

Passionate about Data Analytics

When Matthew Chia graduated with a Degree in Materials Engineering, he couldn't decide whether to work in the field, or to pursue further studies in another area of greater interest to him. He made up his mind when a family friend recommended the new Master of Technology (MTech) in Enterprise Business Analytics (EBAC), offered by the Institute of Systems Science at National University of Singapore (NUS-ISS).

It is a decision that Matthew never regretted, as he graduated this year as the top student of his cohort. The first class of 2015 saw over 90% of the 39 full-time students finding employment upon graduation.

"It's a great honour and privilege to be the top student for our cohort, especially since this is the first batch of students from the MTech EBAC programme. I was really surprised when I got the news, as there were many course mates with greater experience and knowledge in the field," said Matthew.

Enjoying the Learning Journey

Though the programme was challenging in some ways, Matthew was able to enjoy his learning journey mostly because it is something he is interested in. "For me, I found the programme enjoyable – learning from the experiences of industry professionals, as well as acquiring relevant and applicable skills," said Matthew.

He added, "One of the modules I enjoyed a lot is the basic elective module on Customer Relationship Management (CRM). Through it, I was able to understand and see the prevalent use of data analytics for CRM today and how it can be applied with more advanced techniques. The potential is great in this area."

Having completed his journey, Matthew, who is now an Analyst at the Inland Revenue Authority of Singapore (IRAS) has a piece of advice for his juniors and aspiring analysts who are considering the MTech EBAC programme, "It is important to enjoy the learning and to have a clear understanding on what is being taught. Grades are secondary. It also helps to learn from and consult others who have more experience or knowledge in certain areas since no one is good at everything."

Matthew summed it up with an adage that has served him well, "Find your passion, go for it and enjoy the ride."

Solving Business Problems using Analytics

The MTech EBAC programme is designed to teach students how to take a business problem and solve it using a business analytics process, that includes understanding the business problem, determining the data that is relevant in solving the business problem, performing exploratory analysis, building models, evaluating the models for technical and business value and then finally deployment of the model.



Matthew with his family at the NUS Commencement Ceremony

PREVIEW TALKS 2015

MTech Knowledge Engineering, Enterprise Business Analytics & IT Leadership

Tue, 22 Sep

MTech Software / Knowledge Engineering & Enterprise Business Analytics

Thu, 8 Oct

7pm to 8.30pm

NUSS Suntec City Guild House

Register online www.iss.nus.edu.sg/mtech

The programme is also aimed at equipping students with the knowledge and skills that the industry requires. The programme is taught by practitioners who have many years of industry experience in various business domains.

Dr Carol Anne Hargreaves, Chief, MTech EBAC programme said, "About 50% of the degree is based on workshops that are hands-on, where students get to understand how to approach real business problem end-to-end. Further, during the hands-on sessions, students are encouraged to think out of the box and explore innovative solutions using different visualisation and data analytic techniques. Students have workshops every lesson with at least two different business problems to solve. By the time they graduate, they have solved practically more than 60 business problems each. We believe this is a good way of ensuring that they are prepared for industry."

"All our students undertake and pass a team-based project or internship, so they gain deeper insights. The learning outcome is to experience and learn from external industry experts as well. The internship projects are usually complex and challenging but at the same time engaging and interesting for the students. Many of the projects have a great impact on the internship company's return on investment and the way they do business," Dr Hargreaves added.

The Master of Technology in Enterprise Business Analytics programme commences in January each year. Application for the 2016 intake is open till 23 October 2015.