



Bachelor of Business Administration (Honours) Majoring in Business Analytics

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**Bank Rakyat School of
Business, Innovation, Technology
& Entrepreneurship**
UNIRAZAK

BRSBITE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBITE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their

ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields.

Bachelor of Business Administration (Honours) Majoring In Business Analytics

(R/345/6/0692) 01/20 (A11203) 12/11

For the Bachelor of Business Administration (Honours) majoring in Business Analytics, students will study, analyse and interpret the big data of organizations and businesses. Business Analytics, is about exploring and inspecting data from the past and using it to formulate business and marketing plans for the future. Nowadays this is an important part of management science and there is increasing demand for Business Analytics professionals.

Business Analytics is based on data and statistical methods. It focuses on using a set of metrics to investigate the past performance of a company in order to gain valuable insight, predict trends and carry out business planning and decision-making for the future. When used effectively, Business Analytics can assist companies to optimize their performance.

This course trains students in 4 main areas: Decision Analytics, Descriptive Analytics, Predictive Analytics and Prescriptive Analytics.

As skilled Business Analytics professionals, our graduates have a range of attractive job opportunities available in organisations such as Multi National Companies (MNCs), Retailers, Manufacturers, IT firms, Telecom companies, E-Commerce firms, Consultancies and Business Analytics and Intelligence firms.

Upon completion of the programme, our graduates may assume roles as a: Business Analyst, Business Strategist, Data Analyst, Project Manager, Data Mining Specialist, or Data Warehousing Specialist.



Career Opportunities

- Business Analyst
- Business Strategist
- Data Analyst
- Project Manager
- Data Mining Specialist
- Data Warehousing Specialist



Courses Offered

MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/ Community Engagement & Volunteering)

SPECIALISATION COURSES

- Cost and Management Accounting
- Business Modelling
- Business Analytics
- Business Intelligence
- Data Visualisation
- Programming for Analytics
- Predictive Analytics
- Big Data Analytics
- Advanced Production and Operations Management
- Case Study and Project Management

INTERNSHIP

- Industrial Training

CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organisational Behaviour
- Principles of Accounting
- Management Information Systems
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

ELECTIVES Choose any Four 12 Credits)

- FinTech and Crowdfunding
- Digital Revolution
- Data Mining
- Consumer Behaviour & Social Media
- Marketing Management
- Strategic Entrepreneurship
- Retailing Management
- Negotiation and Conflict Management



**Subject to change*

Admission Requirements

STPM

A pass with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR

MATRICULATION/FOUNDATION

Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

STAM

A pass with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR

DIPLOMA/ADVANCED DIPLOMA

Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)*; OR
- A minimum score of 160 in Linguaskill Test; OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of 160 in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted by the Centre for Continuing Education (CCE) within 24 months from the date of entry with conditional offer letter

Note:

The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

Study at an Award-winning University

in the heart of a global city



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