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SOM | SCHOOL OF MANAGEMENT
UNIVERSITI SAINS MALAYSIA

Guide Book

POSTGRADUATE PROGRAMS BY COURSEWORK

SCHOOL OF MANAGEMENT
UNIVERSITI SAINS MALAYSIA

MASTER OF BUSINESS ANALYTICS

MASTER OF BUSINESS ANALYTICS (ONLINE)

2025/2026
www.usm.my

GUIDEBOOK

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USM Vision

"Transforming Higher Education for a Sustainable Tomorrow"

USM Mission

USM is a pioneering, transdisciplinary research intensive university that empowers future talents and enables the bottom billions to transform their socio-economic well-being.

CONTENT			PAGE

I. DEAN'S FOREWORD

Professor Dr. Noor Hazlina Ahmad
Dean, School of Management

Warmest Greetings and Welcome to the School of Management

It gives me a great pleasure to introduce you to the School of Management (SOM) Universiti Sains Malaysia. At SOM, we have approximately 3200 students (both undergraduates and postgraduates) and 68 dedicated and committed academic and administrative staffs. As you familiarize and get yourself acquainted to our school and USM campus, you will witness the strong sense of familiness which is at our core. We are dedicated to ensuring that our students are industry-ready and well-equipped with the future proof skills, hence our curriculum is designed and co-created with the industry partners and established agencies such as the Malaysia Digital Economy Corporation (MDEC) and Malaysian Bar Council.

At SOM, we are not only passionate about your academic achievement, but we care deeply about your overall well-being. You will soon realise that the school offers various activities that will help you sail your way through your academic life in a fun, enriching and enjoyable manner. The attitude of sensitivity and support reflects our approach in dealing with our students and the campus community.

We continuously strive to provide all students with access to an outstanding education and the future proof skills in an environment full of respect and inclusivity. The School of Management has a large composition of international students from various parts of the world including UAE, South Korea, Australia, China, Libya, United Kingdom, Jordan, Saudi, Egypt, Yemen, Iran, Qatar, Nigeria, Iraq, Pakistan, India, Lebanon, Oman, Ghana, Indonesia, Thailand and many others. Hence, we encourage everyone to embrace our differences and celebrate our commonalities, learn from them, value the civil exchange of ideas and uphold academic freedom as a vital part of our educational mission.

At the university level, our commitment to academic excellence, diversity, equity, and inclusion has made USM a university that is both nationally and internationally recognized. USM has been ranked 4th in the Times Higher Education (THE) Impact Rankings 2023 on sustainability out of over 1,200 institutions across 98 countries around the world. The ranking highlights the social and economic impact created by universities around the world, based on the United Nation's Sustainable Development Goals (SDGs).

Once you are a part of us, we do hope that you are proud of USM as we are. We look forward to watching your talents and creativity flourish during your time with us. We will make the best of your learning and living experience here at SOM and USM -- and importantly, we want you to know that we are here to support you in every step of the way once YOU ARE WITH US.

Thank you and best wishes.

Sincerely,

Professor Dr. Noor Hazlina Ahmad
Dean, School of Management
Also, a proud SOMer

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1.0 INTRODUCTION TO SCHOOL OF MANAGEMENT

1.1 SCHOOL OF MANAGEMENT

The School of Management at Universiti Sains Malaysia (USM) was established on 1 December 1989, and has offered a wide range of undergraduate and postgraduate programmes since its inception. The School initially launched the Bachelor of Management (Honours) degree with four (4) areas of specialisation: Finance, Marketing, Operations, and Organisational Behaviour. In response to the nation's growing demand for qualified accounting professionals, the School introduced the Bachelor in Accounting with Honours programme (formerly known as the Bachelor of Accounting (Honours)) in the 1999/2000 academic session. This marked a significant expansion in the School's academic offerings, aligning with national priorities and professional workforce needs. As part of its ongoing curriculum development, the School introduced the International Business major in 2008, followed by Islamic Finance in 2011, and most recently, Business Analytics, which was approved by the Ministry of Higher Education Malaysia in 2020. In addition to undergraduate programmes, the School of Management also offers a range of postgraduate programmes, including Master's degrees by Research, Coursework, and Mixed-Mode, as well as the Doctor of Philosophy (PhD). These programmes are designed to cultivate high-calibre talent equipped with advanced knowledge and skills to meet the evolving demands of academia, industry, and the public sector.

1.2 POSTGRADUATE PROGRAMS IN THE SCHOOL

The School of Management has been offering postgraduate level programs since the 1990s. These are the Master and Doctor of Philosophy (PhD) programs. Under the Master program, the School offers the Master of Arts (MA) (Accounting), MA (Finance) and MA (Management). Both MA and PhD are research-mode programs that require students to undertake a research project and write a thesis.

Since their introduction, both programs have seen an impressive increase in the number of students. The current number of MA and PhD students enrolled in the School is closed to 660 students from various countries including UAE, South Korea, Australia, China, Libya, United Kingdom, Jordan, Saudi, Egypt, Yemen, Iran, Qatar, Nigeria, Iraq, Pakistan, India, Lebanon, Oman, Ghana, Indonesia and Thailand. The School of Management, in fact, is one of the biggest schools in USM in terms of the number of research-mode postgraduate students.

The MA and PhD are offered on a full-time and part-time basis. International students, except for those coming from a few countries, are required to register on full-time basis, while local students can register for either full-time or part-time. A full-time

MA student will take between 2 to 6 semesters to complete, while a PhD between 4 to 10 semesters.

The School of Management also offers the Offshore PhD program with two universities abroad namely University of Indonesia and Minjiang University, China. Under this program, the School conducts special PhD training to the staffs and affiliates of these universities in their home countries.

For MA and PhD programs, students will conduct their research in one of the following research clusters:
- Enterprise Management Control
- Operations Management
- Human Capital Development.
- Technology Management.
- Finance
- Consumer Market Based Research.
- Internationalization
- Inclusive Entrepreneurship
- Business Analytics

2.0   MASTER OF BUSINESS ANALYTICS
MASTER OF BUSINESS ANALYTICS (ONLINE)

2.1   INTRODUCTION

Master of Business Analytics and Master of Business Analytics (for Open Distance Learning (ODL) mode, it called as Master of Business Analytics (Online), with course code "D") is designed to produce skilled talents in Business Analytics to meet the needs of talent in the big data era and the industrial revolution 4.0. The programs answer the industry's demand for a skilled pool of graduates who can apply data analytics skills to solve business challenges. It also provides exposure to students for circumventing the practical-based business analytics problem. This program is suitable for fresh graduates who plan to pursue a career in the business analyst industry and working adults who seek career advancement or change.

2.2   PROGRAM OBJECTIVES

The objectives of the Master of Business Analytics and Master of Business Analytics (Online) program are:

(a)   to integrate three levels of analytics, namely descriptive, predictive and prescriptive in management analytics and industry analytics;

(b)   to use appropriate analytical methods to translate and analyze, integrate and subsequently make decisions based on a large database;

(c)   to gain the soft skills and technical skills needed as an effective business analyst;

(d)   to continue lifelong learning and contribute to the resilience of the organization and society in general through decisions based on big data; and

(e)   to demonstrate analytical skills in data mining and management.

2.3   PROGRAM OUTCOMES

Students who have completed Master of Business Analytics and Master of Business Analytics (Online) studies at the School of Management are expected to demonstrate:

(a)   the ability to apply data and analytical knowledge in making holistic assessments when analyzing and solving business problems;

(b)   the technical skills to interpret analytical models in business decision making;

(c)   critical thinking and analytical skills in translating data into a clear view of an effective action plan to solve business problems;

(d)   effective communication and leadership skills presentation of analytical results to technical and non-technical groups;

(e)   the use of social skills, teamwork skills and responsible attitude when making business decisions;

(f)   the ability to make data management decisions in a transparent, professional and ethical manner;

(g)   the ability to foster lifelong learning practices and strive for the latest state-of-the- art tools and technologies;

(h)   entrepreneurial skills in business and industrial analytical data management;

(i)   leadership skills in problem-solving involving data.

2.4   STRUCTURE OF PROGRAM

In order to qualify for Master of Business Analytics and Master of Business Analytics (Online) degree, students are required to accumulate **42 credits** over a period of **not less than 2 semesters**. The distribution of units is shown as below:

Program Requirement	Course Code Classification	No. of Credits
Common Core	**T**	24
Elective	**E**	12
Project	**P**	6
	TOTAL	**42**

2.5 LIST OF COURSES

2.5.1 <u>Common Core</u> (T)

- Six (6) Compulsory Courses/ 24 Credits

Code	Course Units	Course Title
ABW501/ABW501D	4	Analytics Edge
ABW503/ABW503D	4	Management Insights
ABW504/ABW504D	4	Statistics for Analytics
ABW505/ABW505D	4	Data Programming and Predictive Analytics for Business
ABW506/ABW506D	4	Data Storytelling and Visualization
ABW507/ABW507D	4	Research Method

2.5.2 <u>Elective</u> (E)

- Choose any three (3) courses/ 12 Credits

Code	Course Units	Course Title
ABF502/ABF502D	4	Accounting and Finance Analytics
ABF503/ABF503D	4	Financial Technology and Digital Innovation
ABF507/ABF507D	4	Economic Insights
ABM502/ABM502D	4	Marketing Analytics
ABM503/ABM503D	4	Web and Social Media Analytics
ABO502/ABO502D	4	Human Resource Analytics
ABO503/ABO503D	4	Collaborative Foresight
ABP502/ABP502D	4	Data-Driven Insights and Actions
ABP503/ABP503D	4	Advances in Digital Technology

2.5.3 <u>Project</u> (P)

- One (1) compulsory course/ 6 Credits

Code	Course Units	Course Title
ABW508/ABW508D	6	Analytics Lab

2.6 Course Registration Planning Schedule

2.6.1 (a) Suggested Academic Plan for Full-Time Mode (1 year) - Conventional

Program Requirement	Semester 1		Credit Hour	Semester 2		Credit Hour
	Course			**Course**		
Common Core	ABW501/4 Analytics Edge		4	ABW503/4 Management Insights**		4
	ABW505/4 Data Programming and Predictive Analytics for Business		4	ABW504/4 Statistics for Analytics		4
	ABW507/4 Research Method**#		4	ABW506/4 Data Storytelling and Visualization		4
	Total		**12**	**Total**		**12**
Elective*	ABO503/4 Collaborative Foresight [A]		4	ABM503/4 Web and Social Media Analytics [A]		4
	ABF502/4 Accounting and Finance Analytics [A]		4	ABP502/4 Data-Driven Insights and Actions [A]		4
	ABF507/4 Economic Insights [B]		4	ABO502/4 Human Resource Analytics [B]		4
	ABM502/4 Marketing Analytics [B]		4	ABF503/4 Financial Technology and Digital Innovation [B]		4
				ABP503/4 Advances in Digital Technology [B]		4
	Total (Select 2)		**8**	**Total (Select 1)**		**4**
Project				ABW508/6 Analytics Lab**#		6
Total Credit Hours			**20**			**22**

Notes:
**ABW503/4, ABW507/4 and ABW508/6 are being offered every semester.
ABW507/4 is a prerequisite course for ABW508/6.
[A, B]You can only choose one course in A and B, respectively, in each semester.

2.6.1 (b) Suggested Academic Plan for Part- Time Mode (2 Year) - Conventional

Semester 1		Semester 2		Semester 1		Semester 2	
Course	**Credit Hour**	**Course**	**Credit Hour**	**Course**	**Credit Hour**	**Course**	**Credit Hour**
ABW501/4 Analytics Edge	4	ABW503/4 Management Insights	4	Elective I*	4	ABW508/6 Analytics Lab	6
ABW505/4 Data Programming and Predictive Analytics for Business	4	ABW504/4 Statistics for Analytics	4	Elective I*	4	Elective II*	4
ABW507/4 Research Method	4	ABW506/4 Data Storytelling and Visualization	4				
Total	**12**	**Total**	**12**	**Total**	**8**	**Total**	**10**

See notes for table under full-time mode above.

Elective I	Elective II
ABF502/4 Accounting and Finance Analytics	ABO502/4 Human Resource Analytics
ABO503/4 Collaborative Foresight	ABP502/4 Data-Driven Insights and Actions
ABM502/4 Marketing Analytics	ABM503/4 Web and Social Media Analytics
ABF507/4 Economic Insights	ABF503/4 Financial Technology and Digital Innovation
	ABP503/4 Advances in Digital Technology

2.6.2 (a) Suggested Academic Plan for Full-Time Mode (1 year) - Online

Program Requirement	Semester 1 Course	Credit Hour	Semester 2 Course	Credit Hour
Common Core	ABW501D/4 Analytics Edge	4	ABW503D/4 Management Insights**	4
	ABW505D/4 Data Programming and Predictive Analytics for Business	4	ABW504D/4 Statistics for Analytics	4
	ABW507D/4 Research Method**#	4	ABW506D/4 Data Storytelling and Visualization	4
	Total	**12**	**Total**	**12**
Elective*	ABO503D/4 Collaborative Foresight [A]	4	ABM503D/4 Web and Social Media Analytics [A]	4
	ABF502D/4 Accounting and Finance Analytics [A]	4	ABP502D/4 Data-Driven Insights and Actions [A]	4
	ABF507D/4 Economic Insights [B]	4	ABO502D/4 Human Resource Analytics [B]	4
	ABM502D/4 Marketing Analytics [B]	4	ABF503D/4 Financial Technology and Digital Innovation [B]	4
			ABP503D/4 Advances in Digital Technology [B]	4
	Total (Select 2)	**8**	**Total (Select 1)**	**4**
Project			ABW508D/6 Analytics Lab**#	6
Total Credit Hours		**20**		**22**

Notes:
**ABW503D/4, ABW507D/4 and ABW508D/6 are being offered every semester.
ABW507D/4 is a prerequisite course for ABW508D/6.
[A, B]You can only choose one course in A and B, respectively, in each semester.

2.6.1 (b) Suggested Academic Plan for Part- Time Mode (2 Year) - Online

Semester 1		Semester 2		Semester 3		Semester 4	
Course	**Credit Hour**	**Course**	**Credit Hour**	**Course**	**Credit Hour**	**Course**	**Credit Hour**
ABW501D/4 Analytics Edge	4	ABW503D/4 Management Insights	4	Elective I*	4	ABW508D/6 Analytics Lab	6
ABW505D/4 Data Programming and Predictive Analytics for Business	4	ABW504D/4 Statistics for Analytics	4	Elective I*	4	Elective II*	4
ABW507D/4 Research Method	4	ABW506D/4 Data Storytelling and Visualization	4				
Total	**12**	**Total**	**12**	**Total**	**8**	**Total**	**10**

See notes for table under full-time mode above.

Elective I	Elective II
ABF502D/4 Accounting and Finance Analytics	ABO502D/4 Human Resource Analytics
ABO503D/4 Collaborative Foresight	ABP502D/4 Data-Driven Insights and Actions
ABM502D/4 Marketing Analytics	ABM503D/4 Web and Social Media Analytics
ABF507D/4 Economic Insights	ABF503D/4 Financial Technology and Digital Innovation
	ABP503D/4 Advances in Digital Technology

2.7   SYNOPSIS COURSES

2.7.1   **ABW501/ABW501D** - ANALYTICS EDGE

This course explains the scientific process of transforming data into insights for analytics-driven business decision making. It covers the methodologies, issues, and challenges related to analysing business data. It prepares students to understand business analytics and become leaders in these areas. Students will learn to apply analytical tools, algorithms and methodologies to solve business problems. Students will also go deeper into advanced investigative and computational methods for developing their personal analytical skills and perspectives. RapidMiner or other potential analytical tools will be used whenever applicable based on simulated business examples.

2.7.2   **ABW503/ABW503D** - MANAGEMENT INSIGHTS

This course aims to provide students with important management theory, concepts and techniques in the context of management research. It will expose students to the basics of each level of analytical data. Students will also be exposed to the latest environmental changes and management techniques in the context of real work situations.

2.7.3   **ABW504/ABW504D** - STATISTICS FOR ANALYTICS

This course is designed to give students exposure to the basics concept of statistics being used in business and management. Students will be introduced to descriptive statistics, basic probability, probability distributions, estimation and confidence intervals, hypothesis testing and correlation and regression analysis. This course will enhance the student's capability to make analysis decisions and use them in solving business and management problems. Statistics are also used to show the importance of business and management sustainability, and to measure the development of a sustainable or green economy.

2.7.4   **ABW505/ABW505D** - DATA PROGRAMMING AND PREDICTIVE ANALYTICS FOR BUSINESS

This course aims at providing the students with both the general programming concepts as well as hands-on sessions on practical knowledge in Python or R for business and management applications. It equips the students with skills to design and write algorithms, as well as to use the available Python or R packages, for decision making to solve business and management problems. The course also explains the predictive modelling techniques and their core principles, whereby students will learn a solid foundation of predictive analytics, which refers to tools and techniques for building

statistical or machine learning models to make predictions based on the business datasets. The techniques discussed are applied in all functional areas within business organizations including talent management, finance, international business, accounting, marketing and operations management. Students will be able to determine what kinds of predictions they can make to create future strategies and be prepared to take full advantage of analytics to create effective data-driven business decisions.

2.7.5 **ABW506/ABW506D** -DATA STORYTELLING AND VISUALIZATION

This course provides students with an understanding of the keys to data storytelling – data, visuals and narrative in the global business environment. Students will learn on the strategies for effective storytelling in analysing business problems and communicate important insights to the audience using a variety of visualization tools. At the end of this course, students will be able to enhance their ability to understand the context of the data, choose an effective visual design, communicate effectively with the data and make better data-driven business decisions.

2.7.6 **ABW507/ABW507D** - RESEARCH METHOD

This course provides students with basic concepts and the process of conducting research including various research methods and designs. Students will acquire the knowledge and skillsets to undertake original research with good ethical research practices.

2.7.7 **ABF502/ABF502D** - ACCOUNTING AND FINANCE ANALYTICS

The fourth industrial revolution requires the integration of interdisciplinary knowledge. This course fulfils the needs of businesses to analyse ready-data from accounting and finance. A future company needs to generate essential information from accounting and financial data and linked up this information with the company's external information like those from social media, demographic and macro-economy. For this purpose, besides solid knowledge in accounting and finance, practical knowledge to handle data with sophisticated tools and software is also needed to ensure that students are able to understand the relationships in the unprecedented amount of data flowing into the organizations.

2.7.8 **ABF503/ABF503D** - FINANCIAL TECHNOLOGY AND DIGITAL INNOVATION

This course provides knowledge on financial technology starting with the basics of finance and its instruments. It introduces students to the Fintech landscape that has the potential to disrupt traditional financial methods, ecosystems, global and local evolution. It also exposes advanced

technologies such as artificial intelligence, machine learning, robot process automation and more, and discusses how technology can help industry and society towards a more inclusive, competitive and sustainable financial.

2.7.9   **ABF507/ABF507D** - ECONOMICS INSIGHTS

This course is designed to expose the students on how choices are made to allocate scarce resources with competing uses, depending on overall, national as well as international, economic conditions. It is a discipline that combines microeconomic theories and macroeconomic theories with management practice by applying the latest techniques on big data analysis.

This course, therefore, incorporates wide-ranging relevant topics such as knowing the markets in which the businesses are operating in, price and non-price strategies, production function in the microeconomic environment and later be complemented with several economic conditions such as monetary policies, fiscal policies, and relevant macro policies for open economies as well as win-win business outcomes with regards to environmental preservation and social interest.

It provides an illustration of economic theory and concepts on how economic analysis can assist in the decision-making process which is essential for business leaders for managing an organization for sustainability and equality.

2.7.10   **ABM502/ABM502D** - MARKETING ANALYTICS

This course will introduce students to the tools and techniques behind a systematic and analytical approach to marketing decision-making. Students will be exposed to the analytic challenges faced in marketing and introduced to four fundamental marketing strategy principles that can help address the challenges. Students will develop analytic competencies pertaining to the four principles by learning how to measure customer preferences, establish different ways for market segmentation, identify potential or attractive customers to target, determine the best positioning for a brand and developing new products that add value through techniques like conjoint analysis, cluster analysis, positioning maps, logistic regression, response and choice models. Data analysis will be carried out via Marketing Engineering (MeXL) analytic tool, which is an add-on to Excel.

2.7.11   **ABM503/ABM503D** - WEB AND SOCIAL MEDIA ANALYTICS

The digital technologies of web and social media applications have fundamentally reshaped marketing theory and practice over the last decade and have led to a drastic shift in quality and quantity of information we are able to capture, store and analyse. With this proliferation of data has come an increasing need for many businesses to better understand and react to

various customer characteristics. This course is designed to provide the skills and tools needed for students to recognize the role of web and social media analytics within the digital marketing landscape.

2.7.12 ABO502/ABO502D - HUMAN RESOURCE ANALYTICS

Human Resource Analytics provides a clear and easy-to-understand human resource management process. This is a course that provides insights into advanced human resource management, taking into account the use of virtual data analysis to create an efficient human resource management system. This course also provides exposure to talent management according to industry suitability and management direction. The subject will expose students to effective work processes, data analysis techniques using the SPSS statistics package and further interpret the results, helping to convey the potential of human resource analysis to make the most of existing human resources. Case study methods are also used to provide exposure to each of these human resource management practices.

2.7.13 ABO503/ABO503D - COLLABORATIVE FORESIGHT

The complexity of the future can be overwhelming and adapting to change is inevitable. It is therefore important for organizations to prepare for the future in order to remain competitive in today's rapidly changing business environment. Collaborative foresight is critical to acknowledge the possibility of multiple futures to accelerate organizational development. It enhances organizational resilience by improving ideation, problem definition and consensus in long-term strategies. Students will be exposed to a wider perspective on today's drivers of change for organizations to increase the variety of perspectives in scenario creation and make appropriate decisions, in order to harness the potential of new possibilities of the future.

Students will learn various strategic tools and statistical techniques to make predictions on various scenarios which will result in improved strategic options. The strategic tools such as 'TOWS Matrix', 'Competitors Analysis', 'Business Portfolio Matrices', 'SPACE Matrix' will be aligned with the statistical tools such as Artificial Intelligence, RapidMiner and other related tools will be applied to produce Scenario Planning and solution ideas. In this case, students will learn the techniques and analytics to generate future scenarios, assess the impacts of those futures and craft suitable strategies that are resilient to different future outcomes.

2.7.14   **ABP502/ABP502D** - DATA-DRIVEN INSIGHTS AND ACTIONS

This course describes the concepts and techniques of data analysis and action research. Students   will learn the importance and development of data. Students will learn to design models using analytical tools and techniques. Students will learn to create models based on blending techniques and tools such as simulation and optimization to identify actions in data analysis. They will also learn to develop the critical thinking skills needed and make predictions in the   context of management. In addition, students will learn to select and apply such analytical data   processes and methods. RapidMiner or other potential analytical tools will be used based on   management cases.

2.7.15   **ABP503/ABP503D** - ADVANCES IN DIGITAL TECHNOLOGY

The rapid evolution of digital technologies is creating not only new opportunities for our society   but challenges to it as well, and institutions of every stripe are grappling to respond by adapting   their strategies and activities. Corporations and governments are reorganizing to enhance productivity, improve quality, and control costs. Entire industries have been restructured to better   align themselves with the realities of the digital age. It is no great exaggeration to say that   information technology is fundamentally changing the relationship between people and knowledge. Thus, this course will expose the students to the concept, application and practice of   the advancement of digital technology.

2.7.16   **ABW508/ABW508D** - ANALYTICS LAB

This course is designed for students to apply analytical skills in business problems in the global   business environment. The course provides an opportunity for students to leverage data analytics   in analysing business problems and recommend a feasible business solution. In this course, students can choose one of the options; first, use the real dataset from industry or simulated   dataset from the website and second, collaborate with analytics teams in organizations to obtain   small analytics projects and solve real-life cases. At the end of this course, students will be able   to conduct analytics lab projects based on their area of interest and make a better business   decision.

3.0 ACADEMIC SYSTEM

3.1 COURSE REGISTRATION ACTIVITY

Self-registration must be done according to the stipulated dates found in the offer package for admissions to USM and the academic calendar. Latest announcements for course(s) registration are readily available from the Institute of Postgraduate Studies (IPS) website at www.ips.usm.my.

Original document of degree certificates and academic transcripts must be presented for verification at the time of registration as stipulated in the checklist of the registration guide. Other required documents/forms (as in the registration checklist) are required to be submitted to IPS during registration.

Postponement of registration is allowed for genuine cases. Official request can be submitted to IPS for consideration. If your request is approved, new offer letter or letter of offer extension will be issued. If it is not approved, you can re-apply for the same program without any penalty at https://onlineips.usm.my/admission/

A USM registered student, either on a full-time or part-time basis is not allowed to register for another degree with any other University either local or abroad. Every registered student will be given an official email address that serves as a single unique ID for all USM applications.

3.2 CANDIDATURE MATTERS

3.2.1 Duration

A student who register for postgraduate study must fulfil the duration of candidature as stated in the offer letter.

Programme	Full-time		Part-Time	
	Minimum	Maximum	Minimum	Maximum
Coursework/ Mixed Mode	1 year / 2 semesters	2 years / 4 semesters	2 years / 4 semesters	4 years / 8 semesters

3.2.2 Renewal of Registration and Course(s) Registration

It is the responsibility of a student to renew registration every semester and pay tuition fees within the renewal registration period. The announcement for the registration renewal and courses registration period will be published on the IPS website, www.ips.usm.my, usually two (2) months before the commencement of the new semester. Student are advised to check the website regularly for information updates prior to the registration period.

3.2.3 Renewal of Registration

Renewal of registration is compulsory to be completed via the Campus Online Portal (http://campusonline.usm.my) before the beginning of each semester.

3.2.4 Coursework / Mixed Mode

Login to the Campus Online Portal and click 'Online Reg'. You will be directed to course registration page. Complete the course selection process until invoice of the fees is generated. Fees payment need to be made before the new semester commence.

3.2.5 Payment of Tuition Fee

Renewal of registration is considered complete upon completion of tuition fee payment. All payments MUST be cleared by the stipulated period to avoid the late registration penalty. A copy of bill and proof of payment/scholarship letter MUST be sent to the Bursary and IPS within the renewal period of every semester.

Students who have renewed the registration via online but do not complete the payment within the stipulated period will be considered as registering late and as such, are liable for the late registration penalty of RM200. Students who fail to renew the registration within the stipulated period (without justifiable reasons) will be terminated from their studies.

If any course(s) to be registered for that semester is not offered, students can apply for postponement of studies for that semester. Hence, renewal of registration is not required but the postponement request must be made before the date of the new semester commence.

Coursework and Mixed-Mode Full-time students must register for at least two (2) courses each semester.

Part-time students are required to register for at least one (1) course each semester (excluding project/dissertation/ repeating courses).

3.2.6 Malaysian Culture & Malay Language (LKM 111)

Compulsory for all international students and to be passed prior to graduation*. The minimum required passing grade is C. Registration of the course is at the School of Languages, Literacies and Translation.

3.2.7 Pre- Requisite Course(s)

Registration of all pre-requisite courses (if applicable) must be done within the first week of the semester. Students need to complete the pre-requisite form, obtain approval from the respective School/Centre/Institute and submit to IPS together with the evidence (receipt) of payment. Pre-requisite form is available at IPS or can be downloaded from IPS website.

3.2.8 Add/Drop of Courses for Coursework & Mixed Mode Students

Any add/drop of course(s) must be made using the Add/Drop form available at IPS website. The form must be signed by the respective Dean/Director/Deputy Dean and submitted to IPS immediately. Final confirmation of course registration after the add/drop of courses can be checked through Campus Online Portal (http://campusonline.usm.my).

Course(s) can be added within the first two (2) weeks of the semester. The application must be made using the Add/Drop Form.

Course(s) can be dropped up to the sixth (6) week after the semester commence. Tuition fee will be credited into the student's account for the following semester if the course(s) is dropped within the first two (2) weeks of the semester. No refund will be made for courses dropped after the second (2) week of the semester.

The application must be made using the Add/Drop Form.

a) Students are required to check the final list of courses registered through the Campus Online Portal before the ninth (9) week of the semester.

b) For Malaysian Culture & Malay Language (LKM 111), add/drop of course can be done at the School of Languages, Literacies and Translation, within the first week of the semester.

3.2.9 Postponement of Studies

Postponement of studies is only allowed after registration and completion of at least one (1) semester, except for medical or valid personal reasons. Postponement Form is available at IPS website. Students are allowed to postpone their studies maximum of two (2) semesters throughout the entire duration of the candidature period.

3.2.10 Conversion of Status

Student can apply for conversion of status from full-time to part-time or vice versa. Application must be made using the Conversion of Status Form available at IPS website. The conversion of status is only permitted twice during the entire period of candidature.

3.2.11 Extension of Candidature

Application for extension of candidature must be made two (2) months prior to the date of expiration of a student's candidature. The maximum period of extension allowed is two (2) semesters only. Application must be made using the available form at IPS website.

3.2.12 Withdrawal from the Programme

Withdrawal from programme can be made by sending a withdrawal letter to Dean/Director of School/Centre/Institute.

3.2.13 Change of Mode Study

Student must submit a new application together with the processing fees for change of mode of study.

3.2.14 Termination of Candidature

The University reserves the right to terminate a student's candidature based on:

a) Student's failure to renew the registration before new semester commences.
b) Unsatisfactory academic performance (Coursework/Mixed mode)/research progress (Research mode)
c) Failure to pay the tuition fees
d) Maximum candidature

3.2.15 Reactivation of Candidature

Student may reactivate his/her candidature within 1 year after termination subjected to period of candidature. Reactivation for research mode student (terminated due to maximum period of candidature) will only be considered if the student submits eight (8) draft copies of thesis within one (1) year from the date of maximum candidature. The reactivation of the candidature is subjected to the decision of the University.

3.3 EXAMINATION AND GRADUATION REQUIREMENTS

Examinations are conducted at the end of each semester. Examination slip is required for admission into the Examination Hall and can be printed from the Campus Online Portal (http://campusonline.usm.my). It is the responsibility of the student to comply with and to be present at the Examination Hall during the stipulated time, date and place of the examination.

If student is unable to sit for examination, the student is required to immediately notify the Examination Section (Registry Department) in writing and attach evidence (if any) to accompany the notification. Students must comply with all academic requirements (for lectures, tutorials, practical, etc.) to qualify them to sit for the examinations.

The examination process is based on the principle of continuous assessment that comprises the coursework and the written examination components. The coursework component can be based on participation in tutorials, tests, essays, project work, studio work, fieldwork, etc.

Performance is assessed according to the examination and/or coursework grading method, using the Cumulative Grade Point Average (CGPA), based on the following scale:

Graded	Points	Master Degree
A	4.00	Pass
A-	3.67	
B+	3.33	
B	3.00	
B-	2.67	
C+	2.33	
C	2.00	Fail
C-	1.67	
D+	1.33	
D	1.00	
D-	0.67	
F	0.00	

Obtain a CGPA of 3.00 and above for the programme.

Achieve a minimum grade C+ for all master degree courses. Courses that are graded as follows will not be taken into account in the calculation of the GPA & CGPA.

- TL (Incomplete)
- DK (with permission)
- P/F (Dissertation)
- Courses with code Y & Z

Dissertation course for Mixed Mode Programme will be taken into consideration for graduation and will be awarded a PASS/FAIL grade.

Academic Status GPA above 3.00 is necessary for an "ACTIVE" status and opportunity to continue the programme.

- GPA below 3.00 for any one semester will be categorized as "MONITORING" status.
- Fail and Out (F&O) status will be awarded for failure to obtain any credits.
- Student will be terminated if the CGPA is between 0.00-0.99 accumulated after 2 semesters.
- Student is allowed to repeat course(s) to improve the CGPA to be minimum of 3.00 as long as the duration of student candidature is still active.
- If student obtains grade B- or below for any course, the course can be repeated if offered either in Semester I or Semester II or Inter-Academic Session Break (KSCP).
- Repeating of course(s) is not allowed in KSCP for students who obtain grade F* or X in the normal semester.
- Project/dissertation must be completed during the stipulated period according to the programme.
- Student who repeats the project/dissertation is required to select a new topic.

3.4 GRADUATION REQUIREMENTS

Coursework/Mixed Mode student must comply with the following graduation requirements:

a) Pass all courses and examination determined by the respective School/Centre/Institute;
b) Pass dissertation/research project;
c) Obtain at least a CGPA of 3.00;
d) Fulfill the minimum duration of candidature;
e) Must obtain minimum grade C for Malaysian Culture and Malay Language (LKM111). This course is compulsory for all international students;

3.5 ACADEMIC INTEGRITY

All parties shall help the University to prevent any misconduct which comprise misattribution of data, stealing of ideas or direct plagiarism, deliberate interference and failure to act with integrity in the creation, development, application and use of knowledge, ideas and information in relation to the work of others.

4.0 FACILITIES AND SERVICES

4.1 INTRODUCTION

As a postgraduate student in the School of Management, USM, you can use a myriad of services in the School and University while pursuing your studies, namely;

- ❖ **Hamzah Sendut Library 1 & 2** – business books, periodicals and online databases are available for use, many of which are accessible from home or office. Please go to this website for more information. http://www.lib.usm.my/index.php/en/

- ❖ **Institute of Postgraduate Studies (IPS)** – This is the secretariat for all USM's postgraduate programs. A lot of information regarding application, registration, candidature, examination, financial assistance, workshops, etc is available in its website at http://www.ips.usm.my/

- ❖ **On-campus accommodation** – USM does provide some accommodation for postgraduate students. If you need a place to stay during your study, you can enquire and seek help from this site https://www.myusminfo.com/usm_info/facilities/hostels/intro/

- ❖ **Sports and Recreation** - There are many sports and recreation facilities on campus, such as football and hockey fields, stadiums, swimming pool, gymnasium, indoor badminton courts, outdoor tennis and futsal courts and many others. The USM's Sports and Recreation website here https://pusatsukan.usm.my/index.php/ms/ has more information that you may want to check.

- ❖ **SOM's Postgraduate office** – Besides being a centre that coordinates the postgraduate programs at the School, it also has a resource room where past theses of Master and PhD are kept. All students are most welcome to use the room.

- ❖ **Student lounge** – At the School, we also allocate a spacious and cosy room for students. This is a meeting place for students to come and mingle among themselves and lecturers, or working on their course assignment in-between classes.

- ❖ **Computer labs** – The School has 3 computer labs that are able to support students computing needs.

❖ **Internet access** – Throughout the campus, all students can freely get access to the internet. All registered student will also be given an official email account.

❖ **Postgraduate Student Alliance (PGA)** – This is an informal club set up and managed by the postgraduate students, which is active in organizing not only academic-type activities such as seminars and workshops, but also social and sport programs.

FURTHER INFORMATION

For further information and enquiries, please contact:

Dean
School of Management
Universiti Sains Malaysia
11800 Penang
Malaysia
Tel: +6046533370
Email: som@usm.my
Website: https://som.usm.my/

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KALENDAR AKADEMIK - SIDANG AKADEMIK 2025/2026

Nota:

i. Pendaftaran pelajar baharu mod kerja kursus/campuran/pembelajaran maya bagi Semester 1, SA 2025/2026 (Oktober 2025) boleh dilakukan secara atas talian bermula 1 September 2025 - 6 Oktober 2025.

ii. Pendaftaran pelajar baharu mod kerja kursus/campuran/pembelajaran maya bagi Semester 2, SA 2025/2026 (Mac 2026) boleh dilakukan secara atas talian bermula 2 Februari 2026 - 16 Mac 2026.

iii. Pendaftaran pelajar baharu mod penyelidikan boleh dilakukan pada bila-bila masa sepanjang tempoh sah laku surat tawaran.

SEM	MINGGU	AKTIVITI		TARIKH	CATATAN
SATU	1	P&P (7 Minggu)		Isnin, 06.10.2025 - Ahad, 12.10.2025	
	2			Isnin, 13.10.2025 - Ahad, 19.10.2025	
	3			Isnin, 20.10.2025 - Ahad, 26.10.2025	20.10.2025, Isnin - Hari Deepavali**
	4			Isnin, 27.10.2025 - Ahad, 02.11.2025	
	5			Isnin, 03.11.2025 - Ahad, 09.11.2025	
	6			Isnin, 10.11.2025 - Ahad, 16.11.2025	
	7			Isnin, 17.11.2025 - Ahad, 23.11.2025	
	8	Cuti Pertengahan Semester I (1 Minggu)		Isnin, 24.11.2025 - Ahad, 30.11.2025	
	9	P&P (7 Minggu)		Isnin, 01.12.2025 - Ahad, 07.12.2025	
	10			Isnin, 08.12.2025 - Ahad, 14.12.2025	
	11			Isnin, 15.12.2025 - Ahad, 21.12.2025	
	12			Isnin, 22.12.2025 - Ahad, 28.12.2025	25.12.2025, Khamis - Hari Krismas
	13			Isnin, 29.12.2025 - Ahad, 04.01.2026	01.01.2026, Khamis - Tahun Baharu 2026
	14			Isnin, 05.01.2026 - Ahad, 11.01.2026	
	15			Isnin, 12.01.2026 - Ahad, 18.01.2026	
	16	Minggu Ulang Kaji (1 Minggu)		Isnin, 19.01.2026 - Ahad, 25.01.2026	
	17	Peperiksaan (3 Minggu)		Isnin, 26.01.2026 - Ahad, 01.02.2026	01.02.2026, Ahad - Hari Thaipusam
	18			Isnin, 02.02.2026 - Ahad, 08.02.2026	02.02.2026, Isnin - cuti ganti Hari Thaipusam (Kampus Induk & Kejuruteraan)
	19			Isnin, 09.02.2026 - Ahad, 15.02.2026	
	20	Cuti Semester I / Latihan Industri (4 Minggu)		Isnin, 16.02.2026 - Ahad, 22.02.2026	17 & 18.02.2026, Selasa & Rabu - Tahun Baru Cina 19.02.2026, Khamis - Awal Ramadhan
	21			Isnin, 23.02.2026 - Ahad, 01.03.2026	
	22			Isnin, 02.03.2026 - Ahad, 08.03.2026	07.03.2026, Sabtu - Nuzul Al-Quran
	23			Isnin, 09.03.2026 - Ahad, 15.03.2026	
DUA	24/1	P&P (7 Minggu)		Isnin, 16.03.2026 - Ahad, 22.03.2026	21.03.2026 & 22.03.2026, Sabtu & Ahad - Hari Raya Aidilfitri**
	25/2			Isnin, 23.03.2026 - Ahad, 29.03.2026	23.03.2026, Isnin - cuti ganti Hari Raya Aidilfitri**
	26/3			Isnin, 30.03.2026 - Ahad, 05.04.2026	
	27/4			Isnin, 06.04.2026 - Ahad, 12.04.2026	
	28/5			Isnin, 13.04.2026 - Ahad, 19.04.2026	
	29/6			Isnin, 20.04.2026 - Ahad, 26.04.2026	
	30/7			Isnin, 27.04.2026 - Ahad, 03.05.2026	01.05.2026, Jumaat - Hari Pekerja
	31/8	Cuti Pertengahan Semester II (1 Minggu)		Isnin, 04.05.2026 - Ahad, 10.05.2026	
	32/9	P&P (7 Minggu)		Isnin, 11.05.2026 - Ahad, 17.05.2026	
	33/10			Isnin, 18.05.2026 - Ahad, 24.05.2026	
	34/11			Isnin, 25.05.2026 - Ahad, 31.05.2026	27 & 28.05.2026, Rabu & Khamis - Hari Raya Aidiladha** 31.05.2026, Ahad - Hari Wesak
	35/12			Isnin, 01.06.2026 - Ahad, 07.06.2026	01.06.2026, Isnin - cuti ganti Hari Wesak (Kampus Induk & Kejuruteraan) 01.06.2026, Isnin - Hari Keputeraan Yang di-Pertuan Agong
	36/13			Isnin, 08.06.2026 - Ahad, 14.06.2026	
	37/14			Isnin, 15.06.2026 - Ahad, 21.06.2026	17.06.2026, Rabu - Awal Muharram
	38/15			Isnin, 22.06.2026 - Ahad, 28.06.2026	
	39/16	Minggu Ulang Kaji		Isnin, 29.06.2026 - Ahad, 05.07.2026	
	40/17	**Peperiksaan (2 Minggu)	Peperiksaan (3 Minggu)	Isnin, 06.07.2026 - Ahad, 12.07.2026	07.07.2026, Selasa - Hari Bandar Warisan Dunia Georgetown 11.07.2026, Sabtu - Hari Jadi Yang di-Pertua Negeri Pulau Pinang
	41/18			Isnin, 13.07.2026 - Ahad, 19.07.2026	
	42/19			Isnin, 20.07.2026 - Ahad, 26.07.2026	
KSCP / CUTI PANJANG	43/20	Cuti Semester II / Latihan Industri (10/11 Minggu)		Isnin, 27.07.2026 - Ahad, 02.08.2026	
	44/21			Isnin, 03.08.2026 - Ahad, 09.08.2026	
	45/22			Isnin, 10.08.2026 - Ahad, 16.08.2026	
	46/23			Isnin, 17.08.2026 - Ahad, 23.08.2026	
	47/24		*P&P	Isnin, 24.08.2026 - Ahad, 30.08.2026	25.08.2026, Selasa - Maulidur Rasul
	48/25			Isnin, 31.08.2026 - Ahad, 06.09.2026	31.08.2026, Isnin - Hari Kebangsaan
	49/26		Peperiksaan	Isnin, 07.09.2026 - Ahad, 13.09.2026	
	50/27			Isnin, 14.09.2026 - Ahad, 20.09.2026	16.09.2026, Rabu - Hari Malaysia
	51/28			Isnin, 21.09.2026 - Ahad, 27.09.2026	29 & 30.09.2026, Selasa & Rabu - Hari Keputeraan Sultan Kelantan (Kampus Kesihatan)
	52/29			Isnin, 28.09.2026 - Ahad, 04.10.2026	

ACADEMIC CALENDAR - ACADEMIC SESSION 2025/2026

Note:

i. **New Coursework/Mixed/Online mode students' registration for Semester 1, 2022/2026 (October 2025) can be completed via online process from 1 September 2025 - 6 October 2025.**

ii. **New Coursework/Mixed/Online mode students' registration for Semester 2, 2025/2026 (March 2026) can be completed via online process from 2 February 2026 - 16 March 2026.**

iii. **New Research mode students' registration can be completed anytime within offer letter validity period.**

SEM	WEEKS	ACTIVITIES		DATE	REMARKS
ONE	1	Teaching & Learning (T&L 7 Weeks)		Monday, 06.10.2025 - Sunday, 12.10.2025	
	2			Monday, 13.10.2025 - Sunday, 19.10.2025	
	3			Monday, 20.10.2025 - Sunday, 26.10.2025	20.10.2025, Monday - Deepavali**
	4			Monday, 27.10.2025 - Sunday, 02.11.2025	
	5			Monday, 03.11.2025 - Sunday, 09.11.2025	
	6			Monday, 10.11.2025 - Sunday, 16.11.2025	
	7			Monday, 17.11.2025 - Sunday, 23.11.2025	
	8	Mid Semester Break (1 Week)		Monday, 24.11.2025 - Sunday, 30.11.2025	
	9	Teaching & Learning (T&L 7 Weeks)		Monday, 01.12.2025 - Sunday, 07.12.2025	
	10			Monday, 08.12.2025 - Sunday, 14.12.2025	
	11			Monday, 15.12.2025 - Sunday, 21.12.2025	
	12			Monday, 22.12.2025 - Sunday, 28.12.2025	25.12.2025, Thursday - Christmas Day
	13			Monday, 29.12.2025 - Sunday, 04.01.2026	01.01.2026, Thursday - New Year of 2025
	14			Monday, 05.01.2026 - Sunday, 11.01.2026	
	15			Monday, 12.01.2026 - Sunday, 18.01.2026	
	16	Revision Week (1 Week)		Monday, 19.01.2026 - Sunday, 25.01.2026	
	17	Examination (3 Weeks)		Monday, 26.01.2026 - Sunday, 01.02.2026	01.02.2026, Sunday - Thaipusam
	18			Monday, 02.02.2026 - Sunday, 08.02.2026	02.02.2026, Sunday - Replacement leave for Thaipusam (Main & Engineering Campus)
	19			Monday, 09.02.2026 - Sunday, 15.02.2026	
	20	Mid Semester Break / Industrial Training (4 Weeks)		Monday, 16.02.2026 - Sunday, 22.02.2026	17 & 18.02.2026, Tuesday & Wednesday - Chinese New Year 19.02.2026, Thursday - 1st day of Ramadhan
	21			Monday, 23.02.2026 - Sunday, 01.03.2026	
	22			Monday, 02.03.2026 - Sunday, 08.03.2026	07.03.2026, Saturday - Nuzul Al-Quran
	23			Monday, 09.03.2026 - Sunday, 15.03.2026	
TWO	24/1	Teaching & Learning (T&L 7 Weeks)		Monday, 16.03.2026 - Sunday, 22.03.2026	21.03.2026 & 22.03.2026, Saturday & Sunday - Eid al-Fitr**
	25/2			Monday, 23.03.2026 - Sunday, 29.03.2026	23.03.2026, Monday - Replacement leave for Eid al-Fitr****
	26/3			Monday, 30.03.2026 - Sunday, 05.04.2026	
	27/4			Monday, 06.04.2026 - Sunday, 12.04.2026	
	28/5			Monday, 13.04.2026 - sunday, 19.04.2026	
	29/6			Monday, 20.04.2026 - Sunday, 26.04.2026	
	30/7			Monday, 27.04.2026 - Sunday, 03.05.2026	01.05.2026, Friday - Labour Day
	31/8	Mid Semester Break (1 Week)		Monday, 04.05.2026 - Sunday, 10.05.2026	
	32/9	Teaching & Learning (T&L 7 Weeks)		Monday, 11.05.2026 - Sunday, 17.05.2026	
	33/10			Monday, 18.05.2026 - Sunday, 24.05.2026	
	34/11			Monday, 25.05.2026 - Sunday, 31.05.2026	27 & 28.05.2026, Wednesday & Thursday - Eid al-Adha** 31.05.2026, Sunday - Wesak Day
	35/12			Monday, 01.06.2026 - Sunday, 07.06.2026	01.06.2026, Monday - Replacement leave for Wesak Day (Main & Engineering Campus) 01.06.2026, Monday - Yang di-Pertuan Agong's Birthday
	36/13			Monday, 08.06.2026 - Sunday, 14.06.2026	
	37/14			Monday, 15.06.2026 - Sunday, 21.06.2026	17.06.2026, Wednesday - Awal Muharram
	38/15			Monday, 22.06.2026 - Sunday, 28.06.2026	
	39/16	Revision Week (1 Week)		Monday, 29.06.2026 - Sunday, 05.07.2026	
	40/17	**Examination (2 Weeks)	Examination (3 Weeks)	Monday, 06.07.2026 - Sunday, 12.07.2026	07.07.2026, Tuesday - Georgetown World Heritage City Day 11.07.2026, Saturday - Penang Governor's Birthday
	41/18			Monday, 13.07.2026 - Sunday, 19.07.2026	
	42/19			Monday, 20.07.2026 - Sunday, 26.07.2026	
COURSES DURING LONG BREAK / SEMESTER BREAK	43/20	Long Semester Break / Industrial Training (10/11 Weeks)		Monday, 27.07.2026 - Sunday, 02.08.2026	
	44/21			Monday, 03.08.2026 - Sunday, 09.08.2026	
	45/22			Monday, 10.08.2026 - Sunday, 16.08.2026	
	46/23			Monday, 17.08.2026 - Sunday, 23.08.2026	
	47/24		*T&L	Monday, 24.08.2026 - Sunday, 30.08.2026	25.08.2026, Tuesday - Maulidur Rasul
	48/25			Monday, 31.08.2026 - Sunday, 06.09.2026	31.08.2026, Monday - National Day
	49/26		Examination	Monday, 07.09.2026 - Sunday, 13.09.2026	
	50/27			Monday, 14.09.2026 - Sunday, 20.09.2026	16.09.2026, Wednesday - Malaysia Day
	51/28			Monday, 21.09.2026 - Sunday, 27.09.2026	29 & 30.09.2026, Tuesday & Wednesday - Sultan of Kelantan's Birthday (Health Campus)
	52/29			Monday, 28.09.2026 - Sunday, 04.10.2026	

**This Academic Calendar is subject to change