



اوتدورستى مليسيا قونغ السلطان عبدالله
UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH

BACHELOR OF BUSINESS ANALYTICS WITH HONOURS

SARJANA MUDA ANALITIS PERNIAGAAN
DENGAN KEPUJIAN
(MQA/PA 12547)





FACULTY OF INDUSTRIAL MANAGEMENT

The Faculty of Industrial Management (FIM) is part of Universiti Malaysia Pahang Al-Sultan Abdullah (UMPASA). FIM was established to provide enriching teaching and learning experience through creative convergence of business and technology. Throughout the years, FIM has distinguished itself as a technical business school while continues to grow and nurture future innovative leaders as well as to meet the challenges of the globalised environment.

PROGRAMME SUMMARY

"Analytics Is Now The Most Important Business Process in Your Organization!"

Timo Elliott (2017)

Business Analytics programme places strong emphasis on the unique combination between Business and Analytics knowledge.

The aim of this programme is to produce analytical driven graduates with the ability to harness the power of data to transform businesses and societies.



ABOUT THE PROGRAMME & PROGRAMME BADGE

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1	Be equipped with business operation knowledge and analytical capabilities to contribute towards sustainable solutions for better data driven decision making
PEO2	Build and enhance technical fluency in analytics by adapting to growing technologies and software solutions
PEO3	Be ethically responsible with high level of data integrity and concern for society and environment

We are also known as

BoBA

Program Code

BPD

Student ID

PE21XXX

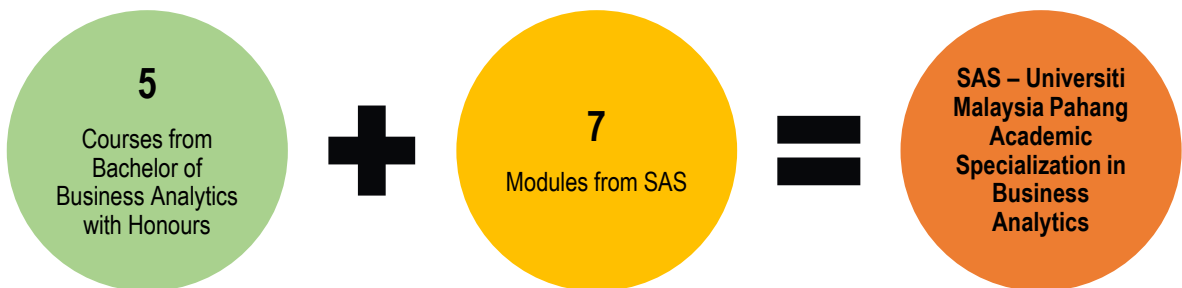
Course Code

BPD/BPE

SAS – UNIVERSITI MALAYSIA PAHANG ACADEMIC SPECIALIZATION IN BUSINESS ANALYTICS

Graduates of the Bachelor of Business Analytics with Honours at Universiti Malaysia Pahang Al-Sultan Abdullah are recognized for their ability to harness the power of data, leveraging business analytics concepts and applying latest analytics technologies or tools to transform businesses and societies. Our graduates will be ready to contribute and be part of the data driven decision making solutions for organizations around the globe looking for business analytics leaders.

**HARNESS THE POWER OF DATA TO TRANSFORM
BUSINESSES AND SOCIETIES**



<https://www.credly.com/org/sas/badge/sas-universiti-malaysia-pahang-academic-specialization-in-business-analytics>

Course	Course Name	Credit	SAS Module
1	Big Data: Cases and Applications	2	1. SAS Enterprise Guide 1: Querying and Reporting
2	Customer Analytics	3	2. SAS Visual Statistics in SAS Viya: Interactive Model Building
3	Social Media Analytics	3	3. SAS Visual Analytics 1 for SAS Viya: Basics 4. SAS Visual Analytics 2 for SAS Viya: Advanced 5. SAS Visual Text Analytics in SAS Viya
4	Financial Modelling & Analytics	3	6. Time Series Modeling Essentials
5	Business Forecasting	3	7. Forecasting Using Model Studio in SAS Viya

Total = 14 credits

ELECTIVE SUBJECTS

BUSINESS

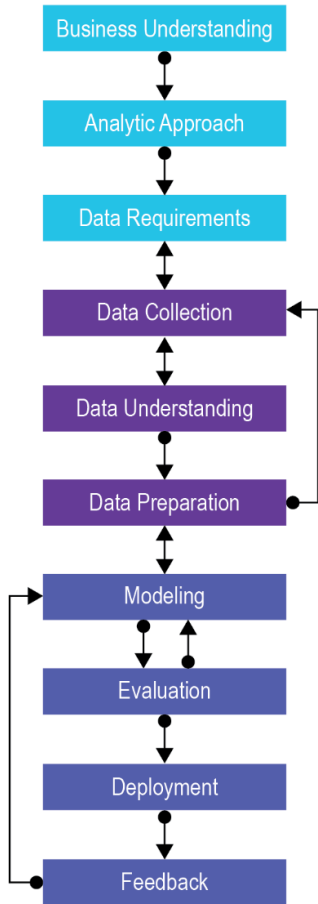
COURSE	CREDIT
Customer Analytics	3
Social Media Analytics	3
Human Resources Analytics	3
Financial Modelling & Analytics	3
Business Forecasting	3

MANUFACTURING

COURSE	CREDIT
Smart Factory and Logistics	3
Predictive Maintenance	3
Cyber-Physical Systems	3
Smart Manufacturing	3
ERP Systems	3

TOTAL CREDIT **124**
(4 YEARS)

BUSINESS ANALYTICS PROCESS



PROGRAMME STRUCTURE

YEAR/ SEMESTER	COURSE NAME	CREDIT	CLASSIFICATION
YEAR 1 SEMESTER 1	Falsafah dan Isu Semasa	2	University
	Fundamentals of English Language	0	University
	Technopreneurship	2	University
	Principles of Management	3	Core Faculty
	Linear Algebra	3	Specialisation
	Calculus	3	Specialisation
	Introduction to Data Science	3	Specialisation
YEAR 1 SEMESTER 2	Penghayatan Etika dan Peradaban	2	University
	English for Academic Communication	2	University
	Co-Curriculum	2	University
	Foreign Languages 1	1	University
	Kursus Integriti dan Antirasuah	2	University
	Applied Statistics	3	Specialisation
	Principles of Marketing	3	Core Faculty
Principles of Economics	3	Core Faculty	
YEAR 2 SEMESTER 1	English for Technical Communication	2	University
	Foreign Languages 2	1	University
	Project Management	3	Core Faculty
	Principles of Operation Management	3	Core Faculty
	Data Science Programming I	3	Specialisation
	Database System	2	Specialisation
	Big Data: Cases & Applications	2	Specialisation
YEAR 2 SEMESTER 2	English for Professional Communication	2	University
	Organization Behaviour	3	Core Faculty
	Supply Chain & Logistics Management	3	Core Faculty
	Operational Research	3	Specialisation
	Storytelling and Data Visualization	3	Specialisation
	Data Science Programming II	3	Specialisation
YEAR 3 SEMESTER 1	Business Communication	3	Specialisation
	Research Methodology	3	Core Faculty
	Computer Modelling & Simulation	3	Specialisation
	Machine Learning	3	Specialisation
	Data Mining	3	Specialisation
	Elective 1	3	Elective
YEAR 3 SEMESTER 2	Financial Management	3	Core Faculty
	Project Risk Management	3	Core Faculty
	Final Year Project 1	2	Core Faculty
	Elective 2	3	Elective
	Elective 3	3	Elective
YEAR 4 SEMESTER 1	Strategic Management	3	Core Faculty
	Data Ethics & Governance	3	Specialisation
	Final Year Project 2	4	Core Faculty
	Elective 4	3	Elective
YEAR 4 SEMESTER 2	Internship	12	

PROGRAMME FEE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL
LOCAL	RM 3,400.00	RM 2,800.00	RM 2,800.00	RM 2,800.00	RM 11,050.00

ENTRY REQUIREMENTS

Matriculation/ Foundation

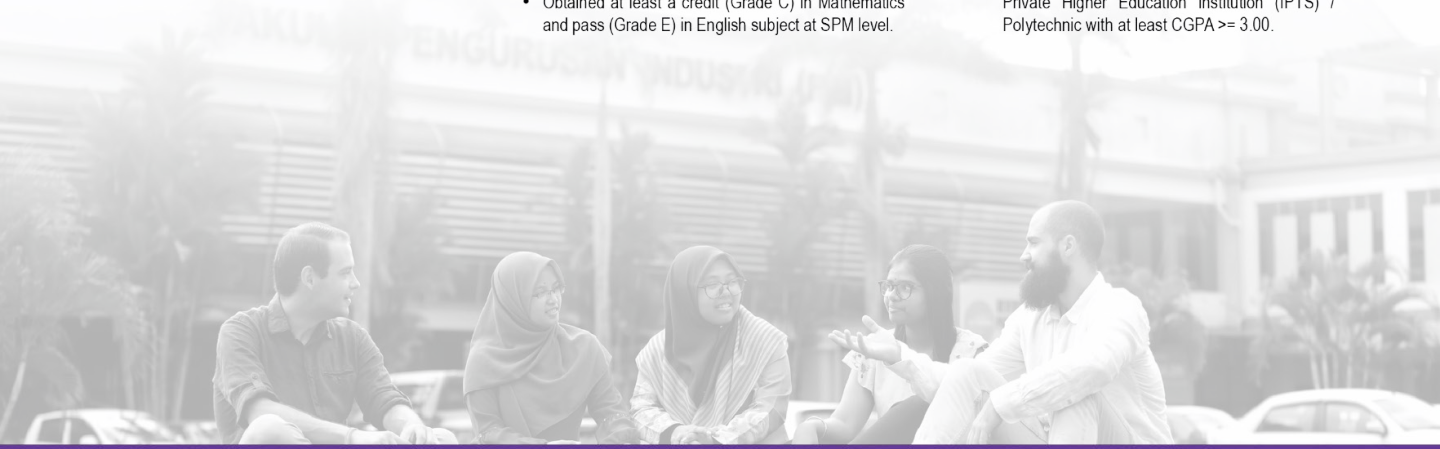
- Passed MOE Matriculation / UM Foundation Science / Foundation UiTM with at least a CPA of 2.50.
- Obtained at least Grade C (2.00) in Mathematics subject at Matriculation / Foundation level.
- Obtained at least a credit (Grade C) in Mathematics at SPM level.

Sijil Tinggi Pelajaran Malaysia (STPM)

- Passed the Malaysian Higher School Certificate (STPM) with at least a CPA of 2.50 and with at least Grade C (CGPA 2.00) in General Studies and Grade C (CGPA 2.00) in two (2) other subjects.
- Obtained at least Grade C (CGPA 2.00) in Mathematics T / Mathematics M at STPM level.
- Obtained at least a credit (Grade C) in Mathematics and pass (Grade E) in English subject at SPM level.

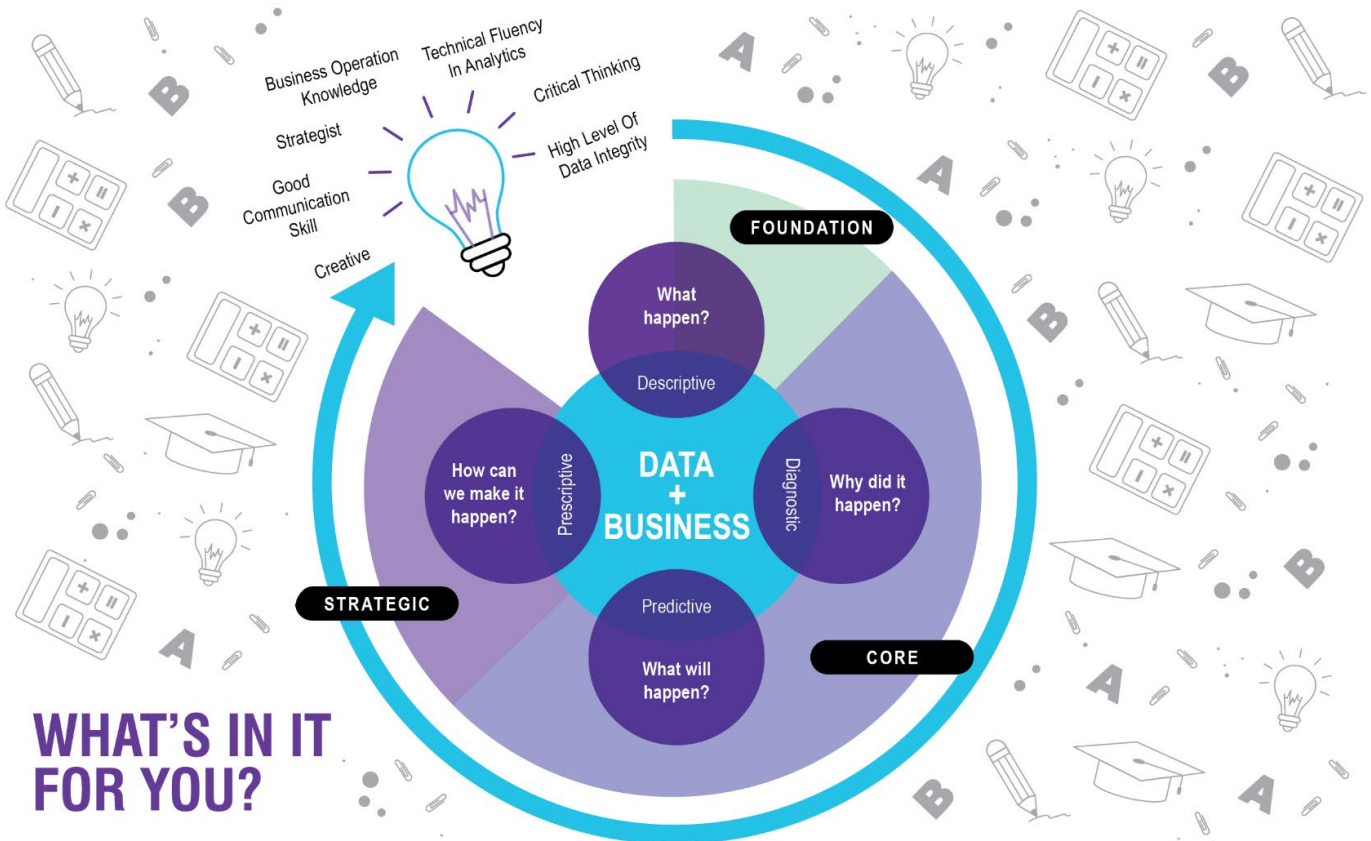
Diploma

- Diploma or other qualification equivalently acknowledge by Malaysian Government and approved by University Senate.
- Obtained a relevant Diploma from Public Higher Education Institution (IPTA) with at least CGPA ≥ 2.50 OR obtained a relevant Diploma from Private Higher Education Institution (IPTS) / Polytechnic with at least CGPA ≥ 3.00 .



General University Requirement

- Passed the Malaysian Education Certificate (SPM) / Equivalent with credit (Grade C) in Bahasa Melayu / Bahasa Malaysia or credit in Bahasa Melayu / Bahasa Malaysia July Paper and passed (Grade E) in the History subject.
- Obtained at least Level 2 (Band 2) in the Malaysian University English Test (MUET) for Malaysian or International English Language Testing System (IELTS) 5.5 for international students or equivalent.
- Candidates are not colour blind and physically handicapped that can impair practical work.



WHAT'S IN IT FOR YOU?

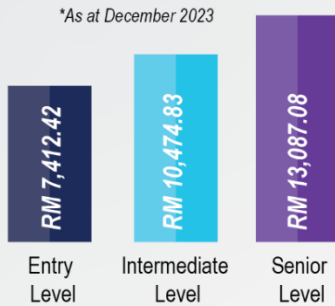
ENTRY REQUIREMENT & WHAT'S IN IT FOR YOU?

CAREER PROSPECTS

POTENTIAL CAREER PATH



AVERAGE MONTHLY SALARY



SALARY POTENTIAL

estimated yearly salary in 2028:

RM 141,855 (MYR)

5 Year Change:

▲ 13%

Based on our compensation date, the estimated salary potential for Business Analyst will increase 13% over 5 years.

<https://www.salaryexpert.com/salary/job/business-analyst/malaysia>

POTENTIAL COMPANY

AIA Group
Allianz Malaysia Berhad
Astro
Astoria Solutions
Avensys Consulting
AXA Affin Insurance
BASF Asia Pacific Service Centre Sdn Bhd
B2BE
Cargill
DCH Auriga (Malaysia) Sdn Bhd

Deutsche Post
Digi Telecommunications
Domino Pizza Malaysia
Foodpanda
GrowthOps
IKEA
Instapay Technologies Sdn Bhd
LBS Bina Group Berhad
Malaysia Airlines
Maxis

Nexplatform Sdn Bhd
OCBC Bank
PropertyGuru Group
Senheng Electric (KL) Sdn Bhd
Shell
Shopee
Standard Chartered
Star Media Group Berhad
Tokio Marine Insurance Group (Asia)
Zalora Group

NOTES



**CONTACT
US**



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