

## Turning Data Into Insights for Businesses



Students analysing data in the Business Analytics programme. In today's business world, developing corporate strategy is increasingly challenging with the deluge of data which requires specialised skills and sophisticated tools to interpret and analyse the trends, consumer behaviour, etc. In view of this, companies worldwide are seeking professionals with sound knowledge in business analytics to help from data modelling and data crunching to statistical analysis so as to provide deep insights which will mitigate the risk in decision-making.

Tunku Abdul Rahman University College (TAR UC) Bachelor of Business (Hons) in Business Analytics aims to prepare students with the breadth and depth of knowledge as well as advanced analytical skills for this highly in-demand profession. Conducted by TAR UC's Faculty of Accountancy, Finance and Business (FAFB), the programme was developed in response to the increasing importance of business analytics in business, finance and other fields of work.

TAR UC's Associate Dean, Kashietaa Samba Sirvang said: "TAR UC's Bachelor of Business (Hons) in Business Analytics is a three-year programme that aims to produce data-savvy graduates who will be equipped with the knowledge, core competencies and dispositions necessary for pursuing a career in the highly competitive and demanding data-driven business environment.

“The programme curriculum focuses on producing graduates with multidisciplinary knowledge, critical thinking skills, practical skills, strong interpersonal and communication skills to formulate solutions for strategic issues faced by business organisations, numeracy, digital and leadership skills to remain competitive in the job market and personal skills, entrepreneurial skills, professionalism and ethical values to thrive in the multi-cultural business environment.”

She added: “Students will experience a comprehensive, well-balanced curriculum which covers the major components of the Fourth Industrial Revolution, such as Internet of Things (IoT), Cloud Computing, Big Data, and Machine Learning, as well as the business foundation subjects, such as business data mining, enterprise resources planning, web and social media analytics, business information systems development, along with marketing analytics and quantitative methods for business. They will also be able to think critically and creatively, possess analytical skills and IT skills.”

Dr Khoong Tai Wai, Programme Leader of the Bachelor of Business (Hons) in Business Analytics said: “Industry-relevant curriculum is important for our graduates to hit the ground running when they go out into the working world. It is essential to keep abreast of the latest developments and trends. As such, our students not only go for industrial attachment for 14 weeks in their 7th semester, but we also invite qualified industry experts in this industry to join the Industry Expert Advisory Panel (IEAP) meeting.

“Each term, there will be a meeting and they will give their comments and inputs on the syllabus covered. We will then receive their comments and fine-tune our syllabus accordingly.”

Career prospect is very promising as graduates of TAR UC’s Bachelor of Business (Hons) in Business Analytics can opt to become a Data Analyst, Project Manager, Data Operation Analyst, Data Review Analyst, Business Analyst, Big Data Analyst, Marketing Manager/Executive, Market Tester/Analyst, Financial Analyst, Sales/Project Executive, Data Assurance Associate, CRM Executive or Internal Auditor.

