



# BE ACCOUNTABLE FOR YOUR FUTURE



SCHOOL OF ACCOUNTANCY

# DEAN'S ADDRESS

Dear prospective student,

The future is now. The accounting industry is rapidly transforming, with analytics, automation and accounting data becoming increasingly integral to the business strategies of corporations and accounting firms.

Our aim at the SMU School of Accountancy (SoA) is to nurture future talents who are fluent in accounting data and analytics applications; capable of communicating analyses effectively and equipped with sound accounting knowledge to make good judgement and decisions.

Our Bachelor of Accountancy (BAcc) programme provides a holistic education that is broad-based with a strong accounting core, covering business, technology, entrepreneurship, leadership skills, communications and social responsibility. Internship and community service ensure our students graduate with hands-on experience and are ready for the corporate world. Our newly launched Second Major in Accounting Data & Analytics, the first-of-its-kind in Asia, will also feature data technology and accounting application courses that are developed in line with industry needs.

At SoA, we believe in empowering our students to chart their own education journey. You will have the flexibility to complete your BAcc degree within three years, or longer, if you wish to enrich your tertiary experience with global exposure, multiple internships, a second major and more – a decision that will give you an edge among peers.

A future-ready accounting professional will be an asset for any accounting or non-accounting organisation. Your Accountancy degree will be the key to career opportunities in any industry you choose. The future is now and you can Be Accountable for your Future today.

We look forward to welcoming you as our student.

**Professor Cheng Qiang  
Dean, School of Accountancy  
Lee Kong Chian Chair**



# THE FUTURE-READY ACCOUNTING PROFESSIONAL

The accounting professional of the future must be able to think strategically, communicate effectively and be tech-savvy in order to unlock the opportunities which technology has created for the accounting profession. Accounting professionals well-versed in technologies such as data analytics, blockchain and cloud computing will be able to process massive amounts of

financial data efficiently and accurately, and derive meaningful analyses for corporate and management decisions.

In 2017, the Committee on the Future Economy for Singapore's Working Group on Legal and Accounting Services recommended that to groom the next generation of future-ready accounting professionals, institutes of

higher learning should design curriculums that emphasize cross-disciplinary and practice-oriented learning, and more importantly, infuse technology into the accounting curriculum.

The SMU Bachelor of Accountancy (BAcc) programme is designed to achieve this.



Accounting is the cornerstone of any economic system and accounting knowledge will be an asset for any organisation within or outside the accounting industry. Equipped with the skillset of a future-ready accounting professional, your career possibilities are endless.

*"With rapid Digitalization and Big Data being key drivers to the new sharing economy, it is important and critical for accountants to stay abreast of developments, embrace learning data technologies and analytics to provide insights to Businesses."*

**Ms Annie Lee, Executive Director, Group Finance, Group Financial Planning & Analytics (GFP&A), DBS Bank**

*"The pick-up in technology and digitalization transformation to both the industry and the business world at large has been a key topic. As we witness the power of technology and its influence in our lives, many are beginning to worry if artificial intelligence will result in technological unemployment and the loss of basic accounting jobs. Rather than dwelling on that, it is more important to see the value of technology in our lives and use it to improve the work of our profession."*

**Belinda Teo, BAcc (Class of 2010), Assurance Manager, EY, Chairperson of the Young Professionals Advisory Committee, ISCA, and Winner of Young Accountant of the Year (Practice) Award 2016.**

*"In my opinion, technology empowers accountants. The increasing automation of various processes enables us to focus on our creative tasks such as data analysis and evaluation. In addition, we require analytics tools to capitalise on the recent proliferation of 'big data' and generate deeper insights. I believe that a proficient understanding of accounting analytics and technology will benefit us greatly as accountants of tomorrow."*

**Perry Kwan, Accountancy Student 2016, SMU Scholar's Programme, President, Citi-SMU Financial Literacy Club**



# STRONG EMPLOYABILITY

**98.5%**



of our graduates received job offers  
within 6 months of graduating

**Up to 29%**



higher average starting salaries as  
compared to their peers

The SMU BAcc is recognised as a hallmark of academic excellence by employers. According to the SMU Graduate Employment Survey (GES) 2016, 98.5% of our graduates received job offers within 6 months of graduation, and command up to 29% higher average starting salaries as compared to their peers from other local tertiary institutions.

# DIVERSE CAREER OPTIONS

Knowledge in accounting enable businesses to classify and interpret financial information and find their competitive edge in the global economy. The advance of technology, new business models and globalisation have created increased demand for different accounting services, such as business valuation, risk management, strategic planning and data analysis, offering even greater diversity in careers for the accounting professional.

## Career Choices of BAcc Graduates (According to GES 2016)

Type of Industry	2016 BAcc/DoubleDegree
Big 4	49.5%
Other Accounting	7%
Consulting	2%
Finance & Investments	21.5%
Government & Statutory Boards	6%
Others (e.g. Chemical Manufacturing, Transportation, Wholesale, Real Estate, Education, etc)	14%
Total	100%



Scan or visit [accountancy.smu.edu.sg/bachelor-accountancy/diverse\\_career\\_options](http://accountancy.smu.edu.sg/bachelor-accountancy/diverse_career_options) to find out more about the career options available to accountancy graduates.

# GLOBAL RECOGNITION IN ACCOUNTING EDUCATION AND RESEARCH

The SMU School of Accountancy (SoA) has gained international recognition for contributions towards thought leadership and accounting education.

## Accreditations

We are the youngest local institution to have received accreditation from AACSB International for both its Accounting and Business programmes. In addition, the SMU BAcc has been accredited and endorsed by 10 other professional industry bodies.

*"In today's fast-paced and competitive environment, there is a real need to equip students with the necessary skills for a professional career in accountancy in a shorter period of time... We are pleased to strengthen our partnership with SMU, as this underscores our shared commitment towards developing, training and supporting the talent pool in Singapore and the region."*

**Michael Izza, ICAEW Chief Executive**



In June 2017, the BAcc programme became the first in Asia to be recognised by the Institute of Chartered Accountants in England and Wales (ICAEW) for its Associate Chartered Accountant (ACA) Strategic Credits pathway. Under this strategic partnership, our students will receive maximum exemptions of 12 out of the 15 examination modules in the ACA qualification programme, and need to take only 3 remaining modules. Students are allowed to take 2 of these 3 modules (front-load) before graduation if they choose to do so.

As the first in Asia to be recognised for the ACA Strategic Credits pathway, this achievement speaks of the quality and academic rigour of SoA's BAcc programme. There are currently only four other accountancy degree programmes in the world that have gained these additional exemptions.

## Global Recognition in Research

Our world-class faculty are at the forefront of accounting research. Through their efforts, SoA has achieved international recognition for its high quality research and ranks 1st in Asia and 3rd in the world in Archival Accounting Research (All Topics), according to the Brigham Young University (BYU) Accounting Research Rankings (as at February 2017).

# TRAINING STRATEGIC ADVISORS

As a strategic advisor, you should possess sound accounting knowledge and an understanding of its applicability across different disciplines.

## Rigorous and Broad-based Curriculum

Our BAcc programme, accredited by 11 professional and educational bodies, offers a broad-based curriculum centred on a rigorous Accounting core. This cross-disciplinary approach enables you to gain an appreciation of the applicability of accounting knowledge across all fields.

The programme requires students to complete 36 modules that comprise the Accounting Core, Accounting Options, Business Subjects, Foundation Courses and a broad-based group of courses (SMU University Core, Modes of Thinking, Globalisation, Asian Studies, General Education, Technology Studies and Entrepreneurship). In addition, students are required to complete a minimum of 10 weeks internship, a minimum of 80 hours community service, and the Finishing Touch Programme.



Scan or visit [accountancy.smu.edu.sg/bachelor-accountancy/broad-based-curriculum](http://accountancy.smu.edu.sg/bachelor-accountancy/broad-based-curriculum) to view our detailed curriculum and list of courses.

## **SMU-X**

The SMU-X curriculum adopts a revolutionary approach to education by motivating students to master new skills and apply that knowledge in solving real-world problems. Every SMU-X course will combine academic with experiential learning through the heavy use of projects to challenge and inspire them to use their disciplinary knowledge and skills in tackling multi-disciplinary, real issues faced by the partner organisations. To find out more about our SMU-X courses, please visit [x.smu.edu.sg/](http://x.smu.edu.sg/)

### **Industry Responsive Curriculum**

Strong industry partnerships ensure SoA continues to be at the forefront of industry developments in the accounting and business fields. This ensures that our curriculum is responsive to industry feedback and addresses the needs of the accounting and business sectors. Many of our faculty hold strategic positions in key national committees that steer the accounting industry in Singapore as well. They include:



**Professor Cheng Qiang**  
Dean, School of Accountancy  
ISCA Council Member



**Professor Sum Yee Loong**  
Inland Revenue Authority  
of Singapore Board Member



**Associate Professor  
Themin Suwardy**  
Dean, Postgraduate  
Professional Programmes  
SAC Productivity Council





# BUILDING STRONG COMMUNICATORS

SMU's seminar-style learning and interactive pedagogy will groom you into articulate and confident individuals ready for the workplace.

Our unique learning pedagogy emphasises interactive learning in the classroom, which will inspire you to improve your critical thinking abilities and communication skills. Professors devote attention to each student through the engagement of vibrant dialogue and participation.

Our strong emphasis on project work also encourages you to build your ability to work in teams while developing you into a confident and articulate individual.

*"The SMU BAcc programme is built with a unique pedagogy centred on seminar-style education; a robust and highly accredited technical curriculum; and a project-based assessment structure. The programme has helped equip me with the soft skills required for communicating in a business environment, a strong technical foundation in accounting, and an ability to work effectively in teams."*

**David Wong, BAcc (Class of 2009),  
Co-Founder, Financial Consultancy and  
Accounting Advisory Services,  
Nexus Consultancy Pte Ltd**

# DEVELOPING TECH-SAVVY PROFESSIONALS

Harnessing technology will lead the accounting profession into the future, and our BAcc programme will develop you into future-ready and tech-savvy accounting professionals. Our data technology and accounting applications courses are developed with industry needs in mind, and will groom you to be proficient in the latest technologies adopted in the accounting profession.

## Second Major in Accounting Data & Analytics

Our Second Major in Accounting Data & Analytics is designed to groom accounting professionals to be expert users of emerging technologies, smart software and analytics. Courses offered under this second major delve into the relevance and application of data technology in the accounting domain.

Designed in consultation with industry stakeholders, which include the Big Four and major banks, the programme covers skillsets that employers now look for which include programming, accounting applications, data visualisation and data management.

To complete the Second Major in Accounting Data & Analytics, students are required to take eight modules from the available courses below, including the course Audit Analytics which will be taught by Deloitte Singapore. Students can opt to take this second major by the end of their second year of study.

*"Deloitte is excited to embark on this first-of-its-kind partnership with SMU. We believe in the importance of grooming the next generation of accounting professionals and with this programme we will be able to enhance their audit analytics capabilities so that they can be more productive and efficient and value-add to their clients. The skillsets and experience they gain will put them in good stead when they join the profession, placing them at the forefront of the industry."*

**Mr Philip Yuen, CEO of Deloitte Singapore**

### Second Major in Accounting Data & Analytics

#### Data Technology

#### COMPULSORY: 5 Modules

Accounting Information Systems

Data Management

Data Modelling and Visualisation

Statistical Programming

Introduction to Programming

#### Accounting Application

#### ELECTIVES: Any 2 Modules

Forecasting and Forensic Analytics

Analytics for Value Investing

Analytics for Financial Instruments

Audit Analytics

Information Systems Governance and Assurance

COMPULSORY: Accounting Analytics Capstone (SMU-X)



### Excerpts of Second Major in Accounting Data & Analytics Course Descriptions

<b>Data Modelling and Visualisation</b>	Learn how to automate and improve accounting processes. You will also use a visualisation software to analyse, model and present complex data via interactive dashboards.
<b>Statistical Programming</b>	Acquire knowledge in applying statistical theory for analysing data as well as the skillsets in statistical computing with the R programming language.
<b>Analytics for Value Investing</b>	Learn to develop statistical models and computerised algorithms to interpret patterns in accounting data to make evidence-based investing decisions.
<b>Forecasting and Forensic Analytics</b>	Explore how financial statement data and non-financial metrics can interact to forecast events, optimise operations, value businesses or securities and determine strategy.
<b>Audit Analytics</b>	Taught by Deloitte Singapore, you will learn to develop a data-driven mindset and apply specialised analytics techniques in auditing.
<b>Accounting Analytics Capstone</b>	Experience real-life application by working closely with an industry partner to design and develop an intelligent accounting function solution to a practical problem.



Scan or visit [accountancy.smu.edu.sg/bachelor-accountancy/accounting-data-and-analytics](http://accountancy.smu.edu.sg/bachelor-accountancy/accounting-data-and-analytics) to find out more about the courses offered under the Second Major in Accounting Data & Analytics.

# DOUBLE DEGREES & SECOND MAJORS

Accountancy students can choose from up to 15 possible double degree combinations. Prospective students with outstanding academic results may apply for direct entry to the double degree programme. Our current students already enrolled in a single degree programme and who display exceptional results in their first or second year, can also opt for the double degree programme.

Alternatively, SMU BAcc students may select a second major to augment their accounting knowledge, from a choice of 43 possible second majors or tracks at any of the other five schools within SMU.

The majority of our students graduate with either a double degree or a second major which makes them more attractive to employers and provides more flexibility in their career choices.

*"SMU offers its students maximum flexibility in charting their own degree progression. With a curriculum that allows for graduation in as short as 3 years or up to 5 years for a double-degree programme, students benefit from the opportunity to manage our own learning experience and maximise what we want most out of our education."*

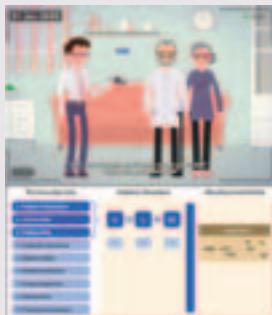
**Ng Jiunn Yeong, BAcc and BBM  
(Class of 2010), Crude Trader, Shell**



# LEARN FROM OUTSTANDING FACULTY

Our world-class faculty are recognised as some of the best educators at the forefront of accounting research and technology. Our diverse faculty come from top universities, and many come from professional backgrounds with strong ties to the accounting industry. They have consistently performed well at the annual SMU Teaching Excellence (TE) Awards, clinching close to 20 awards since 2005.

Our SoA faculty members enhance the learning experience for students through learning journeys outside the classroom, and by developing teaching innovations and unique learning tools that complement textbook learning with experimentation and application.



## Leading in Teaching Innovations

Our faculty at SoA have made history as the first professors of a university outside of America to clinch both the prestigious 2015 Innovation in Accounting Education Award and the 2017 Jim Bulloch Award for Innovations in Management Accounting Education from the American Accounting Association (AAA). Other internationally-acclaimed teaching and pedagogical awards won by our professors include the QS-Wharton Reimagine Education Awards and the CEEMAN Champion Awards.



Associate Professor (Education) Seow Poh Sun (left) and Senior Lecturer Wong Suay Peng (right), winners of the 2015 Innovation in Accounting Education Award and 2017 Jim Bulloch Award for Innovations in Management Accounting Education from the American Accounting Association (AAA)



Associate Professor (Education) Gary Pan, Academic Director for SMU-X, was awarded Bronze in the Discipline Awards in the area of Arts & Humanities at the QS-Wharton Reimagine Education Awards 2016

# EXPERIENTIAL LEARNING

## Internship

Internships are part of experiential learning. Internships will give you a firsthand experience of the working environment in your industry of choice. Alternatively, SoA students may pursue internships in overseas companies for a broader and more diverse working experience.

SoA offers a special internship window from December to February – the peak period in the accounting profession – to give students insights to a career in the accounting industry. It is common to see students who perform well at internships receive job offers before graduation.

Our students appreciate the opportunity to gain real-world perspectives before graduation and over 65% of our students, complete between two to six internships in different companies and across multiple industries, to identify the best job fit.

## Finishing Touch Programme

The Finishing Touch Programme is one of SMU's distinguishing factors in honing its graduates throughout their education journey towards career management and success. The course has a variety of compulsory and optional workshops on etiquette, presentable image, and interview skills among others, to groom our graduates into confident bright young minds prepared for the professional world.

*"Given the flexibility in course planning in SMU, I was able to do various internships and explore different career paths, ranging from the accounting profession, to operations management, and to investment research. I am thankful for these firsthand experiences as they definitely deepened my understanding of the professions and their working culture. Apart from learning more about the professions and industries, these internship experiences allowed me to better evaluate my preferred career choices."*

**Goh Hong Wen, BAcc and BBM (Class of 2017), completed 4 internships in the course of his education**



## **Community Service and Social Impact**

Our students serve a compulsory 80 hours or two weeks of community service, either locally or abroad. They develop social responsibility and empathy for the less fortunate through their involvement in community service projects. Many of our students appreciate the value of engaging in community service and voluntarily clock beyond the stipulated 80 hours.

## **SMU LifeLessons**

SMU LifeLessons is a structured out-of-classroom programme aimed at inculcating values and character-building qualities that will help see you through life. Primary platforms involving analysing case studies, discussions, journaling, role-playing and generative conversations, will enable you to learn more about yourself, your peers and your community. Find out more about SMU LifeLessons at [lifelessons.smu.edu.sg](http://lifelessons.smu.edu.sg)

*“...no matter how small or lacking we may sometimes feel, each of us can still make a difference in someone else’s life. I’m grateful to have had the chance to find out that I could be an important part of someone else’s final days.”*

**Margaretha Sherlyana Go, BAcc (Class of 2017), Audit Assistant, EY, on volunteering at Assisi Hospice Daycare Centre**



# GLOBAL EXPOSURE

As businesses and organisations spread their operations across international borders, graduates with global exposure will benefit from their prior experiences interacting with people of different cultures and nationalities. Currently, 88% of our SoA students have some form of global exposure before graduation, and we are committed to achieving 100%.

SMU provides numerous opportunities for students to broaden their horizons and experience different learning environments through its robust overseas exchange programmes, internships, study missions and community service projects.

## Overseas Exchange Programme

Studying overseas can have positive impact on a student's personal and professional growth as it provides students with an enriching cultural and academic experience like no other. All exchange applicants will be assured of a placement in a university abroad. Our list of partner universities for exchange currently exceed 230, and cover different regions and continents.

*"All the information shared by the companies was one of my biggest takeaways for ASM Japan. This precious knowledge cannot be gained within the classroom environment. In addition, I gained new friends during the trip – both SMU peers and students from Keio University."*

**Lin Jiayan, Accountancy 2014 student, on her Accounting Study Mission (ASM) to Japan in 2017**



### SMU EXCHANGE

Over 230 partner universities in different regions around the world



# MAXIMUM FLEXIBILITY

We empower our BAcc students to chart their own degree progression. With up to a maximum of 6 exemptions ('A' levels, IB Diploma and NUS High School) or up to 11 exemptions or 1 year (Acceptable Diplomas from local polytechnics), you will have the freedom to decide to finish your degree in 3, 3.5 or 4 years.

You can maximise your learning journey here and graduate with more than an accountancy degree. You will be able to graduate in 3 years if you decide not to pursue any of the academic options such as a double degree, exchange programme or multiple internships. However, the majority of our graduates prefer to take on the various academic options available, as well as enjoy the full spectrum of opportunities SMU has to offer in leadership experiences and student life.

*"I don't feel that I was disadvantaged in any way for completing that one more year... what was important to me was the variety of education that I could get from SMU, the depth and richness."*

**Ms Najiah Ramlee, BBM and BAcc (Class of 2011), Assistant Head, Infocomms & Media, Singapore Economic Development Board (EDB)**

# OUR DISTINGUISHED ALUMNI

Many of our graduates have made headway in their careers, boosting SoA's reputation as an institution which grooms our students to excel in the workforce.

From 2014 to 2016, three of our SoA alumni have won Young Accountant of the Year Awards, at the Singapore Accountancy Awards (SAA) presented by the Institute of Singapore Chartered Accountants (ISCA).



Ms Belinda Teo  
Assurance Manager,  
EY

**Accountancy Graduate 2010**  
Young Accountant of the Year (Practice)  
Award in 2016 and Chairperson of the  
Young Professionals Advisory  
Committee of ISCA



Ms Lim Kexin  
Tax Director,  
PwC Singapore

**Accountancy Graduate 2005**  
Young Accountant of the Year Award  
for the Accountants in Public Practice  
segment 2014. Honoured in Prestige  
Singapore's "40 Under 40" in 2015 for  
her contributions to the Singapore  
accounting industry. Featured in Her  
World Plus as One of Singapore's Most  
Inspiring and Successful Achievers in  
2016



Ms Annie Seah  
Manager, Financial  
Planning and Analysis,  
American Express

**Accountancy Graduate 2007**  
Young Accountant of the Year Award  
for the Professional Accountants in  
Business segment in 2014

Our alumni have also excelled at professional certification programmes from different professional bodies including ISCA, ICAEW and CPA Australia, a testament to the academic rigour of our BAcc curriculum. Several of our graduates have emerged top among the candidates from all over Singapore taking the same professional exam.



Ms Phua Yanqi

**Accountancy Graduate 2014**  
Winner of the Institute of Singapore  
Chartered Accountants  
(ISCA) Book Prize in 2017



Mr Soh Cheng Yi

**Accountancy and Business  
Graduate 2014**  
Winner of the Institute of Singapore  
Chartered Accountants (ISCA) Book Prize  
in 2017



Mr Koh Shao Yang

**Accountancy Graduate 2016**  
Outstanding Achievement Award for  
the ACA Professional level 2016 by  
ICAEW



Mr Khaw Jing Huan

**Accountancy Graduate 2016**  
Highest Achievement at Audit and Assurance Exam for  
the ACA Professional level 2016 by ICAEW



Mr Marcus Ng

**Accountancy and Business Graduate 2013**  
Achieved "High Distinction" in all 6 subjects  
in the CPA Australia Programme



# OTHER SMU INFORMATION

We understand that choosing a university goes beyond your choice of programme, and we would like to encourage you to explore more about SMU in your decision-making process. For your easy access, we have compiled a list of useful SMU contacts and resources outside of SoA as follows:



**Undergraduate Admissions:**  
[admissions.smu.edu.sg/contact-us](mailto:admissions.smu.edu.sg/contact-us)  
[admissions.smu.edu.sg](http://admissions.smu.edu.sg)



**Overseas Exchange:**  
[isep.outbound@smu.edu.sg](mailto:isep.outbound@smu.edu.sg)  
[smu.edu.sg/global/global-programmes](http://smu.edu.sg/global/global-programmes)



**Financial Aid and Scholarships:**  
[finasst@smu.edu.sg](mailto:finasst@smu.edu.sg)  
[admissions.smu.edu.sg/financial-matters](http://admissions.smu.edu.sg/financial-matters)



**Community Service Projects:**  
[commsvcs@smu.edu.sg](mailto:commsvcs@smu.edu.sg)  
[c4sr.smu.edu.sg](http://c4sr.smu.edu.sg)



**SMU Student Life:**  
[studentlife@smu.edu.sg](mailto:studentlife@smu.edu.sg)  
[studentlife.smu.edu.sg](http://studentlife.smu.edu.sg)



**Student Wellness and Support:**  
[counselling@smu.edu.sg](mailto:counselling@smu.edu.sg)  
[smu.edu.sg/campus-life/student-wellness](http://smu.edu.sg/campus-life/student-wellness)



**Finishing Touch and Internships:**  
[placement@smu.edu.sg](mailto:placement@smu.edu.sg)  
[smu.edu.sg/career-services/career-counselling](http://smu.edu.sg/career-services/career-counselling)



**Student Services Hub:**  
[studentservices@smu.edu.sg](mailto:studentservices@smu.edu.sg)  
[studentservices.smu.edu.sg](http://studentservices.smu.edu.sg)



A Different U

**School of Accountancy**

60 Stamford Road  
Singapore 178900

Contact: +65 6828 0632

Website: [accountancy.smu.edu.sg](http://accountancy.smu.edu.sg)

Undergraduate Enquiries: [accountancy@smu.edu.sg](mailto:accountancy@smu.edu.sg)

Facebook: [facebook.com/SOASMU](https://facebook.com/SOASMU)



[accountancy.smu.edu.sg](http://accountancy.smu.edu.sg)

[sgsmu](#)

[sgsmu](#)

[sgsmu](#)

Information is correct at print in Feb 2018