

**29 JANUARY TO 6 FEBRUARY**

## **2021 SMU ACCOUNTING MASTERS WINTER ONLINE DATA CAMP**

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

#### **KEY TAKEAWAYS:**

- EXPERIENCE THE SMU UNIQUE INTERACTIVE TEACHING PEDAGOGY
- PRACTICAL INTRODUCTORY TO 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 ACCOUNTING MASTERS PROGRAMME 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

**FRIDAY, 29 JANUARY (7-10PM)**  
DIGITAL TRANSFORMATION  
AND BUSINESS MODELS

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

**SATURDAY, 30 JANUARY (2-5PM)**  
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

**MONDAY, 1 FEBRUARY (7-10PM)**  
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.

**WEDNESDAY, 3 FEBRUARY (7-10PM)**  
APPLICATION FOR FINANCE

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

**THURSDAY, 4 FEBRUARY (7-8.30PM)**  
FUTURE OF ACCOUNTING

HEAR AND DISCUSS THE TRENDS AND FUTURE OF THE ACCOUNTING INDUSTRY

**FRIDAY, 5 FEBRUARY (12-1PM)**  
ACCOUNTING MASTERS  
MASTERCLASS SERIES

PARTICIPATE IN THE ACCOUNTING MASTERS' MASTERCLASS AND HEAR VALUABLE INSIGHTS FROM OUR INDUSTRY PARTNER ON ADVANCED ANALYTICS WITHIN SUPPLY CHAIN

**FRIDAY, 5 FEBRUARY (7-10PM)**  
GROUP PROJECT PREPARATION  
AND DISCUSSION

GROUPS TO PREPARE THE FINAL PRESENTATIONS

**SATURDAY, 6 FEBRUARY (2-5.30PM)**  
FINAL PRESENTATION

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

^ALL LESSONS, WEBINARS AND ACTIVITIES WILL BE CONDUCTED BETWEEN 29 JAN - 6 FEB 2020 VIA ZOOM. A DETAILED SCHEDULE WILL BE DISSEMINATED AFTER REGISTRATION.

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

^^^THE PROGRAMME WILL BE CONDUCTED IN ENGLISH

**PROGRAMME APPLICATION 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 ACCOUNTING DATA ANALYTICS

**PROGRAMME FEE:**

SGD500\*

*\*PLEASE ENQUIRE WITH THE PROGRAMME OFFICE FOR FEE DETAILS*

CLICK ON THE LINK OR SCAN THE QR CODE TO REGISTER:

[HTTPS://SMU.SG/2021WINTERDATACAMP](https://smu.sg/2021winterdatacamp)

**PROGRAMME APPLICATION DEADLINE: 27 JANUARY 2021**

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.