

# SCHOOL OF INFORMATION TECHNOLOGY

## MAKE IT DIFFERENT

Information Technology (IT) permeates and transforms every sector of the economy, from banking and finance, business and marketing, communications and social media, biomedical and health sciences, lifestyle and entertainment to security and networking.

IT has and will continue to change the way we work, live and play. Social networking, real-time feeds, mobile applications, multiplayer online role-playing games, interactive TV and augmented reality are part and parcel of our lifestyle today. Think Twitter, Facebook, Google, MSN, App Store, OneMap, eBay and Online Spree. Can you imagine a day in your life without IT?

The national Intelligent Nation 2015 (iN2015) blueprint spells out our exciting IT-enabled digital future!

### Why Information Technology?

- IT is a key driving force of the economy.
- Enjoy excellent career prospects with the industry's constant demand for well-trained IT professionals.
- Be part of the excitement of turning new ideas into innovative applications.

### Why SIT?

- Choose from seven innovation-oriented IT courses that are designed to groom you into a skilled IT professional.
- Develop real-life IT software products and solutions for the industry with the latest cool gadgets and emerging technologies at our very own Centre for IT Innovation (CITI).
- Enrol into our Talent Development Programme as a scholar! Industry leaders collaborate with us to award bond-free scholarships to aspiring students.
- Your learning journey at SIT will be a holistic experience. We nurture your potential as an all-rounder and develop your life skills and leadership qualities.
- Our graduates are industry-relevant, industry-ready and highly sought-after by all sectors of business and industry. Choose from a wide range of exciting high-tech positions, ranging from software technologists, game developers, business intelligence analysts to enterprise solutions architects, IT security consultants, technopreneurs and social media strategists.

- Our diplomas are accorded advanced standing at many renowned universities.
- Join the ranks of our outstanding graduates, many of whom are now scholars at NUS, NTU and SMU and many prestigious overseas universities like Stanford University, University of Toronto, University of Manchester and the University of Melbourne.

### Industry-linked

Our strong collaboration with industry provides realistic, effective and relevant learning experiences for our students. Our industry partners include technology leaders and agencies such as:

- Brandtology
- Centre for Strategic Infocomm Technologies
- Cisco Systems
- Defence Science & Technology Agency
- IBM
- Microsoft
- NCS Pte Ltd
- Nokia
- Oracle
- SAP
- SAS
- StarHub

### Minimum Entry Requirements

- |   |             |
|---|-------------|
| a) English Language                     | Grade 1 - 7 |
| b) Elementary or Additional Mathematics | Grade 1 - 6 |
| c) Any two other subjects               | Grade 1 - 6 |

You must also have sat for a relevant Science or Technology subject.

### Enquiry Hotline

Please call **6550 1600** or visit [www.nyp.edu.sg/sit](http://www.nyp.edu.sg/sit) for more information.



JAE CODE:  
**C43**

DIPLOMA IN

**NEW!**

# BUSINESS INTELLIGENCE & ANALYTICS

Today's enterprises and businesses see huge amounts of structured and unstructured data generated from their daily business operations, processes and interactions with customers through various platforms including channels such as Facebook, Blogs, Twitter, Wikis, YouTube, Mobile Apps etc. Increasingly, they are beginning to see the competitive edge of using business intelligence & analytics tools and techniques to gain actionable business insights to guide day-to-day operations, drive business decisions and formulate future strategies.

This diploma prepares you to be a new breed of IT professional who is able to creatively leverage IT and social media technologies to develop innovative applications to harness, correlate and analyse data across various IT systems, social media platforms and mobile channels. You will be able to understand business problems and prescribe business analytics tools and techniques to analyse relevant data, discover useful patterns and recommend options for management's timely decision-making and proactive actions to improve business performance in a spectrum of industries including financial services, healthcare, retail and hospitality.

## This fits me to a T!

This is the course for you, if you have:

- Passion in creating innovative social media, web and mobile solutions and making them work for people and businesses
- Keen interest in learning the ropes to strategise and influence business decisions through insights
- An analytical mind for turning data into relevant information and formulate useful knowledge that allows organisations to run businesses operations, improve performance and predict outcomes

## What will I learn?

- Essentials of social sciences and business concepts such as psychology, sociology, communication skills and consumer behavior

- Conceptualise and develop innovative applications delivered through social media and/or mobile platforms e.g. iPhone and iPad
- Techniques and concepts on data modelling, analytics and visualisation techniques to analyse and interpret data into useful insights for developing corporate strategies
- Design enterprise collaboration applications to enable collaboration and networking across departments and divisions
- In a progressive and integrative approach and through hands-on real-world projects and case studies, students will learn how business concepts, analytical concepts and IT solutions come together to enable a successful enterprise that is relevant in the globalised world

## In this IT-plus+ course, you will boost your competitive advantage through:

- A full-time industry project to sharpen your technical knowledge, business acumen and project management skills
- Local or overseas industrial attachments at companies or R&D centres to gain real-life work experience and industry exposure
- Overseas immersion opportunities to broaden your horizons and equip you with a global mindset
- Professional certifications offered by technology leaders such as IBM, Cisco, Microsoft, Oracle, Red Hat, SAP and Sun Microsystems

## I want a great career!

Graduates from the Diploma in Business Intelligence & Analytics will have a versatile career path as:

- Applications Specialists
- Business Analysts
- Web & Social Media Developers
- Analytics Associates
- Research Analysts
- CRM Analysts
- Business & Social Media Strategists
- Entrepreneurs

## Uni, here I come!

With this diploma, you will have opportunities to pursue further studies with good advanced standing in relevant degree courses at reputable universities in Singapore, the UK, Australia, the US, Canada and New Zealand.



"In today's IT-powered world, business analytics has emerged as an important competitive differentiator for corporations. Graduates with analytics skills on both enterprise systems and social platforms, ranging from applied to research levels, are increasingly needed to meet the human capital demands from companies which are investing in analytics technologies to make intelligent business decisions about the future.

Nanyang Polytechnic's Diploma in Business Intelligence & Analytics prepares graduates for an exciting career in business analytics."

**Mr Bill Lee**  
Managing Director  
SAS Institute Pte Ltd

