

## **Bondué Know-Thy-Major: Digital Business - Questions & Answers**

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**Special thanks to Bondué**

### **Questions related to IS major:**

- Will this major be suitable for me if I have no knowledge in Information Systems?  
How in depth will the IS/ technology-focused modules be taught to students?
  - *Ans: Students will need to have some necessary and preliminary knowledge in programming, software, and IT. There are courses in this major that can provide this training. The advanced knowledge in IT and programming is not required.*
  
- What is the difference between digital business and the IS 2nd major Technology for business?
- I heard there is an IS track in the IS major which offers similar content, may i ask what and how does this major differ?
  - *Ans: Digital Business major is anchored in the business and management and emphasizes the application of digital technologies in business operations. Therefore, it is more business oriented than technical oriented like the 2<sup>nd</sup> major in the SCIS.*
  
- Can I ask how many overlapping CUs are there if I take this as a major for Business? (Currently in IS/BBM DDP). And would you recommend this major?
- How many electives or free electives I can double-count for this major?
  - *Ans: Please refer to the curriculum and course requirement in BBM and OASIS because each student's scenario is different. Many overlapping CUs are available and possible, depending on the specific courses the students have taken. Please also notice the pre-requisites of many courses.*
  
- Can I ask if I am a IS Single degree, can i still take this as my second major? Will it overlap my CUs?
  - *Ans: Yes, this second major opens to the entire SMU. Please refer to the curriculum and course requirements on the major webpage for the potential overlapping CUs.*
  
- I noticed most of the mods offered here are the same as what IS student is doing, what is the difference between doing this compared to doing IS major instead?
  - *Ans: This major is jointly developed and offered by LKCSB and SCIS. It is not surprising that almost half of courses are from SCIS. But the other half of courses are from LKCSB to provide business management knowledge and training.*

**Questions related to modules:**

- What is the difference between computational thinking in the Finance Analytics track and intro to programming in Digital Business? which is more useful?
  - *Ans: Different courses will have different emphases and specialized skillsets to teach. Intro to programming is more general and fundamental.*
- Since Doing Business in AI is in basket A of Digital Business and part of Business in Context, can it be double counted?
  - *Ans: No. As mentioned in the BBM handbook, Business in Context courses are not to be double counted towards any other requirements. In cases where a Business Context course overlaps with another requirement, students will need to take an additional course to fulfil both requirements.*
- For Finance Analytics Track and Digital Biz, financial innovation is a common module for both, can this module be double counted in both majors?
  - *Ans: Yes.*
- Does the Digital Business major focus a lot on analytics and data related work?
  - *Ans: Digital business to some extent can be understood as data-driven business. Therefore, data analytics and business intelligence would be an important part of this knowledge.*

**Questions relating to complementing majors:**

- Is there a possibility for us to take digital business as our first major instead?
  - *Ans: No. Currently this major can only be the second major and you need a first major to start with.*
- What major would complement digital business best?
  - *Ans: This second major is supposed to be supplementary to many first majors in both business majors and non-business majors. For example, it can be combined with Marketing major to provide more digital marketing and digital branding related knowledge, or combined with Finance major to provide pertinent knowledge in FinTech, user experience design or data security etc. It can also be combined with IS majors to provide necessary business knowledge.*
- I am currently doing a second major in marketing and I'm thinking of switching the Digital Business, is it advisable to switch in Year 3?
  - *Ans: It is possible to switch in year 3. However, students are advised to carefully manage the courses between different majors. Switching may sometimes mean taking more courses to fulfil the major requirements and make the time tight for the graduation. There will be an administrative charge of e\$10 for any drop, amendment, or late declaration to First/Second Major.*

- How would digital business major complement the strategic management major? any possible job prospects?
  - *Ans: The future of strategic management will need more evidence-based management and many strategic decisions can be better made with the support of big data and more advanced data analytics such as machine learning. The business models are changing in the digital era, and companies need talents with knowledge in digital business to help them adapt. This second major can be a good addition to Strategic Management. The possible job can include management consultants and operation specialists focusing on digital business, digital transformation, or business analysts or business intelligence analysts who can collect and analyse data to support decision making.*
  
- Planning to major in operations management (OAT), will Digital business as a 2nd major be a good choice?
  - *Ans: The business operations are undergoing radical transformation when we are moving toward Industry 4.0. Think of robots, robotic process, and internet of things, just name a few. This second major can be a good addition for students to understand new dimensions in the operation management.*
  
- How relevant is digital business in the finance sector? I am inclined towards taking Finance (with or without track) with Digital business
  - *Ans: The finance sector has already been transformed by technologies like Blockchains and many different Fintech. For example, DBS aims to become a digital bank and it benchmarks with tech giants like Google or Facebook. In a broader sense, it is time to redefine the banking and finance industry using digital technologies. It is just the beginning, and more and bigger will come. This second major can provide more specialized knowledge content on digital technologies that can be used in the Finance sector.*
  
- My first major is Psychology. Does psychology complement with a second major in digital business?
  - *Ans: The complementarity is possible if you aim to put the knowledge of psychology in business context and digital business knowledge will help you to gain new knowledge to facilitate this integration. For example, social media and social commerce can be a good example of applying the knowledge in both psychology and digital business to understand consumer behaviour better. But of course, you should be prepared to close the knowledge gap between psychology, digital business, and general business administration and general IT knowledge by taking more courses that cover the basic knowledge foundations.*
  
- Would digital business complement my current major as an economics student?
  - *Ans: Economics has lots of application in business context and therefore the complementarity is very likely. In particular, the Digital Business major might provide a new inroad for Economics students to develop a career in the business world because new jobs and positions are being created in the*

*digital age. These new jobs would require strong analytical capability and problem-solving skills. To understand the digital business context will help economics students to apply their analytical skills in these contexts.*

**Questions related to career prospects:**

- What is the longevity like for careers related to digital business/digital transformation?
  - *Ans: I believe this is just the beginning of the digital age. Digital business and digital transformation will change the entire economy like the ripple across lake surface. Jobs are transforming and new jobs will be created. Now with the new wave of AI and AI agents, the possibilities will become even more promising. This is the good time to take the lead in the digital business related career.*