SMU
MASTER OF IT IN BUSINESS
(SERVICE SECTOR ANALYTICS)
MITB – Transforming Business
Message from the Dean

Data and Analytics Are Everywhere!
The ability to use data to sense what is happening with customers and the external environment, as well as with internal processes and operations, is transforming the service sector. In every industry, data collection and management, analytics, and leveraging of analytic insights is becoming more real-time, more complex, and more critical to every tactical and strategic aspect of business decision making.

The Singapore Management University (SMU) is proud to be the first university in Asia, and perhaps in the world, to offer a professional Master’s degree programme that addresses this exploding new world of data pervasiveness by deeply integrating the four aspects highlighted below. This programme, the Master of IT in Business (Service Sector Analytics), is committed to being the best in the world at preparing professionals to manage and integrate:

- Massive amounts of real-time data from multiple sources
- Analytics for insights to improve service offerings, productivity and business agility
- Service sector processes
- IT solutions and architecture for enterprise analytics implementations

We co-design and co-develop our curriculum with leading global and regional service sector firms. Organisations who are the best practice leaders and next-practice early adopters in the following industries are partnering with us to design and deliver our labs, case studies and learning experiences:

- Hospitality, Tourism and Entertainment
- Supply Chain, Distribution and Retail
- Healthcare
- Public Sector
- Telecommunications and Internet/Media
- Infocomms

In accordance with the overall Master of IT in Business (MITB) programme, the Service Sector Analytics track also prepares professionals for IT and Project Management, as well as for selected aspects of General Management required for the techno-strategist who can effectively link IT with business. We welcome you into the MITB (Service Sector Analytics) programme. This programme will prepare you for the future of technology, operations and innovation in the service sector.

Best Regards,

Steven Miller
Dean, School of Information Systems,
Professor of Information Systems (Practice)
Board of Advisors

The senior executives below are from the service sector and serve on the Board of Advisors of the SMU School of Information Systems (SIS).

They provide guidance and supervision for the Master of IT Business (Service Sector Analytics) programme’s educational efforts in the area of service sector data and decision analytics.

**Data Analytics is the next big thing in business.**

Data can be a lazy asset and is often undervalued – finding ways to help businesses organise and better understand all of the data they capture, will help them make better business decisions, reduce risks and improve returns. There are oceans of data being amassed by companies but only islands of insights. Data can give clients best practice and benchmarking information, as well as provide predictions for business trends. A lot of corporations have well-organised data repositories and some have an analytics capability, but few have the capability and bandwidth to combine both and apply it to specific business issues. SMU's new programme will develop professionals who will truly be part of the next big thing in business.

*Tim Phillipps*
Global Leader – Deloitte Analytics
Executive Sponsor – Deloitte Analytics Institute, Asia
Why MITB (SSA)?

Data is a strategic asset

With the advent of the internet and the pervasive use of communication technology, companies are collecting massive amounts of data. They have come to realise that data is a strategic asset and to gain significant business benefits from it, they need Analytics. Analytics is the use of data through statistical/quantitative analysis to drive business decisions and actions.

Strong demand for Analytics professionals

Well-trained professionals are in high demand and this demand is foreseen to increase further given that more companies realise the need to gain competitive advantage through mining insights from their data. The strong demand for Analytics skills has prompted the Infocomm Development Authority of Singapore (IDA) to categorise it as a sector it wants to develop.

The SMU MITB (SSA) programme is the definitive postgraduate degree that grooms personnel for Analytics job roles. Courses are designed together with industry leaders to ensure relevance and applicability, and are constantly reviewed to stay up to date with the latest trends and technologies.

Broad-based exposure with in-depth knowledge

The MITB (SSA) programme gives students comprehensive and in-depth knowledge of business methods and management concepts required to assume senior Technology & Operations and Analytics roles in the service sectors, including healthcare, hospitality, retail, supply chain, transportation and entertainment. It also enables students to adopt a data-centric perspective for understanding service delivery with the emphasis on emerging “next-practices” of real-time, adaptive data analytics with massive amounts and multiple types of data.

Becoming the next generation of leaders

The MITB (SSA) programme provides the right platform for professional students aspiring to be the industry’s leaders – capable of merging the power of data analytics technology with an organisation’s operational capability.

“The programme provides an opportunity for students to work on critical business issues. As a business analyst in the retail industry, this programme has provided me with the exposure and relevant knowledge to pursue my long-term career in this area.”

Ong Yeru, Cally
MITB (SSA) Class of AY2011 intake
Business Analyst, Fossil Singapore Pte Ltd
Recipient of SAS Scholarship, 2012

“The MITB (SSA) programme is one of the first postgraduate programmes in Singapore to focus on the practical application of Analytics for businesses. That, and its strong relationship with industry partners were key considerations for me to join the programme.”

Koh Kwang Yong
MITB (SSA) Class of AY2011 intake
Project Manager, Integrated Health Information Systems Pte Ltd
Recipient of WDA ICT-STEP Scholarship, 2012
The Curriculum

CURRENT COURSE LISTING FOR MITB (SERVICE SECTOR ANALYTICS)

<table>
<thead>
<tr>
<th>B. Service Sector Processes, Analytics &amp; IT</th>
<th>C. Information Technology &amp; Project Management</th>
<th>D. General Management for Technology &amp; Operations</th>
<th>E. Capstone Project</th>
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<tbody>
<tr>
<td>B.1 Service Sector Process &amp; Data Framework</td>
<td>C.1 Innovation Management</td>
<td>D.1B* Financial Accounting for Service Sector Analytics</td>
<td>E.1 Capstone Project</td>
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<tr>
<td>B.2 Data Analytics Lab</td>
<td>C.2 Spreadsheet Modelling for Technology &amp; Operations Decisions</td>
<td>D.1C* Management Accounting for Technology &amp; Operations Managers</td>
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<tr>
<td>B.3 Customer-Focused Data, Analytics &amp; IT</td>
<td>C.3 IT Project &amp; Vendor Management</td>
<td>D.2 Strategy &amp; Organisation</td>
<td>E.2 Project Delivery</td>
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<tr>
<td>B.4 Operations-Focused Data, Analytics &amp; IT</td>
<td>C.4 Global Sourcing of Technology &amp; Processes</td>
<td>D.3 Finance for Technology &amp; Operations Managers</td>
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<tr>
<td>B.5 Cloud and Massive Data Analytics</td>
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<td>D.4* HRM for Technology &amp; Operations Managers</td>
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<td>B.6 Social and Contextual Analytics</td>
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<tr>
<td>B.7 Business Analytics Practicum</td>
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*Half module

Note: Students must read a total of 13 Course Units (CUs) which comprise:
- a minimum of 5 CUs under Series B courses, including B.1 and B.2 which are compulsory
- a minimum of 4 CUs under Series C and D courses, including C.2, D.1B and D.1C which are compulsory
- Capstone Project (worth 2 CUs)

MASTER’S DEGREE PROGRAMME COMPLETION

Students must complete and pass a total of 13 Course Units (CUs) in order to graduate with the MITB (Service Sector Analytics) degree. Each CU is typically completed in 12 lessons, delivered twice a week over 7 weeks. Some CUs are delivered over 15 weeks. Half-courses comprise 6 lessons delivered once a week over 7 weeks. Each lesson entails 3 hours of in-class time plus some additional out-of-class time for assignments and projects.

CORE COURSES IN SERVICE SECTOR PROCESSES, ANALYTICS & IT (SERIES B)

A minimum of 5 Series B Course Units (including compulsory ones) are required. In case a student is exempted from a compulsory course from Series C or D, he/she must replace it with another Course Unit. The replacement course can be from Series A, B, C or D. Series A courses are offered under the MITB (Financial Services) track.

OPTION FOR MITB DUAL TRACK (SERIES A, FINANCIAL SERVICES AND SERIES B, SERVICE SECTOR ANALYTICS)

The MITB programme has 2 tracks: Financial Services (FS) and Service Sector Analytics (SSA). Students can pursue the MITB Dual Track programme where both tracks will be covered. There is also an option to graduate with a general MITB degree, without specialisation in any track. Please enquire for further details with the MITB office.

IT MANAGEMENT AND GENERAL MANAGEMENT FOR TECHNOLOGY & OPERATIONS PROFESSIONALS (SERIES C AND SERIES D)

A basket of courses on IT Project Management and General Management are provided. Students can choose to read electives from these course offerings and customise their curriculum accordingly.

CAPSTONE PROJECT (SERIES E) AND ATTACHMENT FOR FULL-TIME STUDENTS

The Capstone Project is a compulsory component in the programme which enables students to apply and integrate knowledge acquired through the MITB course on a project sponsored by our industry partners. Full-time students may undergo an industry attachment as part of their Capstone Project requirement.
The Programme/Course Delivery

ACADEMIC CALENDAR
The MITB programme runs its academic year based on that of the Singapore Management University, which operates on 3 regular terms. Each of these 15-week regular terms is then further divided into two 7-week mini-terms with a 1-week break. Therefore, courses in the programme are offered across 6 mini-terms in any given academic year.

COURSE DELIVERY
Most MITB class sessions are 3 hours long, and are conducted in a highly interactive manner. Class sessions combine lectures with discussions, hands-on lab sessions, problem-solving practice classes, and group work. The faculty is assisted by full-time instructors and student teaching assistants. In addition, students also meet with industry experts who share their experiences and perspectives through regular seminars organised by the MITB (SSA) programme.

TIMETABLE
All classes are held either on weekday evenings from 7pm onwards, Saturday mornings, or Saturday afternoons. These timings have been chosen to accommodate the working schedules of part-time, working students, and full-time students who might be engaged with industry attachments.

CHOOSE BETWEEN FULL-TIME OR PART-TIME STUDY
The Master of IT in Business (Service Sector Analytics) is an intensive programme with 2 options for completion:
- Full-time candidature: a minimum of 1 year to a maximum of 2 years 8 months
- Part-time candidature: a minimum of 2 years to a maximum of 4 years
Students can switch between these 2 modes of candidature at any time, but the change can only be made once.

Class Profile

<table>
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<tr>
<th>Average age</th>
<th>Average working experience</th>
<th>Students from Singapore</th>
<th>Students from India, Taiwan, South Korea, Philippines, Vietnam and Bangladesh</th>
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</thead>
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<tr>
<td>31</td>
<td>7 years</td>
<td>68%</td>
<td>32%</td>
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APPLICATION REQUIREMENTS
The Master of IT in Business (Service Sector Analytics) programme has two intakes – January and August each year. The programme seeks applicants with the following:
• A good Bachelor’s degree
• At least 2 years of work experience
• A valid GMAT score (SMU’s GMAT code: F8D-Z4-61)

DEADLINES
Applications are open from January to May for the August intake and June to October for the following year’s January intake.

PROCESS
To apply, please file an online application at www.smu.edu.sg/MITB

FINANCIAL ASSISTANCE
The following sections outline the variety of financial aid schemes available. For more information, please visit www.smu.edu.sg/MITB

APPLICATION FEES
The current fee structure for the programme is as follows:

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<tr>
<th>Fee Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Application Fee</td>
<td>S$50</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>Singapore Citizens &amp; Permanent Residents – S$400</td>
</tr>
<tr>
<td></td>
<td>Foreigners – S$500</td>
</tr>
<tr>
<td>Tuition Fee</td>
<td>S$42,000 which is billed over 3 instalments</td>
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</tbody>
</table>

* Please note that tuition fees are locked in once the student enters the programme. The Singapore Management University reserves the right to alter tuition fees for new incoming cohorts, as and when necessary.

SCHOLARSHIPS
• WDA ICT-STEP Scholarship
• TCS-SMU iCity Scholarship
• Alexandra Health’s T-Lab Scholarship
• SAS Scholarship
• MITB Scholarship

OUTSTANDING STUDENT AWARDS
For each graduating batch, the MITB programme will present up to 3 outstanding student awards of at least S$3,000 each. Recipients will be selected purely on merit, and the recipient must not be receiving any other scholarship, sponsorship or award.

IDA’s TOP STUDENT AWARD
IDA will present the Top Student Award for the top graduating student of the MITB (SSA) programme in the form of a gold medal and book prize of S$1,500. Recipients will be selected on merit for the entire programme’s result.

FAQ
My first degree is not related to IT or Business. Can I still apply for the MITB programme?
Yes, applicants with a keen interest may apply for the programme. Generally, we take into consideration the candidate’s work experience, aptitude and previous academic prowess when doing our candidate assessment.

What is the minimum GMAT score I need to attain? Will you accept GRE in place of the GMAT?
We do not specify a score range because our assessment is holistic, with the GMAT being just one consideration out of many others. We do accept valid GRE scores in place of the GMAT, but on a case-by-case basis.

What happens if I’m not able to attend class for an extended period of time due to work or personal commitments?
Students can apply for a Leave of Absence (LOA) if they are unable to attend courses for a regular term (15 weeks) or more.