SET THE COLLABORATION IN MOTION
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WHAT KEEPS US MOVING FORWARD?
IT’S IN OUR DNA
Or should we say, our code?

What keeps us moving forward are the connections we make to create capabilities that set the School of Information Systems (SIS) apart from the rest. With IS and technology coded into our School’s genes, these connections have allowed us to evolve at an unprecedented pace. Always agile. Front running.

SIS is in synch with Singapore Management University’s dynamic culture. We are about ways of harnessing the latest IT with the real world and integrating the results together with people, business, management and strategy. We bridge between the best practices of today and the emerging practices of tomorrow.

Pragmatic connections with the real world inspire the innovation and research culture of our School. In SIS, knowledge & collaboration flow in all directions: top-down, bottom-up and across. We want to collaborate with your organisation in ways that will move both of us to the next level.

WHAT MAKES SIS SO UNIQUE AND EFFECTIVE?

To understand what makes the School of Information Systems so different, you need to look deeper. The impact we make outside comes from the positive environment of exploration and discovery that we create within our School. You’ll find that working with us is easy and fun, and delivers high value.
KNOWLEDGE EXCHANGE IN OUR SIS COMMUNITY

FACULTY
• Principal Investigators
• Thought Leaders

ACADEMIC RESEARCH FACULTY
• Publication in top-tier academic outlets
• Advancement of theoretical and methodological foundations
• Development and demonstration of new methods

EDUCATION & PRACTICE FACULTY
• Publication in applied academic outlets and practitioner outlets
• Relevant and innovative applications
• Bringing the world into the classroom, & bringing the classroom out to the world
• Innovation for education & learning

STUDENTS
• Post-Graduate Research Students
• Post-Graduate Professional Students
• Undergraduate Students

RESEARCH STAFF
• Support for academic research faculty

INSTRUCTORS
• Support for education and learning by doing

ADMINISTRATION & OPERATIONS TEAMS
REAL-WORLD RESEARCH

What we do in here is what’s going on out there
SCHOOL OF INFORMATION SYSTEMS

Our five core areas of research at SIS focus on investigating IT issues in the real world. SIS has world-class research labs that extend the capabilities of our faculty beyond the campus grounds. Our faculty and labs are ‘out there’ creating new knowledge and making an impact.

With a strategic city campus location, we’re bringing computational social science and business analytics to the heart of the city. By monitoring what’s going on in industry and government, we can respond to current and future real-world needs.

INTEGRATIVE COLLABORATION VIA STRATEGIC TESTBEDS AND PROJECTS

Living Analytics Research Centre
SMU + Carnegie Mellon University

iCity Lab with Tata Consultancy Services

LiveLabs Urban Lifestyle Innovation Platform

Green Transformation Lab (GTL) with DHL

Urban Management & Analytics Labs

Financial IT Academy @SMU

EDUCATION & PRACTICE PROJECTS AND OUTPUTS
VERTICAL OR HORIZONTAL?
Our nine cross-cutting competencies

Underlying our five core research areas are nine strategic cross-cutting competencies that form the core of our capabilities.

The research projects pursued by faculty in any of our five areas, or in any of our centres and labs, typically involve a number of these competencies. Many of our research efforts are built on six or more of these competencies. And some even involve all of them. That’s real synergy at work.

Real-world testbeds are at the centre of what we do. The School and the University are highly committed to provide the faculty with the support needed to create and manage real-world testbeds. This support sets their research efforts apart. Quite simply, we gather the best resources to get the job done well.

Nine strategic cross-cutting competencies
OUR CENTRES & LABS

Powered by research
Driven by learning
Living Analytics Research Centre (LARC)

Living Analytics is a joint research initiative between SMU and Carnegie Mellon University to discover and harness the laws of information networks for people, businesses and organisations.

LARC brings together new research knowledge and sophisticated data analytics methods to develop new concepts, methods and tools for business, consumer and social insights that are network-centric, closed-loop, rapid-cycle, and experiment-driven.

WORLD-CLASS RESEARCH WITH REAL-WORLD PARTNERS

Since 2011, these organisations have been involved in joint research projects with LARC:

- BUZZCITY: mobile internet advertising
- CITIBANK: banking & financial services
- SENTOSA LEISURE MANAGEMENT: leisure & entertainment
- RESORTS WORLD SENTOSA: leisure & entertainment
- STARHUB: telecommunications & digital entertainment

Additional companies are also engaging with LARC by:
- Attending our research seminars
- Joining our LARC Research Affiliates Programme
- Becoming a Project Partner
LiveLabs
The LiveLabs Urban Lifestyle Innovation Platform R&D effort is a city-scale research testbed for companies to run large-scale consumer behavioural trials and experiment with novel mobile services involving real people in real environments.

LiveLabs Technologies

<table>
<thead>
<tr>
<th>Research Challenges</th>
<th>Innovations/Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Deep, energy-efficient, continuous context collection</td>
<td>• Clients for Android, iOS, Phone 8&lt;br&gt;• Server-controlled capture of phone events (e.g. SMS, URLs) &amp; sensor data</td>
</tr>
<tr>
<td>2. Continuous indoor location tracking in public spaces</td>
<td>• Client-side + 3m accuracy for Android&lt;br&gt;• Server-side tracking for all platforms (e.g. iOS, Phone 8)</td>
</tr>
<tr>
<td>3. Derive context from deep analytics</td>
<td>• Real-time queue detection system&lt;br&gt;• Detection of dynamic groups from spatiotemporal trajectories</td>
</tr>
<tr>
<td>4. Run automated social experiments on mobile devices</td>
<td>• Intervention Management Portal (v1) allows location &amp; time-based delivery of ads/promotions</td>
</tr>
<tr>
<td>5. Handle transient network traffic loads</td>
<td>• Use of TV whitespace and real-time RF mapping technologies under investigation</td>
</tr>
</tbody>
</table>

LiveLabs: Testing Advanced Services on Real People in the Real World

CONTEXTUAL ANALYTICS ENGINE
Real-time Individual and Server Group Analytics (Dynamic Group Detection, Queuing, Preferences)

INTERVENTION EXECUTION ENGINE
Context-Driven Intentions (Incentives, Promotions, Recommendations)

REAL-TIME MOBILE SENSING (Activity, Indoor Location, Browsing, SMS)

TARGET OF 30,000 OPT-IN CONSUMERS, MULTIPLE URBAN VENUES & LIFESTYLE VERTICALS

KEY INDUSTRY PARTNERS:
CapitaMalls Asia<br>Changi Airport Group<br>IBM Research<br>Microsoft Research<br>Sentosa Leisure Management<br>StarHub<br>Xerox
LARC – LiveLabs Integration
While LARC and LiveLabs each have their own focus and initiatives, they are both integral and interconnected parts of our LiveAnalytics Vision. LiveAnalytics is the combination of LARC and LiveLabs.

The LiveAnalytics Vision
Develop new concepts, methods and tools for analytics that combine the realism, complexity, and dynamics of social and consumer behaviour observable in the field with the experimental control and causal inference capability of the lab in a network-centric world

This collaboration creates a very powerful synergy. LiveLabs has become a LARC project partner, enabling LiveLabs to make use of LARC’s capabilities for experiment planning and design; statistical analysis of experimental results; and devising appropriate strategies and methods for experimentation in closed-loop, iterative settings and network-centric settings. LiveLabs has become a powerful platform for LARC to test evolving concepts, designs and tools for its Living Analytics Experimentation (LASER) Platform.
Interconnected R&D for LiveAnalytics (LARC + LiveLabs)

**Area A: Intelligent Systems for Analytics**
- Data Mining
- Machine Learning
- Automated Planning
- Adaptive Decision Making

**Area B: Social Science & Management**
- Social Science
- Management Science
- Consumer & Social Behaviour
- Behavioural Economics
- Business Value

**Area C: Statistics & Experimentation**
- Randomised Experiments with Controls
- Network-centric Experimentation
- Closed-loop, Iterative Experimentation
- Experimentation & Learning

**Area D: Security, Data Fusion & Privacy Preservation**
- Secure Computing Environments
- Data Privacy & Protection
- Data Fusion & Record Linkage

**Area E: Systems & Infrastructure**
- Next-Gen Mobile Sensing for Context-Aware Analytics
- Computing for Real-Time Analytics
- Computing, Storage & Network Infrastructure

**Secure, Privacy Protected, Distributed Workflow**
- For Administration and Planning
- For Big Data Processing
Our academic, applied and practice research efforts with Tata Consultancy Services (TCS), DHL, Agency for Science, Technology and Research (A*STAR), Singapore-MIT Alliance for Research and Technology (SMART) and the Ministry of Home Affairs (MHA) form the core of our Urban Management & Analytics Labs. They provide enhanced support and cross-project synergy for our growing portfolio of work related to urban management.
iCity Lab (TCS–SMU)
A collaboration with Tata Consultancy Services (TCS), the iCity Lab conducts research and development related to cloud-based IT solutions for intelligent cities in Asia and worldwide. It integrates data analytics with business to create innovative IT solutions that meet public and private sector management needs.

Current Projects

HEALTHCARE
The iCity Lab is developing a City Process Management Platform to improve the way people interact with public services. One initiative supports the health, well-being and social needs of aging adults with chronic diseases. Field studies and pilot projects are conducted in conjunction with major public healthcare organisations. We are also partnering with the School of Public Health at Shanghai Jiao Tong University to explore expansion of this work to China.

EDUCATION
Another iCity Lab initiative supports the planning, calendaring and coordination needs of university students as they engage in extra-curricular and non-academic ‘Life Lessons’ outside the classroom.
Green Transformation Lab (DHL–SMU)

Through a partnership with DHL, the Green Transformation Lab was established in 2013 to address business needs at the intersection of sustainability, supply chain management, and large-scale business model and process transformation. By integrating data analytics with new solutions, we aim to help companies transform their supply chains, becoming greener, more resource efficient and sustainable.

MERLION – Management of sEcurity Resources using anaLytics and OptimisatioN

Our recent MERLION R&D project with Singapore’s Ministry of Home Affairs helps meet operational and strategic management challenges related to homeland security and public safety related services for Singapore’s population.

Other Notable Projects in Urban Management & Analytics

<table>
<thead>
<tr>
<th>GEOANALYTICS FOR URBAN MANAGEMENT</th>
<th>Combining data analytics, visualisation and web applications to help urban managers visualise, analyse, explore and understand complex urban and societal relationships.</th>
</tr>
</thead>
<tbody>
<tr>
<td>URBAN LOGISTICS</td>
<td>New methods, models and intelligent decision support systems will be developed and tested with DHL as well as other industry partners in Singapore and other Asian countries. This project on ‘Market Mechanisms for Multiparty Coordination of Urban Logistics Operations’ is funded by the Urban Systems Initiative of Singapore’s Agency for Science, Technology and Research (A*STAR).</td>
</tr>
<tr>
<td>PUBLIC TRANSPORTATION</td>
<td>New methods, models and intelligent decision support systems to improve demand-response coordination with Singapore’s public transportation system. (Sub-awardee of SMART, the Singapore-MIT Alliance for Research and Technology Programme)</td>
</tr>
</tbody>
</table>
Our research in this area is designing and analysing solutions to make cyberspace a safer and trusted place for businesses as well as for individuals. We continue to build our strength in Data Security & Privacy, RFID & IOT Security, Mobile & Systems Security, and Cybersecurity Management and Policy. We actively collaborate with private industry partners (such as Huawei’s Shield Lab, and SafeNet) and the public sector (such as the Centre for Strategic Information Technologies, and the Defence Science and Technology Agency) to create novel solutions for real-world information security problems. Our PhD students and the supervising faculty members continue to receive research awards, such as the Distinguished Paper Awards from the Annual Network & Distributed System Security Symposium (NDSS) in both 2012 and 2013.

### SIS Research Capabilities in Information Security

<table>
<thead>
<tr>
<th>DATA SECURITY &amp; PRIVACY</th>
<th>RFID &amp; IOT SECURITY</th>
<th>MOBILE &amp; SYSTEMS SECURITY</th>
<th>CYBERSECURITY MANAGEMENT &amp; POLICY</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUERY PRIVACY IN DATABASES</td>
<td>RFID SECURITY &amp; PRIVACY</td>
<td>MOBILE PLATFORM SECURITY</td>
<td>CYBERSECURITY LAWS</td>
</tr>
<tr>
<td>MULTIMEDIA SECURITY</td>
<td>SECURE EPCGLOBAL NETWORK</td>
<td>SOFTWARE ATTACK ANALYSIS &amp; DEFENSE</td>
<td>SECURITY &amp; RISK MANAGEMENT</td>
</tr>
<tr>
<td>AUTHENTICATION OF QUERY RESULTS</td>
<td>TAMPER DETECTION IN THE EPC NETWORK</td>
<td>TRUSTED COMPUTING</td>
<td>SECURITY AUDIT &amp; COMPLIANCE</td>
</tr>
<tr>
<td>PRIVACY-PRESERVING DATA ANALYTICS</td>
<td>RFID PRIVACY ISSUES IN HEALTHCARE</td>
<td>INTRUSION DETECTION</td>
<td>BUSINESS CONTINUITY &amp; INCIDENCE RESPONSE</td>
</tr>
<tr>
<td>DATA APPLICATIONS SECURITY</td>
<td>IOT SECURITY &amp; PRIVACY</td>
<td>COMPUTER &amp; CYBER FORENSICS</td>
<td>CYBERSECURITY POLICY MANAGEMENT</td>
</tr>
</tbody>
</table>

**Headline:** A*STAR, SMU researchers first to discover iOS security flaw  
Published in TODAY, p58 on 3 Oct 2013  
“I am pleased to note that our researchers have been able to leverage our expertise and technologies to enhance security in cyberspace and, in this case, help strengthen the security of the iOS platform to protect the security and privacy of businesses and individuals.”  
Dr Steven MILLER, Vice Provost (Research), SMU and Dean, SIS
# SMU INSTITUTES, CENTRES, LABS, INITIATIVES (ICLIs) MANAGED BY SIS

<table>
<thead>
<tr>
<th>Name</th>
<th>Funding Sponsor</th>
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</thead>
<tbody>
<tr>
<td>1. Living Analytics Research Centre (LARC), with Carnegie Mellon University</td>
<td>Singapore National Research Foundation via the Interactive Digital Media Programme Office</td>
</tr>
<tr>
<td>2. LiveLabs Urban Lifestyle Innovation Platform</td>
<td>Ping An Insurance Group</td>
</tr>
<tr>
<td>3. Pinnacle Lab for Business, Consumer and Social Insights</td>
<td>SMU Internal</td>
</tr>
<tr>
<td>4. Mobile Computing Security Initiative</td>
<td>SMU Internal</td>
</tr>
<tr>
<td>5. RFID Security &amp; Privacy Lab</td>
<td>Includes collaborations with A*STAR, MHA, DHL plus the iCity Lab and Green Transformation Lab</td>
</tr>
<tr>
<td>6. Urban Management &amp; Analytics Labs</td>
<td>Tata Consultancy Services</td>
</tr>
<tr>
<td>7. iCity Lab</td>
<td>DHL</td>
</tr>
<tr>
<td>8. Green Transformation Lab</td>
<td>Standard Chartered Bank</td>
</tr>
<tr>
<td>9. iLab@SMU</td>
<td>Alexandra Health and Khoo Teck Puat Hospital</td>
</tr>
<tr>
<td>10. Transformation Lab (T-Lab)</td>
<td>SAS</td>
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</tbody>
</table>
WHAT’S NEXT?
BRINGING THE FUTURE TO YOU

The world is constantly changing. Trends and technologies shift, new ideas are born. We’re looking ahead and exploring the possibilities.

Digital, Cyber and IT Trends that are Shaping our Future

Co-Mingling of Cyber World & Physical World

Ambient Awareness and Intelligence through Sensors, Smart Infrastructure & Mobile Devices

Cognitive Computing & Intelligence Augmentation

Intelligent Agents, Avatars & Assistants

Interaction with Immersive Media & Wearable Computing

Interaction with Social, Home & Office Robots

Fusion of Digital Markets, e-Commerce & Social Networks

Rapid Software Application Development meets 3-D Printing and Real-Time Production

Big Data Analytics + Modelling & Simulation + Decision Support in Real Time

Cyber Security & Personal Data Privacy for the era of Pervasive Sensing, Big Data & Analytics

Internet of Things + World Wide Web + Mobile Access

Unified Computing and Access across Cloud, Mobile, Wearable & Desktop

Taking it to the next level

Together, we can harness our capabilities to respond to these trends:

• To create new services and business value
• To improve productivity and enhance quality of life
• To enable strategic industry sectors and economic growth
• To realise scalable, systematic and sustainable learning

We’re looking to jointly develop, prototype, testbed and evaluate new information systems applications in these areas:

• Financial services
• Retail
• Hospitality, leisure, tourism and travel
• Digital services, e-commerce, infocomm and telecoms
• Healthcare delivery in hospitals, clinics and community settings
• Supply chain and logistics
• Urban solutions and city management
• Public sector and government
SIS educational programmes are demanding. At the same time, our faculty, staff and student community encourages interaction, care, support, and a very strong peer learning culture. Our students learn through discovery and exploration in real-world industry projects and internships. Our students apply what they learn. No student is alone in the learning journey in our highly collaborative environment.

### Educational Programmes

<table>
<thead>
<tr>
<th>UNDERGRADUATE</th>
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<tbody>
<tr>
<td>- BSc (IS Management)</td>
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<table>
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<tr>
<th>POST-GRADUATE: PROFESSIONAL DEGREES</th>
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<tbody>
<tr>
<td>- Master of IT in Business, MITB</td>
</tr>
<tr>
<td>- MITB (Financial Services) track</td>
</tr>
<tr>
<td>- MITB (Analytics) track</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>POST-GRADUATE: PROFESSIONAL DEVELOPMENT CONTINUING EDUCATION NON-DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Financial IT Academy @SMU, financial sector</td>
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<tr>
<td>- Analytics, for all sectors</td>
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<tr>
<td>- IT management, for all sectors</td>
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<table>
<thead>
<tr>
<th>POST-GRADUATE: RESEARCH DEGREES</th>
</tr>
</thead>
<tbody>
<tr>
<td>- PhD in Information Systems (coursework + PhD thesis)</td>
</tr>
<tr>
<td>- Master of Applied Information Systems, MAIS (coursework + applied project)</td>
</tr>
<tr>
<td>- MSc in Information Systems (coursework + MSc thesis)</td>
</tr>
</tbody>
</table>
LET THE WORK SPEAK FOR ITSELF

SIS students undertake a wide variety of projects in the course of their study. These projects enable them to apply what they learn to build solutions for real-world problems. Through project work, our students strengthen their mastery of system design principles and analysis methods, as well as their application development and project management skills.

**BSc (IS Management) Capstone Projects**
BSc (IS Management) capstone projects put our students into a situation where they must ‘bring it all together’, as well as develop the additional depth and cross-functional experience required to become a Business-IT professional. These projects are a complex team effort, typically with five or six students per team. Teams take on larger-scale and multi-faceted application development projects. Managing the effort across the student team, the client, and the faculty supervisor provides every SIS undergraduate with extraordinary project management experience.

**MITB Capstone Projects**
MITB student capstone projects are typically single person efforts, and extend over time periods of eight to twelve months. Being an individual effort, each MITB student has to attain proficiency in every aspect of the project, from the foundation principles, to the analysis methods, to the creation of the final output, usable model, tool or application. These capstone projects are closely coupled to the ‘real work’ of the sponsoring client. Full-time students who are attached to external organisations combine the capstone project with their work attachment. Part-time students who are already working often use the capstone to explore or test a new idea in their employer’s setting. The capstone experience has proven instrumental in helping MITB graduates secure jobs and expand their career opportunities.

**PhD (IS) Research Projects**
Every PhD (IS) student completes an original research project and submits a dissertation which creates new knowledge in a chosen academic field. The dissertation demonstrates that the student has become an expert on the topic, and is ready to conduct research independently. Our PhD students are guided closely by at least two professors, often from different research areas, so as to expose the students to broad perspectives and academic traditions. SIS offers an environment for PhD students to participate in team projects in the research centres, access real-world datasets, and interact with eminent visiting scholars. Our PhD students actively publish in top tier, peer-reviewed academic outlets, and several of them have received external awards and secured exciting job placements.
SCHOOL OF INFORMATION SYSTEMS

LOOK WHERE GREAT WORK GETS YOU

SIS graduates have enjoyed an enviable rate of employment over the years, with many securing full-time employment even before graduation.

**BSc (IS Management) Alumni**

Muhammad bin MOHSIN  
Software Engineer, Google, working in Mountain View, California, USA  
BSc (IS Management) 2nd Major in Advanced Business Technology, 2009 graduate  
“The BSc (IS Management) degree taught me several key skills which have helped me greatly in my journey so far. The project management, collaboration and communication skills have been invaluable in running my own startup. Perhaps the most important skill I learnt was on learning-to-learn effectively and efficiently. This skill is critical in my field of mobile app development, where the tools and platform are constantly in flux.”

TAY Wei Kiat  
Co-founder, Oompr! Pte Ltd  
BSc (IS Management) 2nd Major in Advanced Business Technology, 2013 graduate

Alex CHNG  
Business Analyst, DFS Venture Singapore Pte Ltd  
BSc (IS Management) 2nd Major in Operations Management, 2012 graduate

Kelvin CHNG  
Business Development Manager, Information Management, SAS  
BSc (IS Management) with SMU-CMU Fast Track Masters, 2011 graduate

YAN Ming Fei  
Program Manager, Windows Azure Media Services, Microsoft  
BSc (IS Management) with SMU-CMU Fast Track Masters, 2009 graduate

Phelicia GOH  
Information Security Risk Specialist (Vice President), The Bank of New York Mellon Corporation  
BSc (IS Management) 2nd Major in Strategic Management, 2008 graduate

**MITB Alumni**

CHAO Wei, Alice  
Business Intelligence Analyst, Maxus Global Media, a Group M and WPP company  
MITB (Analytics), 2013 graduate  
“This course was the perfect platform for me to hone my skills for leadership roles in the Technology & Operations segment of Financial Services industry. Along with exposure to details in the business processes, information systems, and operations, SMU’s MITB (FS) provides an unparalleled, interactive learning experience through valuable industry interaction, world-class instructors and excellent facilities.”

Nakul KURUP  
Management Associate, OCBC Bank  
MITB (Financial Services), 2013 graduate  
“This course was the perfect platform for me to hone my skills for leadership roles in the Technology & Operations segment of Financial Services industry. Along with exposure to details in the business processes, information systems, and operations, SMU’s MITB (FS) provides an unparalleled, interactive learning experience through valuable industry interaction, world-class instructors and excellent facilities.”

KOO Chiew Kiang  
Vice President, Credit Payment Business Support, Citigroup  
MITB (Financial Services), 2010 graduate

MA Ming  
Pricing and Yield Analyst, Facebook  
MITB (Analytics), 2013 graduate

ANG Kian Wee  
Analyst, Customer Analytics, Group Marketing and Distribution, Great Eastern Life Assurance Co Ltd  
MITB (Analytics), 2013 graduate

**PhD (IS) Alumni**

HAN Jin  
Software Engineer, Product Security Group, Twitter Inc., working in San Francisco, California, USA  
PhD (IS), 2012 graduate  
“After five years in the PhD (IS) programme, I finally grew up with rich experience in research and as a working professional. The PhD (IS) at SMU not only made me become a strong and independent IS security researcher with high quality publications, but also provided me with a broad knowledge base in the other SIS research areas. The SIS environment also enabled me to improve my collaboration skills, my presentation skills, and my English communication skills. These valuable experiences and skills finally helped me to land a dream job in one of the world’s top IT companies in California.”

Freddy CHUA  
Post-Doctoral Fellow, HP Labs (Palo Alto, California USA), Expected to join in January 2014  
PhD (IS), 2014 graduate (expected)

TEY Chee Meng  
Senior Member of Technical Staff, DSO National Laboratories  
PhD (IS), 2012 graduate

YAN Qiang  
Software Engineer, Google Switzerland GmbH  
PhD (IS), 2012 graduate

Payas GUPTA  
Post-Doctoral Fellow, New York University, Abu Dhabi  
PhD (IS), 2013 graduate

HU Meiqun  
Scientist, Business Analytics, Translational Centre, Institute for Infocomm Research, A*STAR  
PhD (IS), 2012 graduate
COLLABORATE WITH US
PUT THE POWER OF WE TO WORK

Our students are exposed to internships, projects, mentors and employment opportunities in every sector of the economy both locally & internationally. This is possible because we have cultivated extraordinary working relationships with government organisations, businesses and leaders worldwide.

Our curriculum leverages on state-of-the-art examples and case studies. Our faculty has access to technology, industry and government experts who can help to explore new and important problem areas for research and collaborative projects.

These mean so much more when knowledge is applied in innovative ways to address real-world challenges and needs. This mutually beneficial relationship can only happen with the continued support from industry, government and organisation partners.

Now, what role can you play?

What can we collaborate on?

How can we jointly define the way forward?

COLLABORATION THROUGH RESEARCH

• Sponsor research projects with one or more of our faculty serving as Principal Investigator
• Sponsor research projects with SIS-managed Institutes, Centres or Labs, with faculty or research staff serving as Principal Investigators
• Participate in the Research Affiliate Scheme of SIS-managed Institutes, Centres or Labs
• Link to SIS Post-Graduate Research student projects via our Master of Applied IS and PhD (IS) programmes
COLLABORATION THROUGH EDUCATION

### All SIS Educational Programmes

<table>
<thead>
<tr>
<th>SPONSOR CAPSTONE PROJECTS</th>
<th>DONATE A COURSE OR PROJECT AWARD</th>
<th>DONATE A SCHOLARSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROVIDE INTERNSHIPS</td>
<td>PROVIDE DATA FOR CASE STUDIES</td>
<td>PROVIDE ATTACHMENTS</td>
</tr>
<tr>
<td>RECRUIT GRADUATES FOR FULL-TIME EMPLOYMENT</td>
<td>DELIVER A GUEST LECTURE</td>
<td>SERVE AS ADJUNCT FACULTY</td>
</tr>
</tbody>
</table>

### Undergraduate Education

**CURRICULUM**
- BSc (IS Management) Degree Programme
- Advanced Business Technology 2nd Major & Tracks
- Analytics 2nd Major & Tracks
- Sponsor and co-supervise a capstone project
- Provide examples and cases for course content
- Participate in course design and/or review
- Sponsor and co-supervise Analytics Practicum course for the Analytics 2nd Major and Tracks

**BEYOND CURRICULUM**
- SIS enrichment courses (non-credit short courses)
- SIS Student-Lab Special Interest Groups (SIGs)
- Provide content or professional deepening
- Deliver enrichment courses
- Host site visits
- Mentor and advise a SIG
- Support SIG industry networking

**COMPETITIONS**
- APEX Business-IT Global Case Challenge (for upper year undergraduate IS, computing and business students globally)
- innovateIT Business Technology Case Challenge (for pre-university students in Singapore)
- Financially sponsor a competition
- Be the subject of a case and/or co-create a case with us
- Serve as a judge
- Participate in the APEX Thematic Workshop
- Promote participation of teams from JCs, Polytechnics & ITE
### Post-graduate Professional Education

**Master of IT in Business (MITB) Degree Programme**
- Analytics Track
- Financial Services Track
- Dual Track
- Sponsor and co-supervise a capstone project
- Provide examples and cases for course content
- Participate in course design and/or review

**Non-Degree Continuing Education for Professional & Managerial Development**
- Sponsor a customised continuing education programme specialised for your employees
- Sponsor your employees to take an open enrolment continuing education course
- Provide content for certification or professional deepening
- Deliver continuing education course sessions

**Non-Degree Executive Initiatives for Executive Development and Strategising**
- Participate in executive-level sessions within the scope of SIS areas, organised by SIS
- Participate in executive-level sessions spanning SIS and SMU, organised by SMU Executive Development

### Post-graduate Research Education

**PhD in Information Systems Degree Programme**
- Collaborate on research with PhD (IS) or MAIS students
- Sponsor or co-sponsor a MAIS capstone project
- Sponsor your employees in the MAIS degree programme

**Master of Applied Information Systems (MAIS) Degree Programme**
- Full-time
- Part-time
SET THE COLLABORATION WITH SIS IN MOTION

COLLABORATION

Cutting-Edge
Applied Research

Industry & Community Outreach

Consulting and training
Insights from practice

Classroom material

Ideas for future work

Ideas for future work

Education

Insights for practitioners

Classroom material

Consulting and training
Insights from practice