

BACHELOR OF
Business (Honours)
in Business Analytics and
Digital Marketing



BACHELOR OF **Business** (Honours) in **Business Analytics and Digital Marketing**

N/0419/6/0001 (07/27) / MQA/FA

This program equips students with the skills to analyze big data, develop effective marketing strategies, and leverage emerging technologies and digital media to optimize business planning and customer engagement.

Students learn to harness social media networks, identify trends, and implement innovative solutions to drive business growth and support strategic decision-making



STUDY MODE: Flexible Learning

UNIRAZAK provides a flexible learning mode for its programme, which allows you to learn from any location and at your convenience. It is to access better learning and better student experience.

- Full-Time
- Conventional On Campus

Duration: 3 Years



CAREER Opportunities

- Business Analyst
- Business Strategist
- Data Analyst
- Project Manager
- Data Mining Specialist
- Data Warehousing Specialist
- Web Project Manager
- E-Commerce Manager
- Search Engine Optimization Manager
- E-Marketing Manager
- Digital Communications Manager

Admission Requirements

STPM

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with at least Grade C (GP 2.0) in any TWO subjects*; OR

STAM

- A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Jayyid*; OR

DIPLOMA

- A Diploma (Level 4, MQF) with at least a CGPA of 2.00; OR
- An Advanced Diploma (Level 5, MQF) with at least a CGPA of 2.00; OR
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to UNIRAZAK's Senate*; OR
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to UNIRAZAK's Senate.

OTHERS

- Other relevant or equivalent qualifications, experience and requirements accepted by the UNIRAZAK's Senate.
- Possess an Accreditation of Prior Experiential Learning (APEL A) for admission.

Note:

- A pass in Mathematics and English at SPM level or equivalent qualifications (English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)
- Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.
- Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.
- Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.

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 8 for TOEFL Essentials (online); OR
- A minimum score of 51 in the Pearson Test of English (PTE); OR
- A minimum score of B2 (160) in Cambridge English Qualifications and Tests; OR
- Band 4 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).

Note:

The conditional offer letter will be issued to an international student who has not met the English Proficiency Requirement.

COURSES Offered

MPU COURSES

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi II
- Media and Society OR
- Introduction to Environmental Sustainability
- Bahasa Kebangsaan A
- Community Engagement and Volunteering OR
- Kursus Integriti & Anti-rasuah

CORE

- Public Speaking 1
- Public Speaking 2
- Technology Entrepreneurship
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organizational Behaviour
- Principles of Accounting
- Business Statistics
- Strategic Management
- Human Resource Management
- Business Law

MAJOR 1

(Business Analytics)

- Data Mining
- Business Modelling
- Business Analytics
- Business Intelligence
- Data Visualization
- Programming for Analytics
- Predictive Analytics
- Big Data Analytics
- Advanced Production and Operations Management
- Management Information Systems
- Apprenticeship 1 OR
- Case Study 1 OR
- Business Plan 1

MAJOR 2

(Digital Marketing)

- Cost and Management Accounting
- Marketing Management
- Project Management
- E-Commerce: Micro-Multinationals
- Social Media Content Marketing
- Pay Per Click Advertising
- Applied Digital Marketing Strategies
- Digital Analytics for Marketing Professionals
- Digital Marketing Channels
- Digital Techniques
- Apprenticeship 2 OR
- Case Study 2 OR
- Business Plan 2

**Subject to change*

Study at an Award-winning University

in the heart of a global city



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