Know Thy Major

Introduction to the Digital Business Major

(2026 April Version)

Associate Professor GENG Xuesong
LKCSB (Strategy and Entrepreneurship)

Lee Kong Chian School of Business

bondue
SMU BUSINESS SOCIETY

- ❖What are problems to solve with the knowledge in this major?
- ❖What are the attributes of students who would do well in this major?
- ❖What type of people would you be becoming with this major?

DIGITAL BUSINESS

*Only as a 2nd Major

Digital technologies are transforming business, government, and society rapidly and profoundly. This major provides students with a comprehensive understanding of digital technologies, digital business models, and the necessary analytical and management tools to navigate the digital transformation frontier with confidence. It provides new perspectives on how to operate organisations, create value for consumers, and gain a competitive advantage in the digital age. The knowledge acquired in this major has wide-ranging applications in a variety of industries.

Cognitive

Critical thinking
- Structured problem solving
- Logical reasoning
- Understanding biases
- Seeking relevant information

Planning and ways of working
- Work-plan development
- Time management and prioritization
- Agile thinking

Communication
- Storytelling and public speaking
- Asking the right questions
- Synthesizing messages
- Active listening

Mental flexibility
- Creativity and imagination
- Translating knowledge to different contexts
- Adopting a different perspective
- Adaptability
- Ability to learn

Interpersonal

Mobilizing systems
- Role modeling
- Win–win negotiations
- Crafting an inspiring vision
- Organizational awareness

Developing relationships
- Empathy
- Inspiring trust
- Humility
- Sociability

Teamwork effectiveness
- Fostering inclusiveness
- Motivating different personalities
- Resolving conflicts
- Collaboration
- Coaching
- Empowering

Self-leadership

Self-awareness and self-management
- Understanding own emotions and triggers
- Self-control and regulation
- Understanding own strengths
- Integrity
- Self-motivation and wellness
- Self-confidence

Entrepreneurship
- Courage and risk-taking
- Driving change and innovation
- Energy, passion, and optimism
- Breaking orthodoxies

Goals achievement
- Ownership and decisiveness
- Achievement orientation
- Grit and persistence
- Coping with uncertainty
- Self-development

Digital

Digital fluency and citizenship
- Digital literacy
- Digital learning
- Digital collaboration
- Digital ethics

Software use and development
- Programming literacy
- Data analysis and statistics
- Computational and algorithmic thinking

Understanding digital systems
- Data literacy
- Smart systems
- Cybersecurity literacy
- Tech translation and enablement

Business is going digital and A-native and so must we.

AI/Digital technologies and digital business are becoming imperative in today's digital economy.

Source: https://www.mckinsey.com/industries/public-and-social-sector/our-insights/defining-the-skills-citizens-will-need-in-the-future-world-of-work

What is special about this major?

- The first such UG major in Singapore
- Inter-disciplinary
  - Combination of courses from LKCSB and SCIS
- More business-oriented than IT-oriented
  - Application of digital technologies into business operation to gain competitive advantages
- Supplementary to business majors

Bachelor of Business Management

Second major: Digital Business

3 Compulsory Courses

1. Managing Strategic Change and Digital Transformation
2. Introduction to Programming / Programming Fundamentals I
3. Digital Business - Technologies and Transformation

At least 2 Digital Business electives from the following:

- Doing Business with AI
- Financial Innovation
- Digital Marketing
- Interaction Design Communication
- Digital Strategy in the Digital Media and Entertainment E-Commerce Ecosystem in Asia

At least 1 Digital Business elective from the following:

- Business Process Analysis and Solutioning
- Interaction Design and Prototyping
- Sustainable Digital Cities
- Digital Transformation Strategy
- Analytics Foundation

BUSINESS CORE
(11 credit units)

Strengthen grounding in theories, concepts and working tools that are essential for operating in a modern business environment

BUSINESS MAJOR
(6 credit units)

Be a Specialist: take 6 courses from a major
Or be a Generalist: take 6 courses from the 10 majors

FREE ELECTIVES
(7 credit units)

Enhance your business education the way you want it

Potential Jobs and Positions

- Digital business analyst
- Digital sales manager
- E-commerce analyst
- E-business analyst
- Digital media manager
- Social media manager
- Digital brand manager
- Experience designer
- Data analytics manager
- Digital transformation consultant
- Market intelligence consultant
- Chief Value Officer (CVO)
- Financial analyst (Web3, Fintech, Blockchain)

Contact

- Major information
  - https://business.smu.edu.sg/business/disciplines/strategy-and-organisation/digitalbusiness-major