

# BACHELOR OF BUSINESS ANALYTICS (HONOURS)

(N/0414/6/0283) (07/2029) (MQA/PA16692)



## MASTER THE ANALYTICS THAT POWER TOMORROW'S DECISIONS.



In today's data-driven world, businesses need professionals who can turn information into impact. The Bachelor of Business Analytics (Honours) equips students with the skills to analyse data, uncover trends, and drive strategic outcomes.

The programme blends core business knowledge with analytics, statistics, and visualisation tools. Students work on real-world projects, case studies, and internships to gain practical, industry-ready experience.

Graduates will be prepared for high-demand careers in business intelligence, digital strategy, and data-driven decision-making—ready to lead the future of business.

COURSE DURATION  
AND MODE

Full-time (3 years)

COURSE LOCATION

Kuala Lumpur Campus

INTAKES

Jan, May, Sept

# COURSE SYLLABUS

## YEAR 1

- Microeconomics
- Business Accounting
- Statistics and its Applications
- Business Information Systems
- Business Analytics in Practice
- Cooperative Placement I
- Macroeconomics
- Business Communication
- Organizational Behaviour
- Fundamentals of Marketing
- Fundamentals of Management

## YEAR 2

- Managing People
- Applied Econometrics
- Analytical Decision Modeling
- Data Visualization and Analytics
- Business Ethics and Governance
- Co-Operative Placement II
- Financial Management
- Operations Management
- Business Research Methods
- Fundamentals of Data Science
- Descriptive Business Analytics
- Predictive Analytics and Big Data

## YEAR 3

- International Business
- Prescriptive Business Analytics
- Big Data for Business Analytics
- Introduction to Intelligence System
- Co-Operative Placement III

## ENTRY REQUIREMENTS

- UCSE Foundation Year – Pass, with a minimum CGPA of 2.0; OR
- STPM – Minimum 2 principals (Grade C / CGPA 2.0) in 2 subjects, and pass in Mathematics and English at SPM level; OR
- A-Level – Minimum 2 principals (Grade D); OR
- UEC – Minimum 5 credits (B6) and pass (C8) in Mathematics and English; OR
- National Matriculation – Minimum CGPA of 2.0; OR
- International Baccalaureate (IB) – Minimum score of 26 points in 6 subjects; OR
- Canadian Pre-U – Minimum average of 60% in 6 subjects; OR
- AUSMAT / HSC / SACE / TEE / WACE – ATAR score of 60% OR minimum 60% average in 5 subjects; OR
- Other qualifications deemed equivalent to STPM / A-Level by Malaysian Qualifications Agency – Minimum overall average of 60%; OR
- Diploma (Level 4, MQF) – Minimum CGPA of 2.0; OR
- Other equivalent qualifications – To be reviewed by the faculty on a case-by-case basis.

### ENGLISH LANGUAGE REQUIREMENTS:

- Credit in English at SPM or its equivalent.
- Note: Candidates with STPM or STAM qualifications may be exempted from Mathematics and English at SPM level if their achievement is equivalent to or higher than the required pass at SPM level (Source: Surat Pekeliling MQA Bil 2/2016).

*Note: Candidates who fail to fulfil the above criteria may be required to take an English Proficiency Course at the University.*

## CAREER OPPORTUNITIES

- Business analyst
- Data analyst
- Business intelligence specialist
- Market and consumer insights analyst
- Financial or risk analyst
- Operations and supply chain analyst
- Digital strategy analyst
- Data visualisation specialist

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