



## Happy Holidays!

As the January 2024 semester ends, we hope that your holiday season has been both restful and eventful!

In this June 2024 edition of our newsletter, we'll provide insights into various academic requirements, offer a sneak peek of our visit to Bloomberg's office, and share ways to upskill yourself.

In our interview with Dr Carmen Lee, we'll also discuss how aspiring business analysts can prepare themselves for the age of artificial intelligence (AI). Be sure to check out the Python mini quiz at the end!

While we enjoy our summer break, let's continue to spread the good vibes within the SUSS BA family!

## *Kickstarting Q2 2024 with*

**Updated Academic requirements**

**SUSS SIG X Bloomberg Office Visit**

**Maximise Your Summer Break**

**AI and Business Analysis**

**Interview with Dr Carmen Lee**

**Mini Python Challenge**



Source: Flaticon

# Updates to Academic Requirements

Over the years, there have been some changes, ranging from course selection to policy details. It can be daunting to keep track of what is which, so we will be covering a few main changes that would be useful!

## 1. **eCE Exercise**

Most recently, the end-of-semester eCourse Evaluation (eCE) exercise platform has changed. It is now being conducted on Blue Explorance. Moreover, eCE is no longer connected with eCourse Registration (eCR), where completion of eCE does not affect their ability to partake in eCR. Just remember to check the deadline for each evaluation!

## 2. **Minor Requirements**

Requirements for minors have also changed. The credit unit (CU) requirement to complete a minor was 40 CU. For students enrolled in July 2023 onwards, this requirement is now 30 CU.

There have also been changes in the selection of minors. For example, students enrolled prior to January 2023 could take a minor in Psychology.

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That minor has since diverged into five different Psychology minors focusing on business, culture, education, forensics, and health.

To keep updated with the minors available, check the SUSS website or ask Student Services, as some minors may depend on their programme.

### **3. Pass/Fail Policy**

There are a few renditions of the Pass/Fail policy. For July 2022, students can pass/fail a maximum of 15 CU for both SUSS Core and non-SUSS Core courses. From July 2023 onwards, the revised policy provides students with separate limits for SUSS Core and non-SUSS Core courses. Full-time students can pass/fail a maximum of 40 CU for SUSS Core courses and 10 CU for any other courses. For part-time students with honours, it would be 20 CU for each course type. For part-time students without honours, it would be 15 CU each.

This may change over time, so checking the Pass/Fail policy via the Pass/Fail Conversion Application FAQ via eServices is recommended.

### **4. SUSS Core courses**

Before, there were SUSS Core courses with the course code SCO. Their last presentation was in July 2023. From then on, the current SUSS Core courses available have been changed to a different series of courses with the course code NCO. This includes newly enrolled SUSS students as well as currently enrolled students who have yet to complete their SUSS Core courses.

There is no doubt that changes will happen after this newsletter. As students, we want to make sure that we know what affects us. To do so, you can check the Student Portal for updates or changes and email Student Services.

# SUSS SIG X Bloomberg Office Visit

*On 3 May 2024, SUSS Investment Group (SIG) and Bloomberg hosted an Office Visit for SUSS students.*



*Michael Rubens Bloomberg*

*Source: Bloomberg*

## **Introduction to Bloomberg:**

When you think of “Bloomberg,” financial news might be the first thing that comes to mind. However, delve deeper, and you will discover that Bloomberg’s impact extends far beyond headlines. In 1981, Michael Rubens Bloomberg and his team had a vision of bringing transparency to the financial market, which led to the development of the core of its success—the Bloomberg Terminal.

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Today, Bloomberg is a global leader, providing real-time data, news and analytics to financial experts and investors worldwide. The acronym DANCE (Data, Analytics, News, Communication, Electronic Trading) encapsulates Bloomberg's commitment to serving and empowering its clients.

Also renowned for its extensive financial news coverage, Bloomberg publishes over 5,000 daily news pieces to keep its clients updated with accurate financial information. The "Instant Bloomberg Chat" runs 24/7 with multi-lingual Bloomberg Terminal experts ready to cater to the needs and queries of its 300,000 Bloomberg Terminal Subscribers worldwide.

FYI: Bloomberg Terminal subscription is priced at SGD 30,000 annually per user while its news subscription stands at SGD 400 annually.



***An employee working on the Bloomberg Terminal***

***Source: Bloomberg***

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### **Bloomberg's Office Culture:**

Transparency is the essence of Bloomberg's company ethos. Their open office space, devoid of cubicles and workstation partitions, fosters employee collaboration. A unique aspect of Bloomberg is the emphasis on a flat hierarchy which encourages teamwork across departments and regions. Furthermore, Bloomberg actively promotes employee philanthropy (even during work hours), fostering a sense of social responsibility.

Bloomberg's influence extends far beyond the realm of financial data. It cultivates a collaborative, diverse, and socially responsible community, shaping the future of innovation in finance while empowering individuals to make a positive impact.



### **An elite workforce: *Bloomberg Office Pantry (Singapore)***

Bloomberg invests heavily in its employees' professional development by providing mentorship programs and opportunities to pursue passions, explore diverse roles and collaborate across the organisation. As such, Bloomberg adopts a rigorous and selective employment process, including psychometric assessments, interviews, job shadowing, and language assessment, followed by a string of business interviews by the respective team leader and manager. The process ensures that Bloomberg only recruits the best and brightest individuals into their workforce, making its talented employees the "creme de la creme" of the financial market.

**Source: Bloomberg**

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# Bloomberg

## A glimpse of life at Bloomberg:

During the sharing session by current Bloomberg staff, they shared about their Bloomberg journey from being an intern to working full-time, as well as memorable encounters when resolving their client's queries. The staff unanimously agreed with Bloomberg's positive work culture, characterised by friendly and welcoming colleagues. Despite the stated official 8am-6pm office hours, the workload begins to lighten around 4pm as the employees from London and New York begin to take over the "Instant Bloomberg Chat" duty. Bloomberg's state-of-the-art offices creates a conducive work environment that fosters productivity and sparks admiration, making it a coveted workplace for aspiring employees.

If you are interested in a career with Bloomberg, visit [here](#) to find out more.

Source: Bloomberg



**BSBA Students during the Bloomberg office visit**

# Level Up: How Can You Maximise Your Summer Break



Source: Flaticon

Feeling lost on how to make the most of your semester break? Don't just waste time; take this golden opportunity to upskill and set yourself apart from the crowd! Here are a few skills you can start learning. Plus, we'll suggest the best tools and platforms to help you on your journey.

## Coding

For students considering a minor in Information and Communication Technology (ICT) or modules that involve coding, the semester break is the perfect time to enhance their skills. Coding's relevance across various fields is growing in today's digital landscape.

Platforms like Codecademy, Coursera and Udemy offer comprehensive courses tailored to various programming languages such as Python, Java and JavaScript. These resources are perfect for structured learning and self-paced progress.

## Structured Query Language (SQL)

SQL is a specialised programming language designed to manage data in relational database management systems. It is essential for performing various database tasks such as querying data, updating records, and managing database access. Since its development in the 1970s, SQL has become an industry standard, making it particularly useful for business analytics students when handling complex data manipulation.



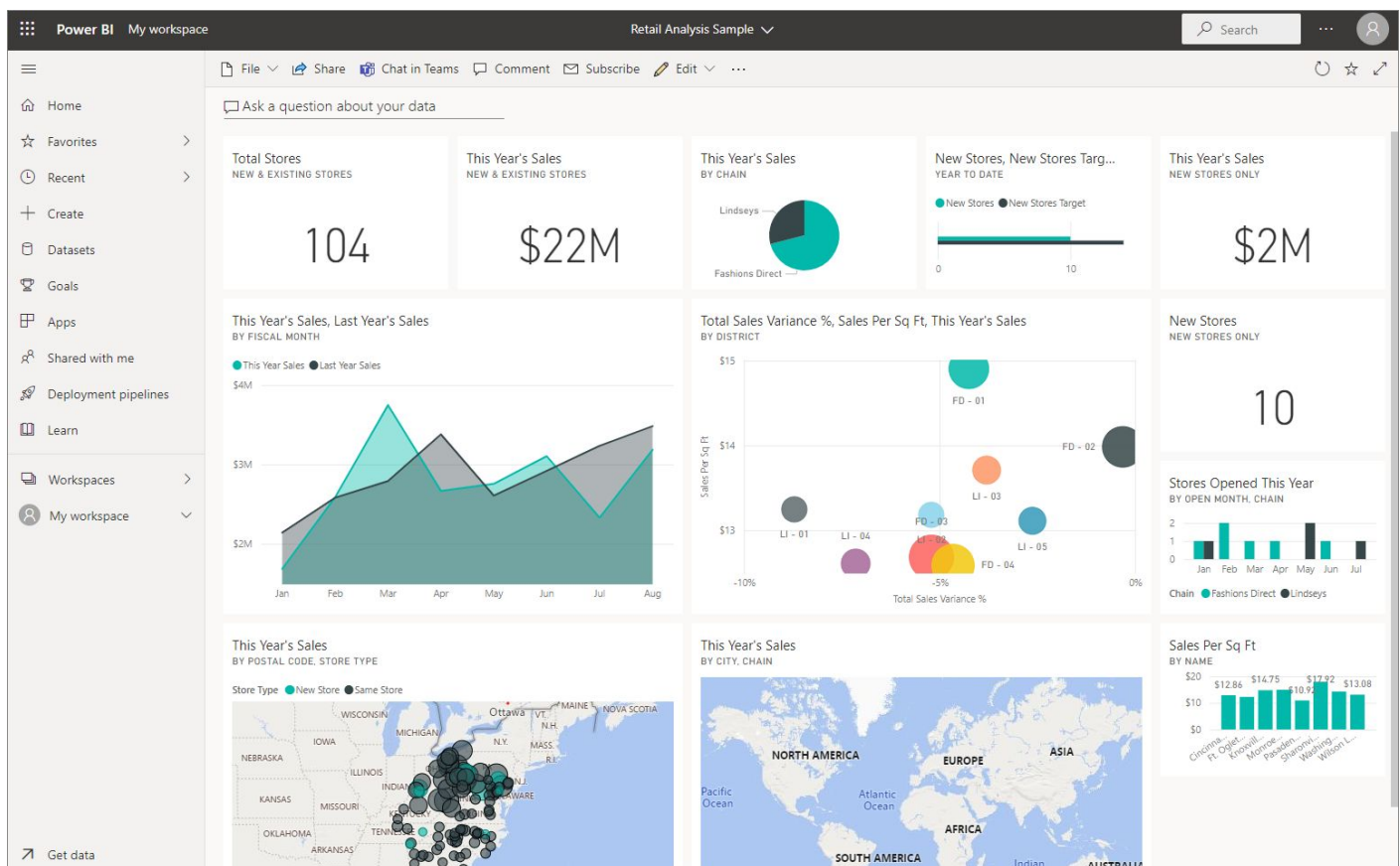
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SUSS provides access to several online platforms that facilitate self-paced learning. One notable resource is LinkedIn Learning, which offers a wide array of courses ranging from introductory to advanced levels of SQL. This platform allows us to enhance our SQL skills at our convenience and tailor our learning experience to our specific needs.

## PowerBI

Microsoft PowerBI is a powerful tool for visualising and analysing data to derive insights and make informed decisions. Familiarising yourself with PowerBI can greatly enhance your analytical capabilities and set you apart in the job market.

Microsoft offers free tutorials and resources to help you get started, and practising with real datasets can deepen your understanding and proficiency.



**PowerBI Dashboard**

**Source: Microsoft**

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## Foreign Language Proficiency

Are you planning to participate in Summer/Winter exchange programmes overseas? Now is the best time to pick up on their language during the break. Whether you're eyeing an exchange abroad in Berlin, Korea or Japan, dedicating yourself to language learning now can significantly enhance your experience and opportunities abroad.

Online platforms like Duolingo, Rosetta Stone and Babbel offer interactive lessons in multiple languages, allowing you to lay the foundation for effective communication before embarking on your exchange journey. By mastering the local language, you can not only navigate your host country with ease but forge deeper connections with its people and culture, enriching your time abroad.

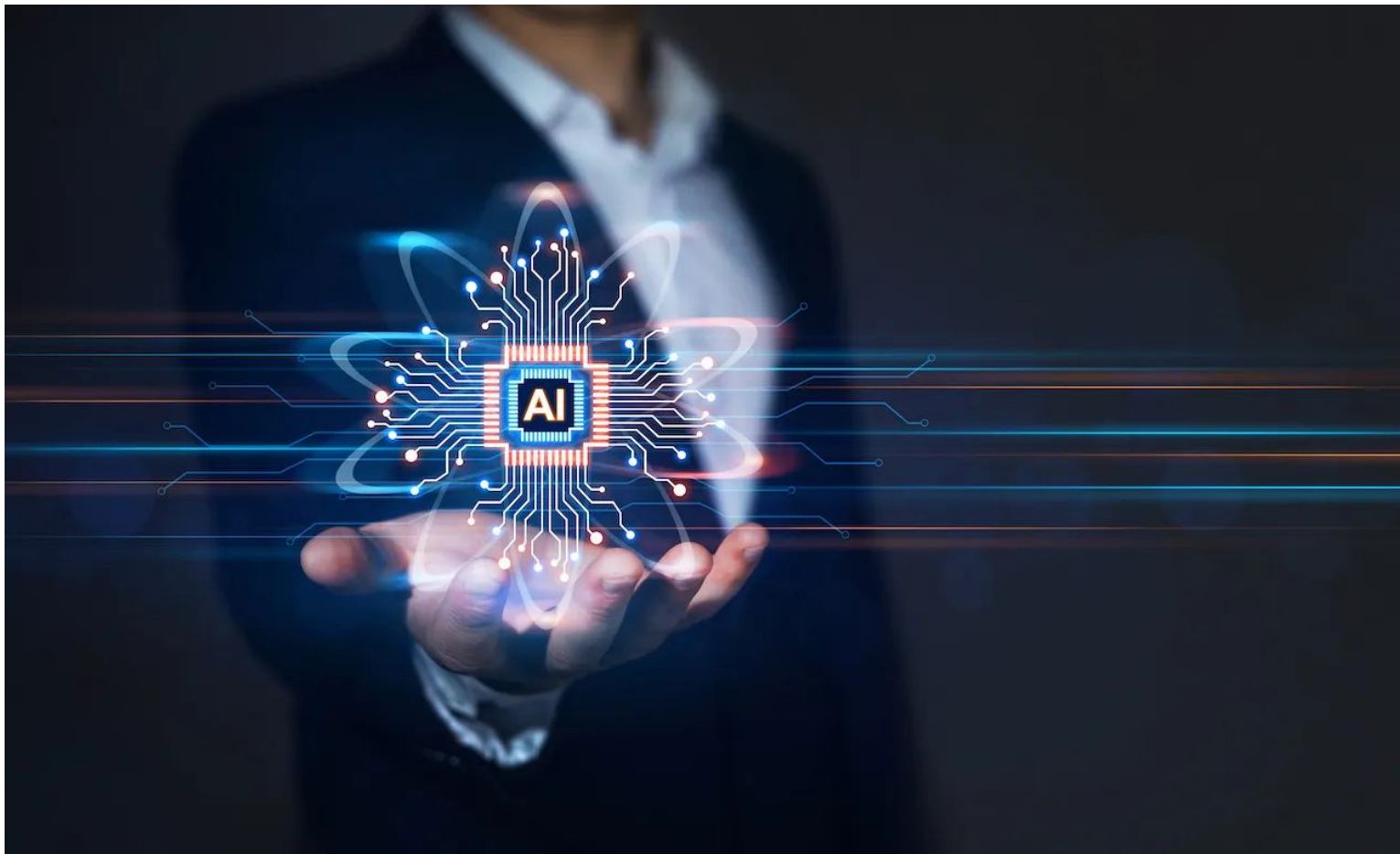
## Conclusion

This semester break offers students a valuable chance to enhance their skills and explore new interests. Whether you choose to delve deeper into various coding language or analytic applications, brush up on your language skills, or explore graphic design, the possibilities are endless. By taking advantage of this time, you not only enrich your knowledge and abilities, but also open doors to exciting opportunities in the future. So, seize the moment and make this semester break a time of growth and discovery while enjoying your well-deserved break after a long and hectic semester.



*Source: Vectorstock*

# AI and Business Analysis: A Dynamic Duo



*Image courtesy of Miha Creative, Adobe Stock*

In recent years, integrating AI into various industries has revolutionised business practices and transformed the business landscape. According to a recent report by Goldman Sachs, AI could potentially replace 300 million full-time jobs worldwide. The reassuring truth is that business analysis jobs cannot be easily replaced with AI. The reason lies in the unique value that these professionals bring to the organisation that AI struggles to replicate. Beyond mere data extraction proficiency, business analysts play a pivotal role in extracting, prioritising and refining requirements in collaboration with multiple stakeholders.

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## **Enhancing Business Analytics with AI: A Synergistic Approach**

AI is poised to significantly influence business analysis in 2024 and beyond. One key aspect highlighted was the automation of routine tasks. This empowers analysts to focus more on the strategic facets of their work, enabling them to delve deeper into data interpretation and strategic decision-making, driving greater value for businesses.



*Image courtesy of HGS*

## **Convergence of Generative AI (genAI) and Businesses**

As we stand on the brink of a new era in business analytics, genAI showcased its significant advancement in this field. The capabilities of genAI become more expansive as new models such as large language models (LLMs) generate text, images, music and even software code based on user prompts. Google's Gemini model stands as a beacon of progress with its multi-modal capabilities and problem-solving prowess proving a promising revolutionary shift in technology. With tailored LLMs and automated analytics, analysts can better access and develop data-driven solutions without relying solely on data scientists. Like social media algorithms, genAI is honed to provide more precise insight into business operations in certain ways and draw correlations between potential causes and effects. Early adopters of this technology reap significant benefits as tools become more attuned to the business data and its hidden pattern. Essentially, genAI fosters collaboration and prompt engineering skills across organisational levels and empowers more organisations to innovate in 2024 and beyond.

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## Strategising for Future Analytics

The future landscape of business analytics will see AI-driven, human-computer interaction becoming common. Analysts are expected to continuously learn the various tools used in the data analysis process to maximise productivity and stay competitive.

One soft skill that will emerge as mandatory is adaptability. The ability to incorporate AI into business operations will help businesses stay competitive in the ever-evolving market. It will be a major game changer in how organisations leverage information for growth and innovation.

Explore the complete article [here](#) to discover how AI will impact business analysis, and check out the full article [here](#) to learn the GenAI revolution transforming the role of business analysts.



*Image courtesy of Dr Carmen Lee*

*We are honoured to have the opportunity to interview the esteemed Professor Dr Carmen Lee, Senior lecturer of Business Analytics Programme. Dr Carmen generously shared her views on the evolving landscape of Business analysis. Additionally, she shared valuable advice for aspiring business analyst to better prepare themselves in this dynamic field.*

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## **Q. What are the major changes do you foresee future business analysts possess?**

**Dr Carmen:** In business analytics, programming skills have always been an important part of implementation. One significant shift I foresee is the increasing integration of genAI in code-writing processes. This shift is promising! It is tough to remember every little programming detail, especially with complex tasks. Using AI to code is like having a coding buddy who can help when analysts are stuck.

However, AI is not perfect. It makes mistakes too. So, the big question is: how can future business analysts make the most of this AI help? In my view, business analysts need to strengthen their fundamental knowledge of analytics, programming, and domain knowledge. While it may seem counterintuitive in an era where AI assistants abound, this knowledge remains invaluable. It enables analysts not only to articulate tasks clearly to AI but also to know where to trust and where not to trust when working with AI.



*Image courtesy of Fimber Elemuwa, Sitepoint*

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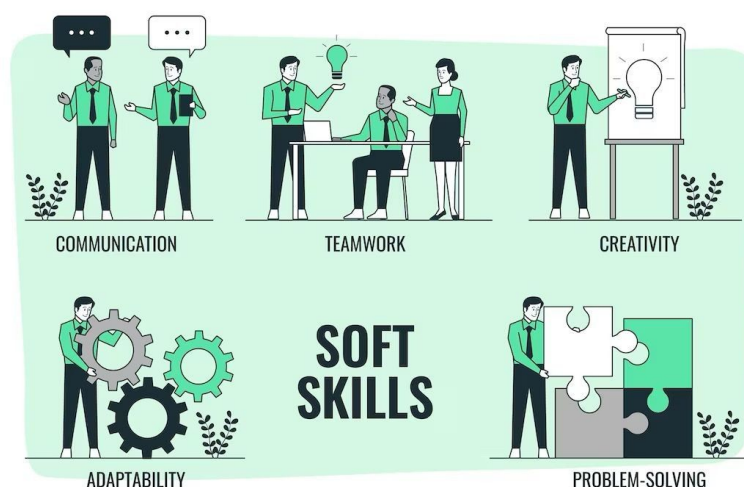
## Q. Given the new norm in the industry of using AI to complement business analytics work, what advice would you recommend aspiring business analysts to navigate this new landscape?

**Dr Carmen:** With the emergence of genAI, its role in complementing our work is undeniable. For aspiring business analysts, it is crucial to focus on developing skills that will remain relevant in the future rather than just the present. From my perspective, they should prioritise two categories of skills alongside analytics proficiency.

The first one comprises skills that are not easily replaced by AI. Examples include creativity, presentation skills, and communication skills. While AI can efficiently generate models and results, effectively conveying these findings to diverse audiences requires human insight.

The second category consists of skills we need when working with machines or AI. These include critical thinking. AI tools are getting better and better at creating fakes. There are fake images and fake videos; tomorrow there could be fake lectures feeding people with incorrect information. Therefore, critical thinking is essential for analysts to know how to critically evaluate the output from AI. Another example is research skills. Analysts need to cross-verify information obtained from AI against diverse sources.

By focusing on these skill sets, business analysts can position themselves to thrive in an AI-driven landscape, leveraging technology while preserving the unique value of human expertise and judgment.



*Image courtesy of Komal Shah*

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## **Q. What are some of AI-related topics you recommend students to explore to better equip themselves for the revolutionary changes?**

**Dr Carmen:** I recommend three key topics for students to explore. There are online platforms offering courses on these subjects.

The first topic is prompt engineering. Prompt engineering is becoming increasingly relevant, particularly as firms hire prompt engineers to design inputs for AI systems to generate outputs effectively. Understanding the nuances of crafting appropriate prompts is essential in various industries.

The second topic is transformer-based models that have garnered significant attention in the Natural Language Processing field. Given the importance of user-generated content, mastering transformer-based models for text analytics is invaluable. Students can begin by exploring techniques like BERTopic, which leverages transformers for topic modelling and offers superior semantic understanding compared to traditional models like Latent Dirichlet Allocation.

The third one is AI ethics, which is critical but often overlooked. AI could not exist without data as it relies on training data to generate results. Debates on ethical issues are more vigorous when personal data fuels AI applications. It has almost become a norm for firms to capitalise on the wealth of personal data from their customers to build profiling models and improve profitability. Even though data might be collected with the person's consent and knowledge for a specified purpose, they might live on permanently for other purposes or become accessible by third parties, posing threats to personal privacy and autonomy. Students equipped with a holistic understanding of ethical principles will be a valuable asset to a company when AI and Big Data collide in the future.

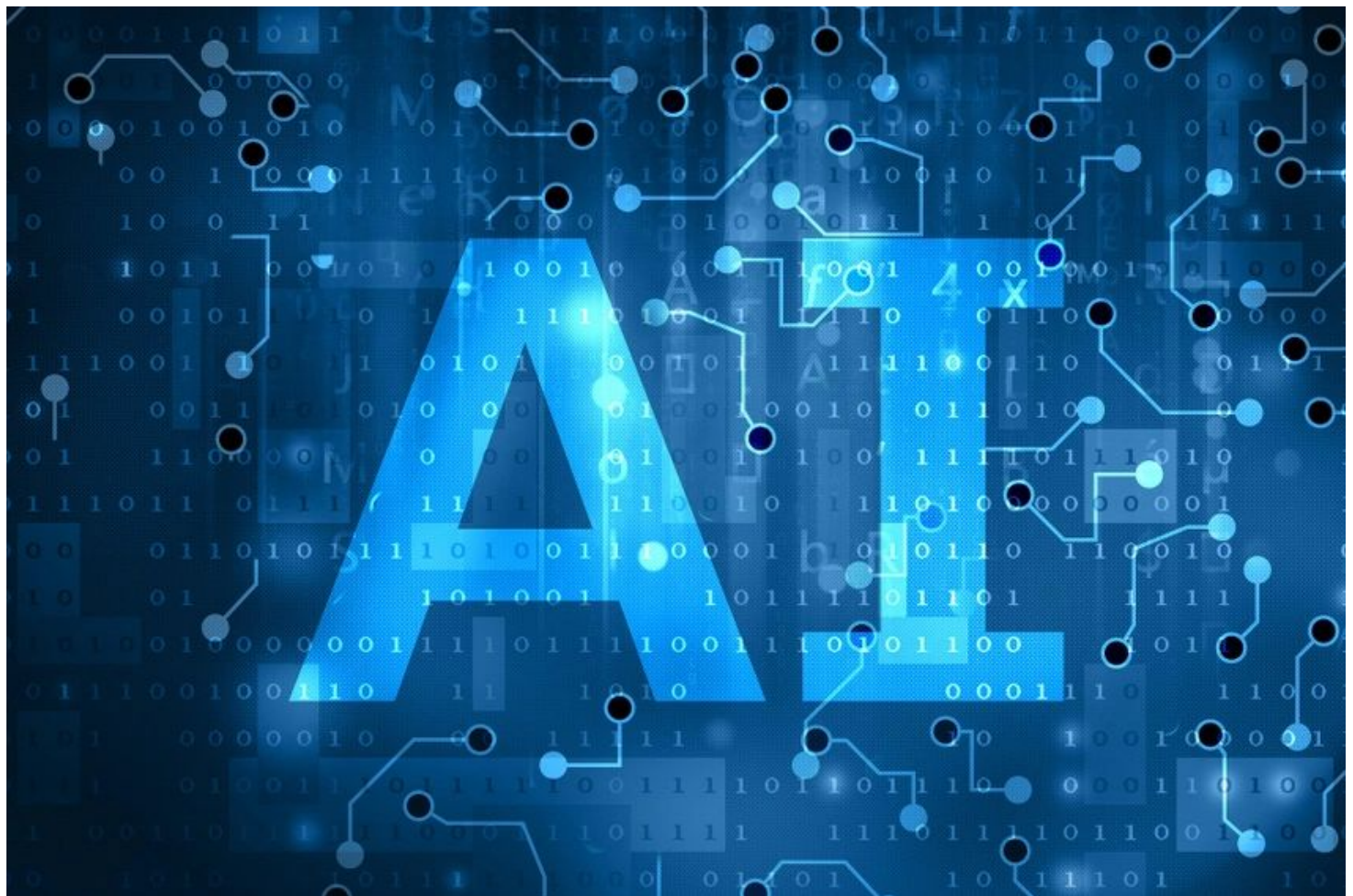


*Image courtesy of Jonathan Reed, Security Intelligence*



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Our interview with Dr Carmen has shed light on the constant adaptation of increasing integration of genAI in code-writing processes. Despite the advancement of technology, analysts should focus on strengthening fundamental knowledge in analytics and domain expertise to effectively leverage AI tools. Besides, it was highlighted that developing soft skills such as creativity, communication skills and more are elements that AI does not easily replace.. These unique values of human expertise and judgement are determining factors for analysts to thrive in an AI-driven landscape. Moving forward, Dr Carmen suggested a few areas of study that are crucial for navigating the ethical complexities of AI applications and underscore the importance of leveraging technology responsibly in the future. We extend our sincere gratitude to Professor Dr Carmen for her invaluable contributions and sharing to our newsletter.



***Image courtesy of Corey Nachreiner, Chief Security Officer,  
WatchGuard Technologies***

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## Mini Python Challenge

On Green Day, items in Goodman Supermarket that have any mention of the letter “G”/“g” are discounted 20% off, and assuming James bought one of each discounted item for that day, you are to display the items bought, discount subtracted, and the amount of cash James paid.

Items	Original Price (\$)
Sprite 500ml Bottle	1.80
GoodDay Chocolate Bar	3.50
Nescafe GOLD Coffee Powder	13.95
Milo Chocolate Malt Milk UHT Packet Drink	1.50
Sweet Potato by Bagman Cook	3.00
Frozen Beef Wellington	15.00
Kyoto-Imported Eggs	4.50

### Output Example:

Items Bought:

Sprite 500ml Bottle

GoodDay Chocolate Bar

Milo Chocolate Malt Milk UHT  
Packet Drink

Original Price: \$19.25

Discount (20%): \$3.85

Final Price: \$15.40

Look out for the solutions in the next issue!

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# Solution to Mini Python Challenge (Mar 2024 Issue)

```
numbers = [0, 14, 57, 29, 72, 43, 36, 8, 65, 91, 117]
even = []
odd = []

for i in numbers:
    if i % 2 == 0:
        even.append(i)
    else:
        odd.append(i)

print(even)
print(f"There are {len(even)} even numbers.\n")
print(odd)
print(f"There are {len(odd)} odd numbers.")
```