

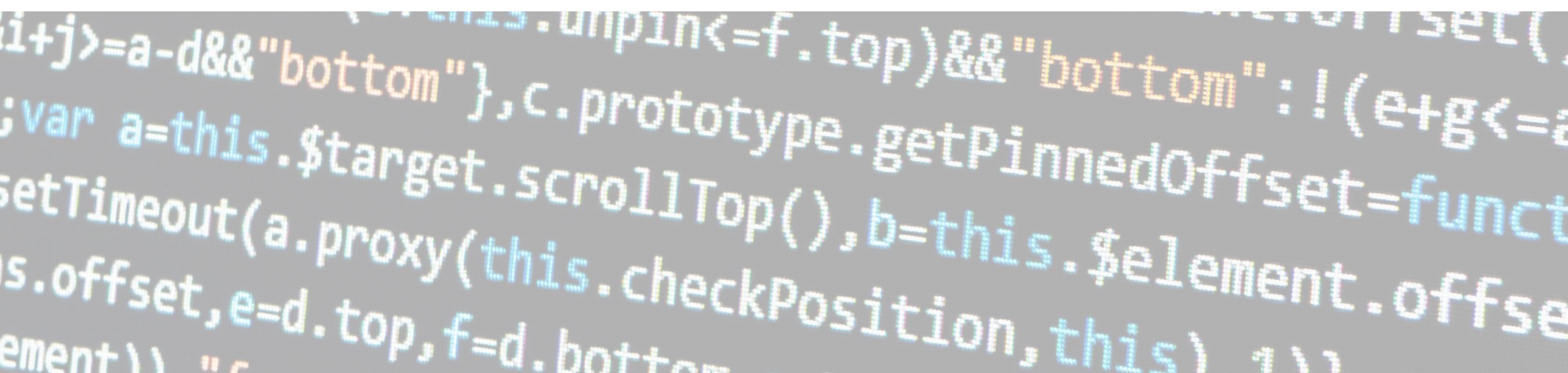


SMU ACCOUNTING MASTERS ONLINE DATA CAMP

***DIGITAL TRANSFORMATION &
FINANCIAL ANALYTICS
USING PYTHON***

KEY TAKEAWAYS

- LEARN BASIC PYTHON CODING SKILLS AND APPLICATION TO STOCK MARKET ANALYTICS. NO PRIOR PROGRAMMING KNOWLEDGE REQUIRED.
- GAIN THE SKILLS REQUIRED TO DEVELOP A DIGITAL TRANSFORMATION STRATEGY USING THE BUSINESS MODEL CANVAS.
- EXPERIENCE THE UNIQUE SMU INTERACTIVE TEACHING PEDAGOGY.
- A PRACTICAL INTRODUCTION TO OUR ACCOUNTING DATA ANALYTICS PROGRAMME TAUGHT BY WORLD-CLASS FACULTY.
- EXPERIENCE OUR MASTERCLASS AND DISCUSS THE FUTURE DEVELOPMENT OF THE ACCOUNTING INDUSTRY.



PROGRAMME SCHEDULE

LESSONS/ACTIVITIES

CONTENT & LEARNING OBJECTIVES

LESSON ONE (3 HOURS)
DIGITAL TRANSFORMATION
AND BUSINESS MODELS

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

LESSON TWO (3 HOURS)
INTRODUCTION TO
PYTHON PROGRAMMING

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

LESSON THREE (1 HOUR)
ACCOUNTING MASTERS
MASTERCLASS SERIES

PARTICIPATE IN THE ACCOUNTING MASTERS' MASTERCLASS AND HEAR VALUABLE INSIGHTS FROM AN EXPERIENCED INDUSTRY PROFESSIONAL

LESSON FOUR (3 HOURS)
STOCK MARKET FINANCIAL ANALYTICS
AND DATA VISUALISATION

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.

LESSON FIVE (1.5 HOURS)
GROUP PROJECT PREPARATION
AND DISCUSSION

GROUPS TO PREPARE FOR THE FINAL PRESENTATION

LESSON SIX (1.5 HOURS)
THE FUTURE OF ACCOUNTING

DISCOVER AND DISCUSS THE TRENDS AND FUTURE OF THE ACCOUNTING INDUSTRY

LESSON SEVEN (3 HOURS)
APPLICATION FOR FINANCE

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

LESSON EIGHT (1.5 HOURS)
GROUP PROJECT PREPARATION
AND DISCUSSION

GROUPS TO PREPARE FOR THE FINAL PRESENTATION

LESSON NINE (3.5 HOURS)
FINAL PRESENTATION

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

^ALL LESSONS, WEBINARS AND ACTIVITIES WILL BE CONDUCTED ONLINE VIA ZOOM.
A FINAL SCHEDULE WILL BE DISSEMINATED AFTER REGISTRATION CONFIRMATION.

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

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

PROGRAMME CRITERIA:

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

PROGRAMME DETAILS:

- 21-HOURS
- SGD642 (INCLUSIVE OF GST)

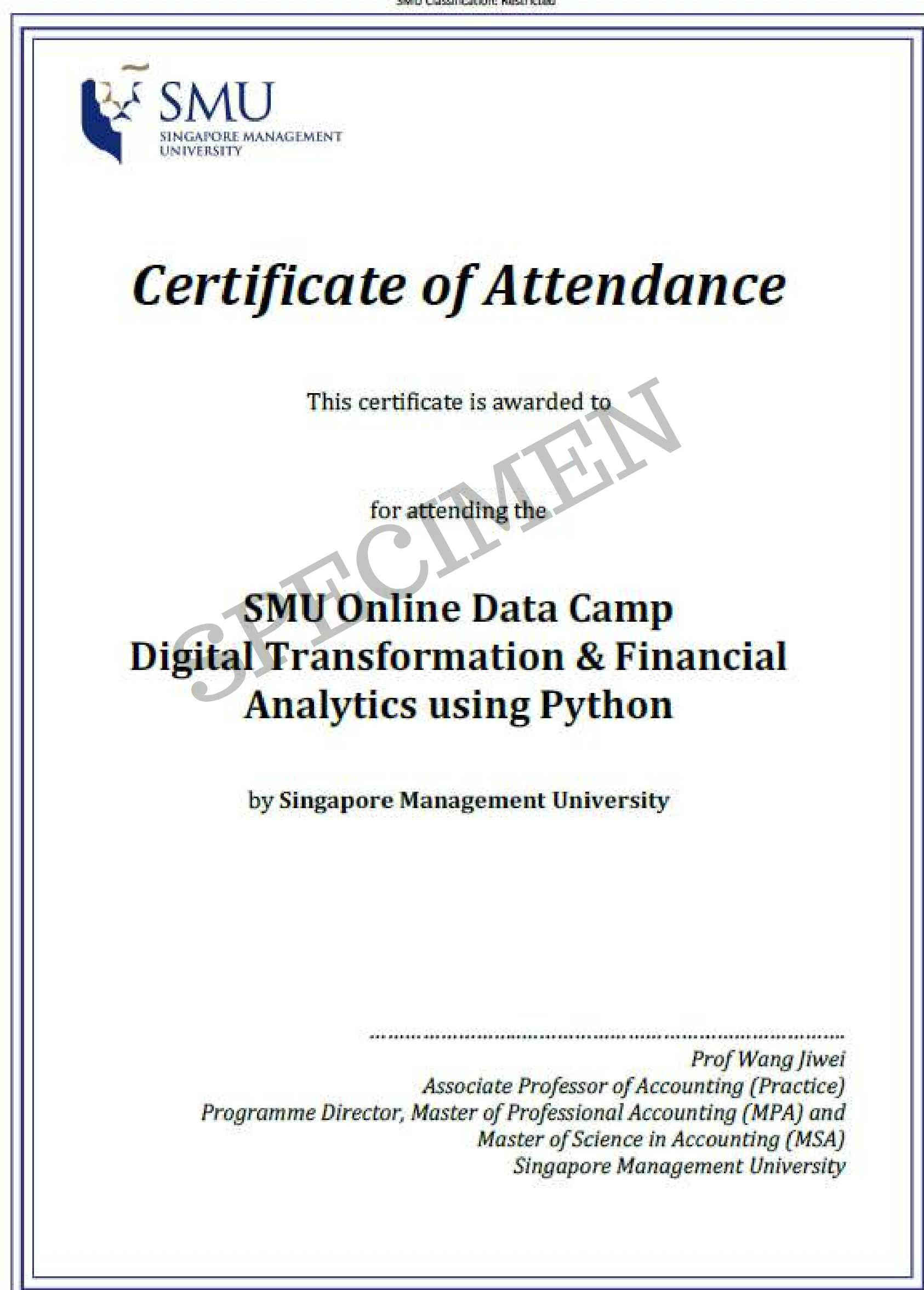
CLICK ON THE LINK OR SCAN THE QR CODE TO REGISTER:
[BIT.LY/2022SUMMERDATACAMP](https://bit.ly/2022SUMMERDATACAMP)

DATA CAMP APPLICATION DEADLINE: 6 JULY 2022

SCAN TO REGISTER



CERTIFICATE OF PARTICIPATION



ABOUT THE FACULTY



ASSOCIATE
PROFESSOR
(EDUCATION)
YUANTO KUSNADI

DR. KUSNADI HAS OVER 13 YEARS OF 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.

READ MORE [HERE](#).



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.