UNIVERSITI TEKNOLOGI MARA | Cawangan Kelantan

UNIVERSITI TEKNOLOGI MARA

Think Analytically
Act Intelligently

Master of Business Analytics

جابتن ڤڠاجين اناليتيق ڤرنياݢان
JABATAN PENGAJIAN ANALITIK PERNIAGAAN
UITM CAWANGAN KELANTAN

ABOUT THE PROGRAM

As a leader in an organization, leveraging the insights within the vast amounts of data generated daily is of utmost importance. In an ever-evolving landscape of big data and technological advancements, data analytics plays a crucial role in making informed business decisions. To meet this demand, the Master of Business Analytics program at UiTM Kelantan Branch offers aspiring candidates a comprehensive education in both business and analytical competencies. Our ultimate goal is to produce highly sought-after graduates who can excel in both local and international job markets. To support this mission, a team of professional lecturers from diverse backgrounds – business management, computer science, statistics, information systems, and accounting – are dedicated to this mission. The curriculum has been carefully crafted to equip students with the analytical skills necessary to effectively handle complex data and become experts in data analysis. The program provides hands-on experience in practice-focused and project-based principles of business data analytics, data visualization, and strategic analytics, utilizing real-world data, and opens up numerous future career opportunities. This 12-course program also includes a professional certificate, certifying students as experts in solving business challenges through data analysis. By completing the program, students will be well on their way to becoming leaders in the field of data analytics and Master of Business Analytics at UiTM Kelantan Branch is the perfect platform for individuals looking to make a difference in the business world through data analysis

TUITION FEES

RM 19, 623 (FULL TIME)
RM 20, 168 (PART TIME)
RM 36, 550 (INTERNATIONAL)

CORE COURSES

- Data Analytics in Business
- Data Visualization and Application
- Predictive Analytics
- Operation Research in Supply Chain Optimization
- Marketing Analytics
- Ethics, Governance and Integrity
- Financial Analytics
- Stakeholder Relationship Management
- Business Research Methodology and Analytics Application
- Business Analytics Project

ELECTIVE COURSES (CHOOSE 2)

- Business Risk Analytics
- Global Business Practices
- Enterprise Resource Planning (ERP

Dual credentials!
RapidMiner Professional Certification and Master's Degree

Admission requirements for local applicants:

i. A bachelor's degree in a related field with a minimum CGPA of 3.0 or an equivalent qualification recognized by the UiTM Senate.

ii. Applicants with a bachelor's degree in a related field or an equivalent qualification and a minimum CGPA of 2.50 may be considered subject to a rigorous internal assessment.

iii. Applicants without a qualification in the related fields or prior work experience in the relevant fields must complete any necessary prerequisite courses determined by UiTM and meet the minimum CGPA requirement specified in (i) and (ii).

Admission requirements for international applicants:

i. Evidence of English language proficiency is a mandatory requirement for admission to UiTM. Applicants must provide the most recent documentation to demonstrate their proficiency.

ii. All UiTM programs are conducted in English, therefore, applicants must possess a high level of proficiency in the English language.

iii. For applicants who do not meet the English proficiency requirements, successful completion of the six-month English Proficiency Class (EPC) is mandatory.

iv. After completing the EPC, applicants must take and pass the IELTS, TOEFL, or MUET examination with a minimum score as stated below:

MUET	IELTS	TOEFL	CEFR	TOEIC	BULATS
BAND 4	BAND 5.5	IBT:46-59 CBT 133-169 Paper-based 459-496	B2	441-569	60-74

v. Exemption from the UiTM English language requirement is only allowed if the applicant:
  a. Has obtained a bachelor's or master's degree, or other relevant degrees, from Malaysian recognized institutions where all courses were fully conducted in English; or
  b. Is a native speaker of English; or
  c. Has graduated from any higher learning institution that uses English as the medium of instruction.

Contact us:
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