

# USM@KL

MoF Inc. Tower, Persiaran KLCC

## Master of Business Analytics

Coursework Mode (MQA Accredited)

### PROGRAM MODE

Face to face 

### STUDY MODE

Conventional (blended learning)

- One Year Programme
- 10 Uniquely Designed Courses
- Hybrid Skills – Analytical, Business and Management
- Contemporary Curriculum, Rigorously Developed with the Industries
- Practical-Based, Interactive Approach
- FEE: RM18,900 for Local Students
- FEE: USD10,500 for International Students

BE RELEVANT, BE DIFFERENT, BE THE GOLD TALENT

# Master of Business Analytics

Coursework Mode (MQA Accredited)

## PROGRAM HIGHLIGHTS

01

The Master of Business Analytics 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 program answers 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 problems. This program is suitable for fresh graduates who plan to pursue a career in the business analyst industry and working adults who those seeking career advancement or change.

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### WHY JOIN US?

01

First full fledged master program in business analytics.

02

Cover all business aspects.

03

Practical application of business analytics problems.

04

Well-trained teaching professionals.

05

Offer in Full Time & Part Time.

## CAREER OPPORTUNITIES

03

Business Analyst, Senior Business Analyst, Business Intelligence Analyst, Data Analyst, Human Resource Analyst, Finance Analyst, Supply Chain Analyst, Market Analyst, Operation Analyst, Manager with Hybrid Skills

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## PROGRAM STRUCTURE

One-year Program

Coursework mode

42 credit units

10 subjects including practical based project

6 core, 3 electives and 1 project

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CORE COURSES (COMPULSORY)	ELECTIVE COURSES (CHOOSE ANY 3 COURSES)	PROJECT (COMPULSORY)
Analytics Edge	Accounting and Finance Analytics	Analytics Lab
Management Insights	Financial Technology and Digital Innovation	
Statistics for Analytics	Economic Insights	
Data Programming and Predictive Analytics for Business	Marketing Analytics	
Data Storytelling and Visualization	Web and Social Media Analytics	
Research Methodology	Human Resource Analytics	
	Collaborative Foresight	
	Data-Driven Insights and Actions	
	Advances in Digital Technology	

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## ENTRY REQUIREMENTS

A recognized Bachelor Degree in Management, or any other related and recognized degree with a minimum CGPA of 2.75; OR

For CGPA of 2.50 - 2.74, a degree as stated above is required, with an additional minimum one year research experience/one year working experience/one academic publication in related field /Grade B for major/elective courses/Grade B+ for final year project; OR

For CGPA of 2.00 - 2.49, a degree as stated above is required, with an additional minimum five years research experience/five years working experience AND one academic publication in related field/Grade B for major/elective courses/Grade B+ for final year project; OR

Other equivalent qualifications such as Accreditation of Prior Experiential Learning (APEL).

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## FURTHER INFORMATION

### USM@KL

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