SMU graduates make IT work at work

With a sound grasp of both IT (information technology) solutions and business functions, graduates of the School of Information Systems at the Singapore Management University are in high demand.

LAURA CHENG

JOSEPH SUNG, a final year student at Singapore Management University (SMU)'s School of Information Systems (SIS), still has a few months to go before graduating. But already, the aspiring information technology (IT) professional has received job offers from three prestigious multinational firms.

IT in a business context

Why do students from the SIS command such high demand in the workplace? It lies in the school's unique educational approach of intertwining information technology (IT) with business.

High-powered industry internships, large scale real-world projects, innovative curriculum, dynamic student-centric pedagogy and opportunities to interact with leading business and technology executives push students to their maximum potential and allow them to shine in the workplace.

At SIS, accelerated career opportunities are available to the great majority of students, not only to a select few. Joseph explains, "All of us have been trained to use IT to create business solutions and value. We are confident in applying our skills in IT to business settings, thus making things happen better, faster, and more competitively."

Filling an industry need

While the future is not predictable, one thing is certain: technology is here to stay. As such, IT and business will always be interdependent - IT will oil the wheels of business, fuelling its growth. In turn, booming business creates demand for new IT solutions.

Joseph observes, "SIS graduates can straddle both IT and business skills equally well, and we fill a gap for the type of IT professionals needed by a wide range of companies."

"Companies need workers who understand business aspects such as marketing and consumer behaviour and operations, and who know how to use technology to strengthen these functions."

The ability to combine IT with business allows SIS students a wide range of careers. They are trained to design and implement IT solutions relevant to business settings, ensuring their employability in value-added IT jobs that are focused on business users and applications.

They are also in demand for the growing number of jobs at the business-IT interface, where employees are required to have depth in both the business processes of the end user, and in the IT aspects of technology and business applications.

Employability factor

It is SIS' unique pedagogy that allows students to really experience the fusion of business and IT. But its dedication to individual development and an all-rounded SMU education that stresses management, communication and soft skills also makes SIS students stand out.

Joseph says, "This stems from the syllabus' strong emphasis on managing and executing business-oriented IT projects. By narrowing the divide between theory, practical design, and problem solving, the programme helps us adopt efficiently to industry needs."

"What's more, our broad-based education and intensive IT project experience helps us develop confidence. At interviews, we come across as articulate, intelligent and already familiar with applying IT to business problems in complex settings."

"We also convey our competence through our SIS Learning Outcomes, especially learning-to-learn. Naturally that gives us a good head start when it comes to employment opportunities."

For more information on SMU SIS, visit www.sis.smu.edu.sg