FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

BACHELOR OF BUSINESS ANALYTICS (HONOURS)

MQA/PA13819

Preparation for Employment and Entrepreneurship Opportunities in IR 4.0

IR 4.0 offers limitless scope for new jobs and new ventures
The HELP Bachelor of Business Analytics (Hons) will equip students with the capabilities to seize these opportunities and gain an advantage over competitors.

What is Business Analytics?
- Business analytics uses statistical analysis and modelling to explore and investigate business data to transform data into business insights
- These insights are then used to predict outcomes of business decisions and to recommend actions that maximize ideal outcomes
- Business analytics solves business problems and improves business performance.

WHAT STUDY BUSINESS ANALYTICS AT HELP?
- Premier Digital Tech Institution status awarded by MDEC
  For HELP University overall
  For the Faculty of Business, Economics & Accounting
  For the Faculty of Computing & Digital Technology
- Business and Technology Innovation Centre (BATIC)
  A RM25M state-of-the-art facility with multiple functions:
  - Incubate e-commerce startups
  - Bloomberg Finance Lab, one of the largest among private universities in Malaysia
  - Centre for Applied Research in Analytics (CARA) for joint research in Data Analytics and Data Science with universities and research centres
- Collaboration with Alibaba for students to train in e-commerce and expand contacts via its global network
- QS 5 Stars award for Online Learning

HELP: the Analytics-Driven Entrepreneurial University

WHY IS HELP LEADING IN ANALYTICS EDUCATION AND TRAINING?
- Course offerings:
  - Bachelor of Information Technology (Hons) in Data Analytics
  - Bachelor of Business Analytics (Hons)
  - Master of Applied Business Analytics
  - Master of Data Science
  - Internships and links with industry and international bodies:
    - University of Queensland
    - Beijing Jiaotong University
    - Alibaba Business School
    - SAS
    - University of Waterloo, Canada
- Academic staff with specialisation in Data Analytics, Data Science, FinTech
- Industry leaders and professionals as members of Industry Advisory Board.

Intake 18 August 2020
Offered at Subang 2 campus only

ACADEMIC ADVISORY PANEL

Datuk Prof Dr Paul Chan
Vice Chancellor, HELP University

Assoc Prof Dr Sien Ven Yu
Dean, HELP Faculty of Computing and Digital Technology

Ms Ng Shu Min
SAS Certified Data Scientist, HELP Faculty of Computing and Digital Technology

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