



SMU MITB Program Representatives Visit College to Advance Global Academic Exchange and Dual Degree Collaboration

On April 16, 2025, the College of Business had the honor of welcoming a delegation from the Master of IT in Business (MITB) Program, School of Computing and Information Systems, Singapore Management University (SMU). The delegation included Professor Dai Bing Tian, Director of the MITB AI Track, Dr. Yeo Lip Pin, Associate Director of Postgraduate Professional program, and Ms. Tracy Ran, Partnership and Engagement Manager. The purpose of the visit was to promote the dual degree collaboration and engage in face-to-face interactions with faculty and students.

The delegation was warmly received by Dean Chi-Jui Huang, GMBA Director Dr. Chia-Ying Chan, Director for AACSB Accreditation and International Relations Dr. Chun-Yu Lin, and Dr. Wei-Lun Chang, co-principal investigator of the Humanity-Social Sciences and Industrial Innovation Linkage Program, underscoring the College's strong commitment to international partnerships.

A dual degree program information session was held during the visit, drawing over 40 participating students. During the session, Professor Dai provided an insightful overview of the role and future development of artificial intelligence in modern technology and industry. Addressing students' common concerns regarding whether AI will replace humans, he emphasized the importance of striking a balance in the use of AI, advocating for smart, conscious use of technology to enhance learning, work, and daily life without overreliance. He stressed that humans should lead AI, leveraging its strengths as a supportive tool rather than being dominated by it. The session also covered key aspects of the MITB program, including curriculum design, internship opportunities, career development support, international exchange, and alumni career pathways. Students actively engaged with questions about application procedures and program details.

Following the information session, the SMU delegation and College faculty continued their discussion over lunch, exchanging insights on the current status and outcomes of the dual degree program, including the progress and experiences of students currently studying at SMU and their post-graduation career developments. The meeting also explored the

potential for short-term faculty visits and research collaboration between the two institutions, aiming to further deepen bilateral academic and research partnerships.

