



22 TO 30 AUGUST 2020

2020 ACCOUNTING MASTERS **SUMMER DATA CAMP**

DIGITAL TRANSFORMATION & FINANCIAL ANALYTICS USING PYTHON

KEY TAKEAWAYS:

- EXPERIENCE THE SMU UNIQUE INTERACTIVE TEACHING PEDAGOGY
- PRACTICAL INTRODUCTORY ACCOUNTING DATA ANALYTICS PROGRAMME TAUGHT BY WORLD-CLASS FACULTY
- JOIN IN MASTERCLASSES AND DISCUSS THE FUTURE DEVELOPMENT OF THE ACCOUNTING INDUSTRY
- EARLY ADMISSION INTERVIEW FOR 2021 SMU MASTER OF ACCOUNTING AND A RECOMMENDATION LETTER FOR OUTSTANDING PARTICIPANTS

PROGRAMME:

JOIN OUR 7-DAY ONLINE COURSE (21 HOURS) AND ENTER THE FASCINATING WORLD OF DATA ANALYTICS.



PROGRAMME

LESSONS/ACTIVITIES

CONTENT & LEARNING OBJECTIVES

LESSON 1:

DIGITAL TRANSFORMATION
AND BUSINESS MODELS
(3 HOURS)

UNDERSTAND THE RECENT TRENDS IN THE
INDUSTRY ON DIGITAL TRANSFORMATION AND
BUSINESS MODEL CANVAS

LESSON 2:

INTRODUCTION TO
PYTHON PROGRAMMING
(3 HOURS)

LEARN THE BASICS OF PYTHON PROGRAMMING, IN
PARTICULAR THE VARIOUS PACKAGES FOR DATA
ANALYSIS AND VISUALIZATION, SUCH AS NUMPY,
PANDAS, MATPLOTLIB, ETC

LESSON 3:

STOCK MARKET FINANCIAL ANALYTICS
AND DATA VISUALIZATION
(3 HOURS)

LEARN HOW TO USE PYTHON IN EXTRACTING FINANCIAL
DATA FROM YAHOO FINANCE, QUANDL, AND COMPUTE
THE RELEVANT STATISTICS AND PRESENT THE FINDINGS
IN GRAPHS AND CHARTS.

WEBINAR:

ACCOUNTING MASTERS
ALUMNI TALK SERIES
(1 HOUR)

PARTICIPATE IN THE MONTHLY ACCOUNTING MASTER
ALUMNI TALK SERIES AND HEAR VALUABLE INSIGHTS
FROM THE ACCOUNTING MASTERS ALUMNI

WEBINAR:

FUTURE OF ACCOUNTING
(1 HOUR)

HEAR AND DISCUSS THE TRENDS AND FUTURE OF THE
ACCOUNTING INDUSTRY

LESSON 4:

APPLICATION FOR FINANCE
(3 HOURS)

LEARN HOW TO USE PYTHON IN APPLYING VARIOUS
THEORIES, SUCH AS THE CAPM MODEL AND STOCK
VALUATION

GROUP PROJECT PREPARATION AND DISCUSSION

(3 HOURS)

GROUPS TO PREPARE THE FINAL PRESENTATIONS

LESSON 5:

FINAL PRESENTATION

EACH GROUP TO PRESENT APPLICATIONS OF
BUSINESS MODEL CANVAS TO REAL COMPANIES

^ALL LESSONS, WEBINARS AND ACTIVITIES WILL BE CONDUCTED ON WEEKDAY AND WEEKEND EVENINGS
BETWEEN 22 AUG - 30 AUG 2020 VIA ZOOM. DETAILED SCHEDULE WILL BE DISSEMINATED AFTER
REGISTRATION.

^^SMU ACCOUNTING MASTERS RESERVES THE RIGHT TO CHANGE THE CONTENT AND SCHEDULE OF THE
PROGRAMME

^^^THE PROGRAMME WILL BE CONDUCTED IN ENGLISH

PROGRAMME APPLICATION CRITERIA:

- UNIVERSITY STUDENTS (YEAR 3 AND ABOVE PREFERRED) WITH STRONG INTERESTS IN ACCOUNTING DATA ANALYTICS (NO PREFERENCE OF MAJOR)
- WORKING ADULTS WITH STRONG INTERESTS IN ACCOUNTING DATA ANALYTICS

PROGRAMME FEE:

SGD500*

*PLEASE ENQUIRE WITH THE PROGRAMME OFFICE FOR APPLICABLE PROMO CODES

SCAN THE QR CODE TO REGISTER:

[HTTPS://EVENTREGISTRATION.SMU.EDU.SG/D/H7QL9N/](https://eventregistration.smu.edu.sg/d/h7ql9n/)

PROGRAMME APPLICATION DEADLINE: 21 AUG 2020

SCAN TO REGISTER



ABOUT THE SPEAKER



PROFESSOR YUANTO KUSNADI

DR. KUSNADI HAS OVER TEN YEARS ACADEMIA EXPERIENCE IN FINANCIAL ACCOUNTING, MANAGERIAL ACCOUNTING, AND FINANCIAL MANAGEMENT. HE HAS BEEN DOING APPLIED RESEARCH ON ISSUES IN CORPORATE FINANCE, ACCOUNTING, AND CORPORATE GOVERNANCE FOR INTERNATIONAL FIRMS.

HIS RESEARCH PAPERS HAVE BEEN PUBLISHED IN PRESTIGIOUS INTERNATIONAL JOURNALS SUCH AS: JOURNAL OF BUSINESS, JOURNAL OF CORPORATE FINANCE, JOURNAL OF BUSINESS ETHICS, JOURNAL OF BUSINESS RESEARCH, PACIFIC-BASIN FINANCE JOURNAL, FINANCE RESEARCH LETTERS, JOURNAL OF FINANCIAL RESEARCH, REVIEW OF PACIFIC-BASIN FINANCIAL MARKETS AND POLICIES, AND JOURNAL OF ASIA BUSINESS STUDIES.

HE HAS ALSO RECEIVED NUMEROUS ACCOLADES FOR TEACHING, SUCH AS: NOMINATION FOR SMU TEACHING EXCELLENCE IN POSTGRADUATE PROFESSIONAL PROGRAMMES AWARD 2018, SMU SCHOOL OF ACCOUNTANCY MOST OUTSTANDING MPA TEACHER AWARD 2017, MOST OUTSTANDING FACULTY TEACHING AWARD 2016, DEAN'S LIST FOR TEACHING EXCELLENCE 2016, 2017, AND 2018.



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 PRODUCE BROAD-BASED, CREATIVE AND ENTREPRENEURIAL LEADERS FOR THE KNOWLEDGE-BASED ECONOMY.

SMU HAS AN EMPHASIS ON GENERATING RIGOROUS, HIGH-IMPACT, AND RELEVANT MULTI-DISCIPLINARY RESEARCH THAT ADDRESSES ASIAN ISSUES OF GLOBAL RELEVANCE, SMU FACULTY COLLABORATE WITH LEADING INTERNATIONAL RESEARCHERS AND UNIVERSITIES FROM USA, EUROPE, CHINA AND INDIA AS WELL AS WITH PARTNERS IN THE BUSINESS COMMUNITY AND PUBLIC SECTOR, THROUGH ITS RESEARCH INSTITUTES, CENTRES AND LABS.

SMU'S CITY CAMPUS IS A STATE-OF-THE-ART FACILITY LOCATED IN THE HEART OF DOWNTOWN SINGAPORE, FOSTERING STRATEGIC LINKAGES WITH BUSINESS, GOVERNMENT AND THE WIDER COMMUNITY.

FOR MORE INFORMATION, PLEASE EMAIL MSA@SMU.EDU.SG