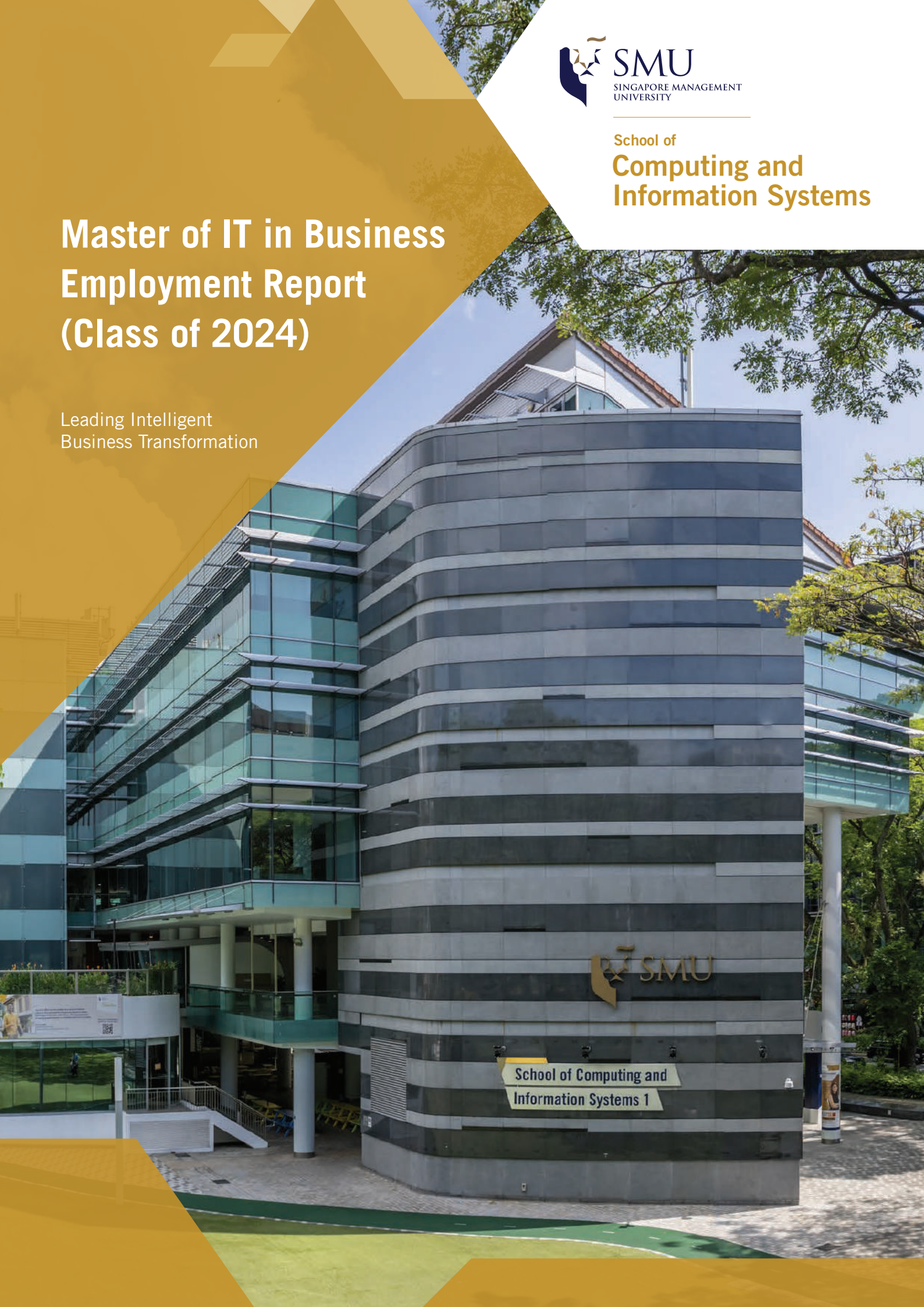


Master of IT in Business Employment Report (Class of 2024)

Leading Intelligent
Business Transformation



School of Computing and
Information Systems 1

SMU School of Computing and Information Systems



MESSAGE FROM THE ASSOCIATE DEAN

At the School of Computing and Information Systems (SCIS, Singapore Management University), we are proud to offer a forward-looking, practice-driven, and research-grounded education that empowers professionals to thrive at the intersection of technology and business.

Since its launch in 2007, the Master of IT in Business (MITB) programme has continually evolved in response to global technology trends and industry needs. What began with a focus on Financial Services has expanded into five distinct tracks – each designed to meet the growing demands of the digital economy.

Our Data Science & Analytics (DSA) track launched as the first Analytics

master's programme in Asia, develops professionals with deep expertise in data science and data analytics to support strategic decision-making across sectors. Our Artificial Intelligence (AI) track goes even further, training professionals to build intelligent systems and apply AI techniques to solve complex problems. Our Digital Transformation (DT) track equips graduates with the blend of ICT knowledge and skills to strategise and execute digital transformation successfully for a complex organization in a rapidly changing environment. Our Financial Technology & Analytics (FTA) track continues to support talent development in the fast-growing Fintech and financial services sectors.

Through strong industry partnerships, applied learning experiences with opportunities to take on a practical internship or capstone project, and exposure to cutting-edge research, MITB graduates are poised to take on dynamic roles in a rapidly changing world. We welcome you to join our MITB programme.

Michelle Cheong Lee Fong

Professor of Information Systems (Education)
Associate Dean, SCIS Postgraduate Professional Education
Director, Doctor of Engineering
School of Computing and Information Systems (SCIS)
Singapore Management University

MESSAGE FROM THE HEAD OF POSTGRADUATE CAREER SERVICES

As I write this message, I reflect on how profoundly the world has transformed over the past few years. We have witnessed widespread adoption and evolution of digitalisation, reshaping both our professional and personal lives.

This transformation has been underpinned by the rapid progression of digitalisation, the widespread implementation of Artificial Intelligence (AI), and the expansion of Internet of Things (IoT). Generative AI models such as ChatGPT have demonstrated remarkable capabilities in aiding us in content creation, task management and even software development. These technologies have reshaped decision-making processes across major industries, from government and corporations to small and medium-sized enterprises (SMEs).

In Singapore, the government has taken a leading role in driving digital transformation, focusing on a comprehensive digital strategy. This strategy encompasses investments in digital infrastructure, the development of international governance frameworks to facilitate the free flow of information, and the enhancement of

digital capabilities for both enterprises and individuals. Concurrently, the private sector has embraced digital transformation at an accelerated pace, with many organisations pivoting toward more sustainable business models. These developments spell good news for our graduates from the Master of IT in Business (MITB) programme, specifically those in the Artificial Intelligence (AI), Data Science & Analytics (DSA)*, Digital Transformation (DT) and Financial Technology & Analytics (FTA) tracks.

It is heartening to note that our employment outcomes for AY2024 graduates have remained robust, even in the face of a challenging job market. An impressive 92% of AI 90% of AT 100% of DT and 89% of FTA students secured full-time positions within six months of graduation of which 75% of those roles were domiciled in Singapore.

With a continued demand for tech talents, our recent graduates have been able to command highly competitive starting salaries. The average starting salary across all tracks in Singapore stands at S\$77,260, with AI graduates achieving an even higher average of S\$97,433.

Notably, 39% of our graduates have embarked on careers in the Technology sector, while 24% have ventured into the Financial Services sector. The remaining graduates have found opportunities in diverse sectors such as consulting, healthcare, manufacturing, government and logistics.

Looking ahead, the years to come are likely to remain characterised by volatility, uncertainty, complexity, and ambiguity. Employers will continue to seek talents who not only possess technical competence but are also adaptable, resilient, and capable of thriving in a fast-changing environment. At SMU, we have prepared our MITB graduates well, equipping them with the essential skills to meet these challenges. I am confident that they will not only contribute significantly to the organisations they join but also make a positive impact on society and the broader community.

*The Analytics (AT) track has been rebranded to Data Science & Analytics (DSA) track, effective 2025

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 four unique specialisation tracks to choose from, you will be poised to lead the industry in a time of transformation.

DIGITAL TRANSFORMATION

Digital Transformation is the integration of cutting-edge technology and innovative strategies to reshape organisations. It harnesses technology to enhance customer experiences, streamline operations, and create new opportunities. In the Digital Transformation track, you'll gain a comprehensive understanding of Information and Communications Technology (ICT) while honing the skills to orchestrate transformative change in complex organisations.

FINANCIAL TECHNOLOGY & ANALYTICS

In a rapidly evolving financial landscape, Fintech and digital finance are driving innovation across financial institutions from revolutionising digital banking and enhancing customer insights to fostering market intelligence. The Financial Technology & Analytics (FTA) track equips you with essential knowledge and skills to navigate the convergence of financial technology, analytics, and management, exposing to fintech fundamentals such as digital banking, blockchain technology, while also immersing you in emerging trends such as Web 3.0, digital currencies and Regulatory Technology.

ANALYTICS

In today's data-driven world, the strategic power of data analytics is undeniable and the demand for professionals skilled in harnessing data to solve complex challenges is on the rise. The Analytics track is designed to equip you with advanced concepts, methodologies, and industry best practices in data analytics. Through hands-on experience with real-world use cases and practicum projects, you'll master the art of data analytics and become a driving force behind informed decision-making and strategic success.

ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is poised to reshape industries and revolutionize the way we interact with technology. Governments and businesses alike are leveraging AI to tackle societal and industrial challenges. Designed in response to these dynamic trends, the Artificial Intelligence Track is dedicated to nurturing the next generation of AI leaders. You will master the art of constructing AI tools and deploying adaptive closed-loop solutions for multifaceted business complexities.



MASTER OF IT IN BUSINESS

Top 2 in Asia 2025

QS Master's in Business Analytics

Examples of job roles include (but not limited to):

- Digital Business Consultant/Analyst
- Digital Transformation & Innovation Manager
- Digital Product Manager
- Digital Transformation Lead
- Digital Transformation Architect
- Any other roles supported the Chief Digital Officer

Examples of job roles include (but not limited to):

- Banking & Financial Digital Transformation Specialist
- Digital Banking Analyst/Consultant
- Digital Product Manager
- Fintech Product Specialist/Founder
- Investment/Treasury Tech Specialist
- Risk & Compliance Management Specialist

Examples of job roles include (but not limited to):

- Data Analyst
- Machine Learning Engineer
- Data Engineer
- Data Scientist
- Business Intelligence Analyst

Examples of job roles include (but not limited to):

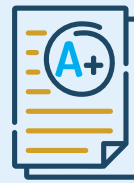
- AI Engineer
- Data Scientist
- Machine Learning Engineer
- AI Solution Architect
- Computer Vision Engineer
- Natural Language Processing/
Large Language Models Specialist

MITB Graduation Class of 2024 Profile



Class Size

284



Average GMAT Score

670



Typical Age Range

22-31



Nationalities

15



Average Years of Work Experience

5.1

Overview of Graduate Employability



69%

Accepted Job Offer
At 3 Months
After Graduation



91%

Accepted Job Offer
At 6 Months
After Graduation



S\$77,260

Average Starting Salary
Per Annum**

Class Profile Data

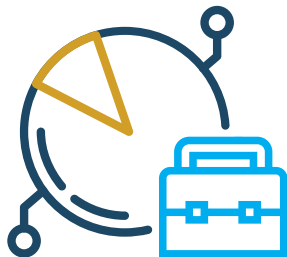
*Based on MITB Graduation Class of 2024
(i.e. number of students who filed for graduation in 2024)

**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 Financial Technology & Analytics, Data Science & Analytics, Artificial Intelligence, and Digital Transformation Track

Employment Statistics

SMU MITB EMPLOYMENT DATA (GRADUATION CLASS OF 2023 COHORT)

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



69% Accepted Job Offer
At **3 Months**
After Graduation

91% Accepted Job Offer
At **6 Months**
After Graduation

SALARY INFORMATION AT GRADUATION

Our MITB graduates command good post-MITB salaries registered globally.



Data Science & Analytics

 **SGD 76,341**

Artificial Intelligence Track

 **SGD 97,433**

Digital Transformation Track

 **SGD 86,667**

Financial Technology & Analytics Track

 **SGD 69,941**

JOB OFFERS BY INDUSTRY

Our MITB graduates are hired across a wide range of industries, including “hot” sectors such as Technology (39%), Financial Services (24%), and Government (8%).

 **Technology**
39%


 **Financial Services**
24%

 **Government**
8%

 **Manufacturing**
7%

 **Transportation & Logistics**
7%

 **Healthcare**
5%

 **Consulting**
3%

 **Real Estate**
3%

 **Others**
(Education, Media & Entertainment, Maritime, Retail)
4%

COUNTRIES/REGIONS OF JOB OFFERS

Singapore

- AI Singapore
- Atome
- Attribute Data
- AvePoint
- Bank of Singapore
- BASF
- Bauerfeind
- BIVA
- Bollere Logistics
- ByteDance
- Changi Airport Group
- Chip Eng Seng Corporation
- Citibank
- Cloudsine
- Deutsche Bank
- FOMO Pay
- foodpanda
- GFI Group

- GLMX
- Government Technology Agency (GovTech)
- Grab
- Hashstacs
- Housing and Development Board (HDB)
- HP
- Income Insurance (NTUC Income)
- IXO
- KGI Securities
- Meta
- Ministry Of Communications And Information
- Ministry Of National Development
- Ministry Of Social And Family Development
- Monetary Authority Of Singapore
- Moody's
- MSCI
- Mura Technology
- NCS
- Open Government Products (OGP)
- Pan-Malayan Pharmaceuticals

- Peakflo
- PricewaterhouseCoopers (PwC)
- Procter & Gamble (P&G)
- PropertyGuru
- SCI Ecommerce
- SeaMoney
- SeaTown
- Seatrium
- Shopee
- Singapore Life (Singlife)
- Sony Electronics
- Standard Chartered Bank
- Strategist
- TEMUS
- United Overseas Bank
- VIRTU
- World Business Angel Investment Forum
- Yonyou
- Zurich Insurance



China

- BEUMER Machinery
- PKFARE
- Shanghai Construct Technology
- Shanghai Jiaotong University
- STMicroelectronics
- SURFIN

India

- Genpact
- Gensol
- Jones Lang LaSalle
- Merck Life Science
- ONE Line
- Sanofi

Taiwan

- Micron Technology
- Taishin Financial Holdings

Thailand

- KPMG

Germany

- fainin

Hong Kong

- Bank of China
- Centre for Artificial Intelligence and Robotics (CAIR)

Indonesia

- PT. Karaya Mulia Construction

Philippines

- Citibank

United States

- Snappr

Vietnam

- First Digital Finance

Student Endorsements



Gerry Chng

Partner, Head of Cyber
KMPG in Singapore
Master of IT in Business (Artificial Intelligence)
Class of 2023

“ I decided to pursue a more formal education and chose SMU’s Master of IT in Business (MITB) programme with specialisation in Artificial Intelligence due to its strong industry collaboration. This programme allowed me to bridge the gap between academia and industry, driving practical adoption of new research and knowledge. ”

“ In the beginning, I did a lot of self-studying by reading online resources and taking various courses. However, I soon realised the need for a more structured and comprehensive education, leading me to enrol in SMU MITB. The MITB programme has bridged the gap between Analytics, AI and Engineering for me, instilling confidence in my professional capabilities. ”



Aishwarya Krishna Prasad

Senior Data Engineer
Singapore Airlines
MITB (Analytics)
Graduation Class of 2022



Michael Kevin Wiratama Djohan

Director of Advanced Process and Innovation
Evonik
MITB (Digital Transformation)
Graduation Class of 2024

“ The MITB programme has played a pivotal role in equipping me with the necessary skill sets. It has guided us through the transformation journey, covering areas such as transformation strategy, change management, and execution through agile and product management. Engaging with professors and fellow students from diverse backgrounds has enriched my learning experience. The varied perspectives shared, both through case studies in classes and informal communications, have broadened my understanding of digital transformation across industries. ”

“ The MITB curriculum, combined with the opportunity to learn from industry leaders, equipped me with the skills and knowledge necessary to tailor data-driven solutions for my clients. The MITB programme has instilled critical thinking and problem-solving skills into its graduates. I believe that MITB graduates are poised to lead in the AI-driven future in roles like AI product managers and data scientists. ”



Joanna Teo

Founder
Attribute Data
MITB (Financial Technology & Analytics)
Graduation Class of 2024

Employer Endorsements

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



Donald Macdonald

SVP, Head of Group Data Office
OCBC Bank



Ruoyu Bao

Former Executive Director
Global Business Analytics
Lenovo (Apr 2019 - Dec 2022)

“ 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. ”



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