelligence and operational efficiencies. Financial institutions that leverage on new technologies such as blockchain, analytics and A.I. often gain a competitive edge.

Fintech can be leveraged across all business lines offering financial services such as banks, insurance, Big Tech (e.g. Facebook and Tencent). Use cases include blockchain for trade finance, A.I. for RPA, as well as robo-advisors and analytics for cross-selling potential and fraud detection. However, digitalising businesses requires knowledge of financial business, technology, analytics and management domains. The industry-acclaimed MITB (FTA) track prepares and develops graduates and professionals with the financial technology and analytics skills that are highly demanded by the world of finance.

MITB Graduation Class of 2019 Profile

Class Size

160

Average GMAT Score

620

Typical Age Range

22-33

Nationalities

12

Average Years of Work Experience

3

Overview of Graduate Employability

85%

Accepted Job Offer
Within 3 Months
After Graduation

88%

Accepted Job Offer
Within 6 Months
After Graduation

S$57,500

Average Starting Salary
Per Annum**
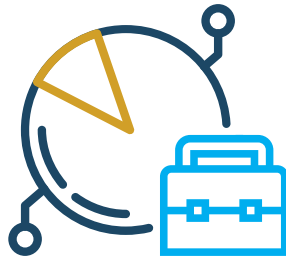

Class Profile Data

*Based on MITB Graduation Class of 2019
 (i.e. number of students who filed for graduation in 2019).

**The average starting salary per annum is calculated based on the annual base salary including guaranteed bonus, in local currency (SGD), and data includes students
 from Analytics Track and Financial Technology & Analytics Track.

Employment Statistics

SMU MITB EMPLOYMENT DATA (GRADUATION CLASS OF 2019 COHORT)

About **9 in 10** of our MITB graduates have accepted job offers **within 6 months** of graduation.

60% Accepted Job Offer **Upon Graduation**

85% Accepted Job Offer **Within 3 Months After Graduation**

88% Accepted Job Offer **Within 6 Months After Graduation**

SALARY INFORMATION AT GRADUATION

Our MITB graduates command good post-MITB salaries registered to those in Singapore and China respectively.

Analytics Track

SGD 60,400   RMB 197,750

Financial Technology & Analytics Track

SGD 49,333   RMB 126,640

JOB OFFERS BY INDUSTRY

Our MITB graduates are hired across a wide range of industries, including "hot" sectors such as technology (32%) and financial services (27%).

Technology **32**%

Financial Services **27**%

Manufacturing **9**%

Consulting **8**%

Healthcare **6**%

Education **6**%

Government **2**%

Audit/Accounting **2**%

Others (Consumer/Luxury Goods, Maritime, Media/Advertising, Non-Profit, Real Estate, Retail) **8**%

Countries of Job Offers

ANALYTICS TRACK

China

Consulting
- Capgemini

Education
- New Oriental Education & Technology Group

Financial Services
- China Construction Bank
- Ping An Life Insurance Company of China
- Shanghai Milestone Asset Management
- UBS China

Singapore

Audit/Accounting
- Ernst & Young

Consulting
- Accenture
- BigTapp
- BSI Group Singapore
- Iris Concise
- Mercer Singapore
- Upskills

Education
- National University of Singapore
- Singapore Management University

Financial Services
- Bloomberg Singapore
- China Merchants Bank
- Credit Agricole Corporate & Investment Bank
- DBS Bank
- J.P. Morgan Asia Pacific
- Network for Electronic Transfers (NETS)
- OneConnect Financial Technology Singapore
- Singapore Exchange Limited
- Standard Chartered Bank

Government
- Defence Science & Technology Agency (DSTA)
- Housing & Development Board (HDB)

Healthcare
- Abbott Laboratories
- Changi General Hospital
- Integrated Health Information Systems (IHiS)
- Johnson & Johnson

Manufacturing
- Apple
- HP Singapore
- Jabil Circuit Singapore
- Lenovo Singapore
- Schneider Electric South East Asia
- ST Aerospace

Consumer/Luxury Goods
- AB InBev

Real Estate
- Longfor Properties Co. Ltd
- Zhongnan Zhidi

Technology
- Bigo Technology
- China Mobile
- China Unicom
- HSBC Technology China
- Jingdong
- Xiaohongshu

Maritime
- PSA Corporation

Non-Profit
- NTUC Link

Real Estate
- PropertyGuru

Retail/Wholesale
- Truegenics

Technology
- AI Singapore
- Astek International
- Carousell Pte Ltd.
- Gojek Singapore
- Infineon Technologies
- InfoCepts
- NCS
- Sea (Garena Online)
- Sephora
- Seventh Sense AI
- Shopee Singapore
- TAIGER Singapore
- Trakomatic
- TrustSphere (BoxSentry)
- Xypher

India

Education
- Indian School of Business

Technology
- Vodafone Shared Services India

FINANCIAL TECHNOLOGY & ANALYTICS TRACK

China

Audit/Accounting
- Ernst & Young China

Consulting
- PwC China

Education
- Beijing New Oriental Vision Overseas Consulting
- Huatu Education

Financial Services
- Bank of China
- Bank of Shanghai (BOSC)
- Wuhan Rural Commercial Bank

Technology
- Huawei

Hong Kong

Consulting
- Goldman Sachs

Singapore

Financial Services
- DA Financial Services
- Eurekahedge
- Flywire
- Maybank Singapore
- Network for Electronic Transfers (NETS)
- OCBC Bank
- Standard Chartered Bank
- UOB

Media/Advertising/Entertainment
- Cathay Cineplex

Technology
- Rakuten
- Shopee
- TheDataTeam
- Nexty Electronics
- Sephora

Thailand

Financial Services
- Bank of Thailand

China

Hong Kong

India

Thailand

Singapore

Master of IT in Business

Student Endorsements

The MITB programme offers a wide variety of courses which are very relevant in the current technology landscape today, and students are given the flexibility to choose courses based on their interests as well as career aspirations. What I like most about the programme is the focus on group projects, with an emphasis on business use cases and real-world applications. Through this, I had the opportunity to work with course mates from different backgrounds and I appreciate the different perspectives brought to the table. With MITB, I was able to make a career switch from project management to data science by landing a role as a Data Scientist with AirAsia. I would highly recommend MITB to anyone who would like to venture into the world of data analytics, regardless of your background and career stage.

Yew Teik Kheng
Data Scientist
AirAsia
MITB (Analytics)
Graduation Class of 2019

After 3 years in the public sector, I felt the need to acquire the knowledge and skills to analyse and validate hypothesis with data. I quickly set my mind on SMU as MITB focuses not only on technical knowledge, but also on application to satisfy business needs. MITB is a demanding program but the support from professors is splendid, and they are always willing to go the extra mile for you. The SMU Career Services team plays a key role in preparing you for your next career—they organise various engagement sessions with industry speakers for students to learn about the nuances of different industries, and I am sure you will be able to come across a role that is of appropriate fit. It was during one of these sessions where I met my current boss. Looking back, my MITB journey has been nothing short of amazing. Not only has MITB imparted me with data analytics skill sets, it has also imbued in me the tenacity to learn and acquire new knowledge.

Soo Zhi Kai
Country Regulatory Advisory & Project
Maybank Singapore Limited
MITB (Financial Services Analytics)
Graduation Class of 2019

MITB has provided me with the necessary skill set of analytical tools and techniques as I embark on my new career in data science. In addition, the SMU Career Services has also helped me tremendously during my job search, equipped me with the essential communication and negotiation skills to navigate through interviews, as well as analysed my potential career path through individual coaching sessions. Looking back at how much I have grown, I know that I have definitely made the right choice to join MITB as it has opened many doors for my career. I believe that data science is not only a hot career path, but it will be an essential skill in every industry moving forward.

Joanna Quek
Business Intelligence Analyst
Gojek Singapore
MITB (Analytics)
Graduation Class of 2019

Employer Endorsements

MITB consistently produces great analytics talent. The combination of technical and data storytelling skills are exactly what Banking needs.

Donald Macdonald
Head, Group Customer
Analytics & Decisioning
OCBC Bank

Our challenges on the analytics front at Lenovo is oftentimes not to build the best analytics engine in the world, but to adopt these tools in business setting to drive impact. Having worked with MITB for several years, we found this is exactly what the students in the program are being nurtured. They not only have strong data science trainings, but more importantly they have the capabilities to implement these expertise into business settings.

Ruoyu Bao
Executive Director
Global Business Analytics
Lenovo

![SMU - Singapore Management University logo]

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For a full listing of SMU Masters programmes, visit smu.edu.sg/masters