NUS COMPUTING
INDUSTRY NEWSLETTER

NUS | National University of Singapore | School of Computing

Highlights

iConnect Member Spotlight: Singapore Airlines
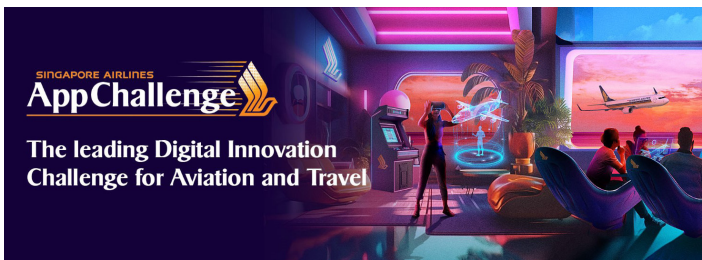
Singapore Airlines (SIA) aims to be the leading digital airline in the world, through its Digital transformation journey. In 2018, SIA launched its Digital Innovation Blueprint to enhance and develop its digital capabilities. In line with the Digital Innovation Blueprint, SIA unveiled KrisLab, their digital innovation lab that serves as a collaborative workspace to develop innovative ideas and co-innovate with external partners.

One of SIA's KrisLab annual signature event for students is the SIA AppChallenge, the leading digital innovation challenge in the travel and aviation industry. This year, the ninth edition is actively accepting submissions now until June 21st, 2023. The challenge is a platform for both students and startups all around the world to showcase their talents in creating innovative solutions to solve the airline's challenges. Shortlisted teams will receive dedicated mentoring sessions from industry mentors and a chance to pitch their ideas to Singapore Airlines Senior Management. Not only will the teams win attractive prizes, winners from the competition will also have the potential opportunity for an internship at SIA or Krislab following the competition.

Over the years, SIA implemented many digital initiatives. The SingaporeAir mobile app, enhanced iteratively on Agile development methodology, is designed for faster performance and improved usability, and introduces new features that offer customers a seamless and more personalised experience. These includes the ability to select favourite movies even before boarding the plane and with a link of one's mobile device with the inflight entertainment system, the selected movies can be played directly and seamlessly even with a transit

to another SQ plane. The mobile app also won the SG Mark 2020 Gold Award thanks to the UX team in the division.

SIA also launched the world's first blockchain-based digital wallet app called KrisPay back in 2018 and relaunched as Kris+. Kris+ is a lifestyle rewards mobile app that allows user to use their KrisFlyer miles to make purchases and earn miles through purchases.

With the success of the digital transformation journey, Singapore Airlines was given the TechBlazer 2021 award in the Best Adoption – Enterprise category for its Cabin Crew Digital Ecosystem. The initiative used data and AI-driven applications to better equip Cabin Crew to be more efficient and serve their customers better. In January 2022, Singapore Airlines collaborated with National University of Singapore and launched a new research facility to accelerate the digital transformation of Singapore's aviation sector.

SIA's IT Division emphasises on the A.B.L.E. culture where the people seek to "Achieve", co-build a sense of "Belonging", focus on "Learning" and to "Enjoy" successes as a team. This is done through teamwork in an open work culture, striving for the latest tech and innovation that defines the future of travel. They host weekly tech talks to equip staff and share successes as a team through various team events.

Find out more about Singapore Airlines' IT Division, their culture and work at https://techcareers.singaporeair.com.sg/.

Find out more about Singapore Airlines' AppChallenge:

https://appchallenge.singaporeair.com/en/challenges/students-2023.

Capstone Projects Proposal Schedule

Master of Computing – General Track

This capstone internship provides an opportunity for students to work on solving problems beyond the formal classroom setting.

4 months individual internship with a company

Company submission period: Nov 2022 - April 2023

Internship period: May - Sept 2023

Contact: gt-capst@comp.nus.edu.sg

Master of Science in Digital Financial Technology (MSc DFinTech)

The MSc DFinTech Capstone internship requires students to have experiential learning in academic research, translational research or software development.

4-6 months individual internship with a company

Company submission period: Nov 2022 - April 2023

Internship period: May - Sept/ Nov 2023

Contact: msc-dft@comp.nus.edu.sg

Master of Science in Business Analytics (MSBA)

The industry-linked professional consulting capstone project requires students to analyse and provide solutions to today's real-world business analytics problems.

4 months individual project with a company. Work to be done in NUS

Company submission period: Jan - April 2023

Project period: May - Aug 2023

Contact: MSBA@nus.edu.sg

Business Analytics (Undergraduate)

Students are expected to solve a real-world business analytics project proposed by a company which could include (but not limited to): data analytics, machine learning, design and development of interactive and performance dashboard, and data mining.

3 months group project with a company. Work to be done in NUS

Company submission period: **June - July 2023**
                                                     Nov - Dec 2023

Project period: **Aug - Nov 2023**
                                                     Jan - April 2024

Contact: shalinda@comp.nus.edu.sg

Information Systems (Undergraduate)

Students are required to develop a business information system by completing an entire Systems Development Life Cycle (SDLC) which includes gathering requirements, analysing requirements, designing the system (both software and hardware), implementing and deploying the system.

3 months group project developing software system for company. Work to be done in NUS

Company submission period: **June - July 2023**
                                                     Nov - Dec 2023

Project period: **Aug - Nov 2023**
                                                     Jan - April 2024

Contact: tanwk@comp.nus.edu.sg (Aug-Nov term); hsianghui@nus.edu.sg (Jan-April term)

ADVANCED COMPUTING FOR EXECUTIVES (ACE)


NUS National University of Singapore | Advanced Computing for Executives School of Computing

The NUS Advanced Computing for Executives is dedicated to equipping business leaders with the knowledge and skills necessary to effectively harness emerging technologies for digital transformation and competitiveness.

The impact of technologies on our daily lives cannot be overstated. At ACE, our expert faculty, researchers, and practitioners provide cutting-edge insights into the latest advancements in AI, machine learning, cybersecurity and financial technology. We also offer comprehensive courses in other critical areas such as blockchain, Cloud Computing, Internet of Things, and data and business analytics.

By participating in our programmes, you will gain a deep understanding of the latest technologies and their applications, enabling you to make informed decisions and effectively lead your organisation through the digital age. Don't miss this opportunity to enhance your skills and transform your business.

Join us for our upcoming courses, taking place in June and July. Discover how ACE can help you stay ahead of the curve and achieve your professional goals.
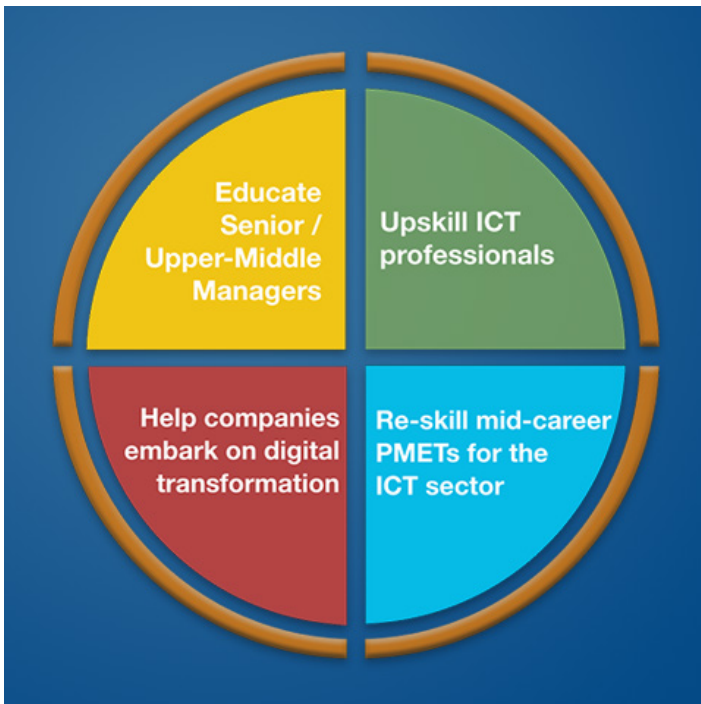
Courses

Advanced Professional Certificate in AI and ML for Executives and Technopreneurs:

https://ace.nus.edu.sg/advanced-professional-certificate-in-artificial-intelligence-and-machine-learning-for-executives-and-technopreneurs/

Professional Certificate in Computer Organisation

https://ace.nus.edu.sg/professional-certificate-in-computer-organisation/

Professional Certificate in Digital Marketing and Customer Insights

https://ace.nus.edu.sg/professional-certificate-in-digital-marketing-customer-insights/

Professional Certificate in Digital Leadership

https://ace.nus.edu.sg/professional-certificate-in-digital-leadership/

Professional Certificate in Digital Transformation: A Holistic Approach

https://ace.nus.edu.sg/professional-certificate-in-digital-transformation-a-holistic-approach/

Professional Certificate in Governance, Risk & Data Breach Management

https://ace.nus.edu.sg/professional-certificate-in-governance-risk-data-breach-management/

Professional Certificate in Infrastructure of the Metaverse

https://ace.nus.edu.sg/professional-certificate-in-infrastructure-of-the-metaverse/

Professional Certificate in Trisector Strategy and Innovation for Transformation

https://ace.nus.edu.sg/professional-certificate-in-trisector-strategy-and-innovation-for-transformation/

For enquiries, email soc-ace@nus.edu.sg for our programme advisors to assist you with your training objectives.

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