



## Media Release

### **SMU Academy and Straits Interactive announce new Advanced Certificate in Data Governance Systems**

*The programme will address data governance issues exacerbated by the pandemic and shortage of qualified data protection officers.*

*Broad range of course modules will deepen knowledge in ASEAN's new Data Management framework, Data Protection Audit Management and Mobile Apps*

**Singapore, 29 March 2022** - Singapore Management University's (SMU) professional training arm, SMU Academy, and Straits Interactive announced a new [Advanced Certificate in Data Governance Systems](#) which addresses data governance issues exacerbated by the pandemic and the shortage of qualified data protection officers. The programme is scheduled to begin in May 2022.

#### Programme Modules

The objective of this advanced certificate is to assist individuals and Small and Medium Enterprises (SMEs) to address the most pressing data issues in today's post-pandemic world. The programme consists of the following modules which can be taken in any sequence:

- Digital Data Governance Frameworks and Standards
- Data Protection Risks and Audit Management
- Mobile Applications: Privacy by Design and Design Thinking
- Concepts and Principles of Records Management in Today's Digital Environment
- Implementing a Compliance Management System ISO37301
- Implementing the Privacy Information Management Standard ISO27701

#### Preparing SMEs for Data Governance Management

Jack Lim, Executive Director, SMU Academy said, "In line with Singapore's goal to be a trusted business hub, the new Advanced Certificate prepares SMEs to effectively govern data and thrive in a digital ecosystem based on trust and accountability in the post-COVID-19 era. Combined with the existing data protection courses that we offer, SMU Academy now provides the most comprehensive adult-learning roadmap for data protection officers and professionals in Singapore."

Participants who successfully complete the Advanced Certificate in Data Governance Systems, as well as the existing Advanced Certificate in Governance, Risk Management and Data Compliance (GRC) will be awarded an *Advanced Diploma in Data Governance and Management by Singapore Management University*.

### Data Protection Oversight

Kevin Shepherdson, CEO, Straits Interactive said, “Straits Interactive is proud to partner SMU Academy yet again to help enhance data protection competencies in Singapore, taking into account the latest innovations and developments in the region. As we move into the post-pandemic phase, this new Advanced Certificate takes data protection competency to the next level towards data governance, covering specific areas such as compliance management systems, mobile applications, data protection audits and records management.”

SMU Academy strives to prepare Singapore’s workforce with the competencies and career resilience required for today’s rapidly changing world, especially in a post-pandemic world. The module ‘Data Ethics and AI Governance Frameworks’ under the Advanced Certificate in GRC was the first in Singapore to cover Data Ethics. The module on ‘Mobile Apps: Privacy by Design & Design Thinking’ will also be the first in Singapore to cover Design Thinking and Mobile Apps.

With the launch of the Advanced Certificate in Data Governance Systems, SMU Academy and programme partner, Straits Interactive now offer more than 25 data protection-related courses.

To date, these programmes have had more than 8,000 enrolments, covering the following specialisations:

- Advanced Certificate in Data Protection Principles
- Advanced Certificate in Data Protection Operational Excellence
- Advanced Certificate in Governance, Risk Management and Data Compliance
- Practitioner Certificate in Personal Data Protection

For media queries, please contact:

#### **Singapore Management University**

Ms Audrey Chan  
Senior Manager, Corporate Communications

Email: [audreychan@smu.edu.sg](mailto:audreychan@smu.edu.sg)  
Mobile: +65 9005 1615

#### **Straits Interactive Pte Ltd**

Ms Angela Schooling  
Marketing & Communications Director

Email: [angela@straitsinteractive.com](mailto:angela@straitsinteractive.com)  
Mobile: +65 9822 2625

## **About Singapore Management University**

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 to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 11,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

## **About SMU Academy**

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strategic links with leading businesses and industry. Leveraging on SMU's reputation and linkages, SMU Academy offers a comprehensive array of cutting-edge interdisciplinary programmes that supports lifelong learners in their pursuit of continuing education while helping organisations meet their upskilling and reskilling goals. <http://academy.smu.edu.sg/>

## **Straits Interactive**

Straits Interactive delivers end-to-end governance, risk and compliance solutions that enable trusted business and responsible marketing, especially in the area of data privacy and protection. Recently Data Protection Trustmark (DPTM) certified, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services.