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SMU redefines lifelong learning with innovative stackable, applied Industry Practice Master

Singapore Management University

Press Release

SMU redefines lifelong learning with innovative stackable, applied Industry Practice Master

Industry Practice Master of Digital Economy to welcome its first cohort in January 2024

Singapore, 3 August 2023 (Thursday) – Singapore Management University (SMU) will soon introduce a new educational offering – **Industry Practice Master** programme (行业实践硕士课程) – through its professional training arm, SMU Academy. For a start, SMU Academy will offer the *Industry Practice Master of Digital Economy* with two track specialisations - Data Protection and Data Governance, and Digital Supply Chain and Intelligence.

SMU is the first university in Singapore to launch a stackable postgraduate programme that focuses on practical application. The programme also stands out for its emphasis on flexible learning, personalised learning, integrated SMU-employer partnership, and experiential and work-based learning; furthermore, lifelong learning coaches will also support students' learning experience and career development.

This is also the first data protection programme in Singapore to be offered at the Master's level. These 'firsts' put the Industry Practice Master programme at the forefront of adult learning offerings nationwide.

Designed to cater to the unique needs of adult learners, the key features of the SMU Industry Practice Master are as follows:

- **Flexible learning** where learners can 'stack' relevant skills-based courses offered at SMU Academy.
- **Personalised learning** through the recognition of relevant industry certifications or 'design your own module' option.
- **Work-based learning** through SMU-XL, an experiential learning framework where learners will either work on a project for their employer or be involved in a consultancy project which focuses on problem-solving, digital solutions and streamlining business processes through active mentoring from organisations.
- **Integrated SMU-employer partnership** which ensures industry relevance and alignment with the job market. Industry experts contribute to the curriculum design and provide insights through guest lectures, case studies, and industry projects.
- **Lifelong learning coaching** which maximises students' learning outcomes. Coaches provide personalised advice, career guidance, and facilitate networking opportunities.

Mr Jack Lim, Executive Director of SMU Academy, said, "Since its inception in 2017, SMU Academy has been supporting lifelong learning by championing skills development and mastery by offering interdisciplinary and industry-focused programmes to support individuals and organisations in their upskilling and reskilling goals. SMU's new Industry Practice Master strengthens CET offerings in Singapore by leveraging strategic partnerships with employers to establish a new collaborative

ecosystem for lifelong learning, one that integrates learning with work projects, work deliverables and career goals. It also ensures that learners stay competitive by acquiring the skills and competencies demanded by the evolving job market."

"The emphasis on skills development represents a paradigm shift in SMU Academy's focus in lifelong learning. It ensures that individuals and organisations can effectively achieve their upskilling and reskilling goals while staying competitive in the digital economy," he added.

Professor Gary Pan, SMU's Academic Director (Lifelong Learning), said, "Tailored for adult-learning, our approach fosters a holistic value proposition for learners, as it equips them with in-depth expertise in high-demand domains. By forging partnerships with employers and aligning with industry requirements, the programme ensures that learners possess the knowledge and practical capabilities to succeed in the digital economy. The Industry Practice Master epitomises our commitment to lifelong learning and heralds a transformative shift in advancing individuals' careers in today's dynamic job market."

On why SMU is kicking off the programme with the tracks in *Data Protection and Data Governance* and *Digital Supply Chain and Intelligence*, Mr Lim explained, "These specialisations align with high-growth areas and priority skills identified by SkillsFuture Singapore (SSG). Moreover, we have observed significant interest in digital economy and digital transformation courses offered at SMUA."

SMU Academy is excited to lead the way in redefining continuing education and training. The launch of the Industry Practice Master reinforces its position as a thought leader in innovative adult learning offerings. This initiative aligns with SMU's strategic plan for lifelong learning and its commitment to bridging the gap between pre-employment training and continuing education.

About the *Industry Practice Master of Digital Economy*

The inaugural programme is now open for registration and will welcome its first cohort in January 2024. All learners are required to take six Programme Core modules including Robotic Process Automation, Internet of Things: Technology and Applications, Applied Design Thinking: The Role of AI and Machine Learning, and The Metaverse and Web 3.0; as well as 10 Track Core modules and six Track Electives modules.

The programme comprises skills-based modules which are mapped to the Technical Skills Competencies in the SSG Skills Framework. It will enable the upskilling of professionals working in industries such as technology, finance, healthcare, marketing, social media management, and logistics.

The recommended duration of the programme is three years, however, learners have the flexibility to complete the programme in up to four years. Upon successful completion, graduates will receive an Industry Practice Master's degree certificate issued by SMU.

To be admitted into the programme, learners must have a Bachelor's degree with at least four years of working experience, or a Diploma with at least 10 years of relevant working experience. SMU Academy expects that the first intake will attract approximately 60 students per track. They will

benefit from the University's strong industry partnerships and the high-demand skills taught throughout the curriculum.

For more information, please visit: https://academy.smu.edu.sg/industry-practice-master

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Enclosures:
- Annex 1 – Quotes from industry
- Annex 2 – Three main components of the curriculum structure of the Industry Practice Master
- Annex 3 – *Industry Practice Master of Digital Economy* curriculum structure & modules
- Annex 4 – *Industry Practice Master of Digital Economy* assessment framework & principles
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For media queries, please contact:

Cassandra Yeo   Huang Peiling
Cluster Lead, Sales, Marketing & Communications   Snr Asst Director, Corporate Communications
SMU Academy   SMU Office of Corporate Comms & Marketing
Tel: 9111-4229   Tel: 9845-3361
Email: cassandrayeo@smu.edu.sg   Email: plhuang@smu.edu.sg
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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 12,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU comprises eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters', and PhD degree programmes in the disciplinary areas associated with its 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

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 strategic links with leading businesses and industry. Leveraging on SMU's reputation and linkages, SMU Academy offers a comprehensive array of cutting-edge interdisciplinary programmes that supports lifelong learners in their pursuit of continuing education while helping organisations meet their upskilling and reskilling goals. http://academy.smu.edu.sg/

Annex 1

Quotes from Industry

"I find stackability to be a compelling aspect. It's truly encouraging to witness the programme's dedication to maintaining quality and rigour through core assessments. SMU-XL presents an unparalleled platform, empowering learners to showcase their newfound knowledge effectively."

- Irene Liu
  Managing Director, Strategy & Consulting, Accenture and
  Co-chair of Women Data Professionals APAC Board of Enterprise Data
  Management (EDM) Council

"The SMU Industry Practice Master is undeniably attractive, featuring applied-oriented content that holds industry relevance and has garnered substantial traction from various sectors. The programme's practical and focused content ensures its relevance to real-world scenarios, making it an outstanding choice for those seeking impactful outcomes."

- Jenny Tan
  Global Internal Audit Leader, CapitaLand and
  President of Singapore Chapter of IS Audit and Control Association

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Annex 2

Three main components of the curriculum structure of the SMU Industry Practice Master

- Skills-based Modules

  Skills-based modules include programme core, track core and track electives. The syllabus has been mapped to the Skills Framework for Infocomm Technology and Logistics, and some of the data protection courses are mapped to the Personal Data Protection Commission's (PDPC's) Data Protection Officer Competency Framework and Training Roadmap.

- Personalised Learning

  Learners will have the opportunity to address their distinct learning needs, interests, and aspirations by personalising their own learning. This can be achieved through 'Design Your Own Course' or Industry-recognised credentials issued by product vendors or independent governing bodies

- Experiential/Work-based Learning

  Learners will engage in solving real-world problems or answering complex questions through project-based work. This approach develops deep content knowledge, critical thinking, collaboration, creativity, decision-making, customer-orientation and communication skills, amongst other Critical Core Skills. Work-based learning provides adult learners with practical experiences to apply academic and technical skills and develop their employability.

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Annex 3
Industry Practice Master of Digital Economy
(i) Curriculum structure

Components		Contact Hours Equivalent (CHE) / [No. of modules]	
Skills-based Modules	**Programme Core**	90 CHE [6 modules]	
		Data Protection and Data Governance Track	**Digital Supply Chain and Intelligence Track**
	Track Core	150 CHE [10 modules]	150 CHE [10 modules]
	Track Electives	90 CHE [6 modules]	90 CHE [6 modules]
Personalised Learning		Industry Certification (30 CHE) OR Personalised Learning Module (30 CHE)	
Experiential/ WBL		SMU-XL (60 CHE)	
☑ Integrated SMU-Employer Partnership ☑ Education & Career Guidance by Lifelong Learning Coach			

(ii) Modules

Programme Core modules (compulsory)

1. Innovation Culture Catalyst (ICC): The Game Changer
2. Getting Started with Robotic Process Automation
3. Internet of Things: Technology & Applications
4. Applied Design Thinking: The Role of Artificial Intelligence & Machine Learning
5. Blockchain, Cryptocurrencies & Smart Contracts
6. The Metaverse and Web 3.0

A Data Protection and Data Governance Track

This track focuses on developing expertise in data privacy, protection regulations, and major privacy frameworks and legislation. Learners gain the capability to conduct data privacy audits, design data security incident management plans, and implement privacy governance frameworks. This specialisation equips professionals with the skills needed to address the growing importance of data privacy and protection in organisations.

➢ **10 Track Core modules (all compulsory)**
1. A Practical Approach to Data Protection for DPOs
2. Data Protection Management
3. Advanced Data Protection Techniques: Data Protection by Design, DPIA & DPTM
4. General Data Protection Regulation (GDPR) & Application on Asia
5. Data Protection Frameworks & Standards
6. Data Ethics & AI Governance Frameworks
7. Concepts and Principles of Records Management in Today's Digital Environment
8. Digital Data Governance Framework & Standards
9. Policy and Third-Party Management of Data
10. Data Protection Risks & Audit Management

➢ **Track Electives (Choose 6)**
1. Governance Risk Compliance (GRC) Professional Training
2. Implementing a Compliance Management System ISO37301
3. Implementing the Privacy Information Management Standard ISO27701
4. Information & Cyber Security for Managers – EXIN Certification
5. Data Protection Trends & the Role of the DPO
6. Crisis Communications & Data Breach Response for DPOs
7. Managing Performance, Stakeholders, Team Strengths for Data Governance
8. A Hands-on Approach to Governance, Risk and Compliance
9. Business Continuity Management for Managers
10. Mobile Applications - Privacy by Design and Design Thinking
11. Data Protection Principles in Asia Part 1 - Singapore, Hong Kong, India
12. Data Protection Principles in Asia Part 2 - Philippines, Malaysia
13. Data Protection Principles in Asia Part 3 - Indonesia, Thailand, Rest of the World
14. Data Protection Principles in Asia Part 4 - Taiwan, China

B Digital Supply Chain and Intelligence Track

This track provides learners with a comprehensive understanding of the interconnectedness and interdependencies across various aspects of supply chain management. Participants develop knowledge in IT systems, technology implementation, and emerging digital technologies such as big data analytics, Internet of Things (IoT), and machine learning. This specialisation empowers professionals to optimise supply chain operations, enhance decision-making processes, and stay at the forefront of technological advancements in the field.

➢ **10 Track Core modules (all compulsory)**
1. Fundamentals of Supply Chain Management
2. Trade Regulations, Facilitation and Compliance Management
3. Multi-modal and Transportation Management
4. Autonomous Technologies and Robotics
5. Introduction to the Innovation Transformation Toolkit and Project Management
6. Advanced Analytics and Business Intelligence
7. Business Strategy and Supply Chain Management
8. Digital Supply Chain
9. Intelligent Supply Chain
10. Machine Learning and Digital Supply Chain

➢ **Track Electives (Choose 6)**
1. Supply Chain Operations Management
2. Air and Sea Freight Management
3. Warehousing and Logistics Management
4. The Digitalisation of Supply Chain – Insights and Outlook
5. Internet of Things – Sensors and Actuators
6. Digital Business Skills
7. Introduction to Robotic Process Automation
8. Intermediate Robotic Process Automation
9. Advanced Robotic Process Automation
10. UiPath Certified RPA Associate
11. Data Protection Management
12. General Data Protection Regulation & Application on Asia
13. Information & Cyber Security for Managers – EXIN Certification
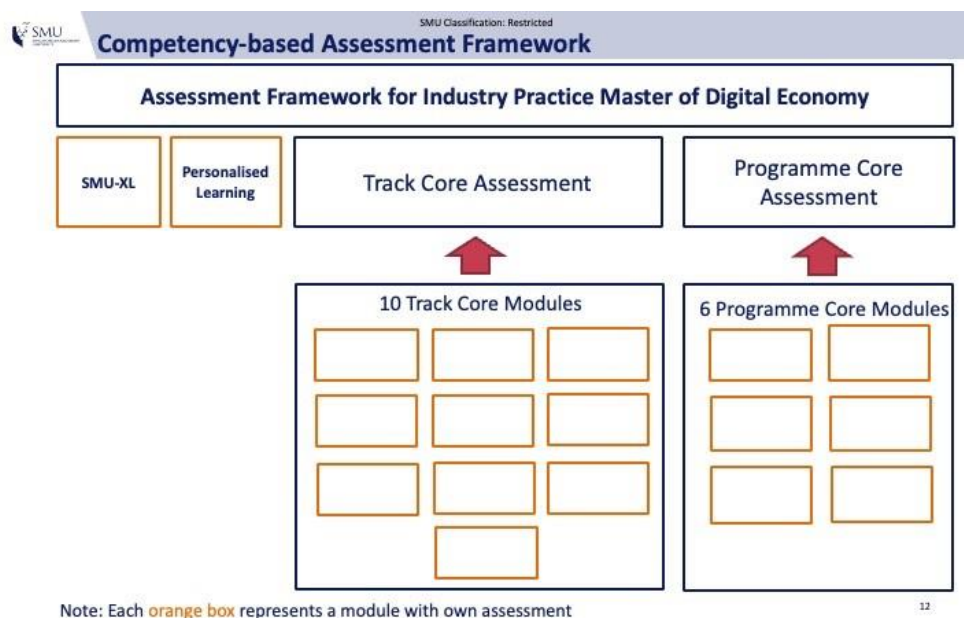
Annex 4

Industry Practice Master of Digital Economy

(i) Assessment framework

Apart from module-specific assessment of modules in the Programme Core and Track Core/Elective modules, learners in the Industry Practice Master's programme must pass competency-based evaluations and engage in personalised and experiential learning.

The latter involves recognising relevant industry certifications, offering a 'design your own module' option, and implementing SMU-XL, a work-based learning framework focused on real-world problem-solving and digital solutions.

These elements collectively enhance learners' ability to apply programme knowledge in practical scenarios.

(ii) Assessment Principles

- Every skills-based module, personalised learning module and the SMU-XL project will have its own assessment.

- Programme Core and Track Core assessment emphasises knowledge and competencies.

- At least 75% of assessment will be **application-oriented**, the aim is to examine learners' **critical and analytical thinking and problem-solving skills**.

- Learners will be required to demonstrate their capabilities to integrate and apply various elements of knowledge and competencies taught in the modules across a range of **'real world scenarios'**.

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