

BUSINESS ANALYTICS

(N/0414/6/0451) (05/31) (MQA/PSA19337)

Unlock opportunities in a high-demand career in business analytics

The Bachelor in Business Analytics (Honours) programme empowers you to thrive in an AI-driven digital economy by integrating business strategy, analytics, and intelligent decision-making. Designed for future-ready professionals, the programme equips you with the ability to leverage data, artificial intelligence, and predictive technologies to support smarter, faster, and more strategic business decisions. Through hands-on learning, industry projects, and exposure to cutting-edge AI and analytics platforms, students develop practical skills in machine learning, data visualisation, business intelligence, and AI-assisted decision support systems. From transforming raw data into actionable insights to solving real-world business challenges, the programme prepares graduates to lead digital transformation initiatives across industries, with professional certifications in Python, Microsoft Azure, and Power BI. Graduates will emerge as highly adaptable, AI-enabled professionals capable of driving innovation, improving organisational performance, and shaping the future of intelligent business in the global marketplace.

Career Pathways

Graduates of the Bachelor in Business Analytics (Honours) programme can look forward to a wide range of exciting and in-demand career pathways in today's data-driven world. Equipped with both business knowledge and analytical skills, they are well-prepared to take on roles that transform data into meaningful insights and strategic decisions. From corporate organisations to tech companies and startups, this programme opens doors to diverse opportunities, empowering graduates to build rewarding careers and adapt confidently to the evolving demands of the global job market.

Graduates will be equipped to:

- Analyse structured and unstructured data for business insights
- Develop dashboards and data visualisation tools
- Support strategic planning and decision-making processes
- Apply predictive analytics and forecasting techniques
- Work across industries such as finance, healthcare, retail, and technology



Students are advised to refer to the official websites of the relevant regulatory bodies for the latest updates on university recognition in their respective countries.

Degree / Duration

Bachelor in Business
Analytics (Honours) (IMU)
3 years

Commencement

Sep

Career Opportunities

Key Area	Occupation	Work Scope
Information and Communication Technology (ICT)	<ul style="list-style-type: none"> Data Analyst Business Intelligence Analyst Data Scientist 	<ul style="list-style-type: none"> Collect, clean, and analyse data to support business decisions. Develop dashboards and reports for performance monitoring. Identify trends, patterns, and insights from large datasets. Support predictive analytics and data-driven strategies.
Retail and E-commerce	<ul style="list-style-type: none"> Market Research Analyst Customer Data Analyst Business Intelligence Analyst E-Commerce Product Lead 	<ul style="list-style-type: none"> Analyse customer behaviour and purchasing trends. Monitor sales performance and market opportunities. Prepare business reports and visualisations for decision-making. Support digital marketing and customer engagement strategies.
Manufacturing	<ul style="list-style-type: none"> Operations Analyst Supply Chain Analyst Quality Control Analyst 	<ul style="list-style-type: none"> Monitor production efficiency and operational performance. Analyse supply chain data to improve logistics and inventory management. Identify quality issues and recommend process improvements. Support operational planning and resource optimisation.
Healthcare	<ul style="list-style-type: none"> Healthcare Data Analyst Clinical Data Analyst Business Analyst Business Intelligence Specialist 	<ul style="list-style-type: none"> Manage and analyse healthcare and clinical data. Support healthcare decision-making through data reporting and insights. Ensure data accuracy, privacy, and compliance with regulations. Assist in improving healthcare services and operational efficiency.
Finance and Banking	<ul style="list-style-type: none"> Financial Analyst Risk Analyst Data Analyst Management Consultant 	<ul style="list-style-type: none"> Analyse financial data and business performance. Assess financial risks and support risk management strategies. Prepare forecasts, reports, and business insights. Support investment, budgeting, and financial planning activities.
Telecommunications	<ul style="list-style-type: none"> Digital Growth Lead Network Data Analyst Customer Insights Analyst Business Analyst 	<ul style="list-style-type: none"> Analyse network and customer usage data. Monitor service performance and customer satisfaction trends. Support business improvement and strategic planning initiatives. Develop reports and dashboards for operational analysis.
Government and Public Sector	<ul style="list-style-type: none"> Policy Analyst Data Analyst Programme Evaluator 	<ul style="list-style-type: none"> Analyse public data to support policy development and decision-making. Evaluate programme effectiveness and performance outcomes. Prepare reports and recommendations for government agencies. Support evidence-based planning and public service improvements.

Graduates can also branch into careers beyond what is listed.

Programme Structure

The programme comprises a total of 123 credits, integrating multidisciplinary knowledge across:

Business Fundamentals	Core Analytics & Technology	Industry Integration	Professional Development
Management, marketing, accounting and finance, economics, human resource management.	Programming (Python), data management, business intelligence, data visualisation, and analytics.	Internship, capstone project.	Communication, ethics, governance, and leadership.

Year 1	Year 2	Year 3
Penghayatan Etika dan Peradaban; OR Bahasa Melayu Komunikasi 2 Falsafah dan Isu Semasa Academic Communication; OR Bahasa Kebangsaan A Integrity and Anti-Corruption Marketing Microeconomics Human Resources Management Management Business Mathematics Artificial Intelligence Macroeconomics Financial Management Accounting Entrepreneurship Computer Programming and Applications Business Data Management	Operations Management Digital Business Business Data Analytics Business Intelligence Predictive Business Analytics Research Methodology Legal Environment Consumer Behaviour Data Visualisations Prescriptive Analytics	Strategic Management Business and Professional Communication Business Ethics and Corporate Governance Enterprise Architecture Capstone Project Social Responsibility Organizational Behaviour International Business Industrial Training

Assessment

Assessment methods are designed to ensure both theoretical understanding and practical competency:

- Coursework (assignments, case studies, presentations)
- Group projects and industry-based problem-solving
- Capstone project
- Industrial training

Entry Requirements

A-Level	DD and pass in English and Mathematics at SPM Level or its equivalent*
STPM	CC and pass in English and Mathematics at SPM Level or its equivalent*
Australian Matriculation	ATAR 60 and pass in English and Mathematics at SPM Level or its equivalent*
National Certificate of Educational Achievement (NCEA)	50% and pass in English and Mathematics at SPM Level or its equivalent*
Canadian Grade 12/13	60% aggregate in 6 subjects and pass in English and Mathematics at SPM Level or its equivalent*
Unified Examination Certificate (UEC)	B in 5 subjects and pass in English and Mathematics at SPM Level or its equivalent*
Australian University Foundation	50% or ATAR 60 and pass in English and Mathematics at SPM Level or its equivalent*
Indian Pre-U	Average of 50% and pass in English and Mathematics at SPM Level or its equivalent*
MOE Matriculation	cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
International Baccalaureate (IB)	24 points and pass in English and Mathematics at SPM Level or its equivalent*
American High School Diploma	cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
Foundation Studies**	IMU Foundation in Science / Foundation in Arts / equivalent cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
Diploma	cGPA 2.00***

* This can be exempted if achieved the same result at Pre-University level.

** The duration of this programme must be a minimum of 1 year in the same accredited institution and foundation in other disciplines are accepted.

***Credit exemption can be considered on case by case basis.

English Requirements

For Malaysian Students

1. MUET: Band score of 3; or
2. IELTS: Overall band score of 5.5; or
3. TOEFL: Overall score of 46 / Scale score of 3.5; or
4. Cambridge English: Advanced (CAE): Overall score of 160; or
5. Cambridge English: Proficiency (CPE): Overall score of 160; or
6. Cambridge Linguaskill: Overall score of 160; or
7. Pearson Test of English (PTE): Overall score of 51

For International Students

1. IELTS: Overall band score of 5.5; or
2. TOEFL: Overall score of 46 / Scale score of 3.5; or
3. Cambridge English: Advanced (CAE): Overall score of 160; or
4. Cambridge English: Proficiency (CPE): Overall score of 160; or
5. Cambridge Linguaskill: Overall score of 160; or
6. Pearson Test of English (PTE): Overall score of 51

The following categories of students are exempted from the English requirements:

Students who graduated from other institutions where the curriculum is delivered in English Language. For example: Advanced Levels / Australian Matriculation / Australian University Foundation Year / Canadian Matriculation / International Baccalaureate / Foundation in Science / Foundation in Arts / other pre-university programmes from local higher education institutions.

Programme Fees

Fees Overview

Fee	Amount (RM)	
	Malaysian Student	International Student
Application Fee	150	500
Registration Fee	950	2,500
Refundable Caution Deposit	1,000	1,000
International Student Admin Fee	-	2,500

Application fee is payable upon submission of application. • Registration fee and refundable caution deposit are payable upon acceptance of the offer letter issued by the IMU Admissions Office. • International students will need to pay a Student Visa Administration Fee of up to RM3,500 (depending on nationality) and a personal bond fee when they register. There is also an annual Student Visa Renewal Fee that applies each year. • Students must adhere to the "Policy on Payment of Fees" • All students are required to pay Student Association Fee of RM60 per semester which will be subject to annual increase. • All fees are subject to currency exchanges rates and exclusive of levy and bridging fees (if any). • Application fee and Registration fee is non refundable. • All students who are applying for the National Higher Education Fund (NHEF) loans are required to pay their semester fees in FULL by the due date stated in the invoice

Tuition Fees

	Total Duration (years)	■ At IMU University					
		Years	Total Semesters	Tuition Fee			
				Malaysian Student		International Student	
				Per Semester	Total	Per Semester	Total
Bachelor in Business Analytics (Honours) (IMU)	3	3	5 long semesters	19,700	119,250	21,200	130,500
		1 Short Semester	10,375	12,250			
		1 Industrial Training	10,375	12,250			

Global Leadership Scholarship (Inaugural intake) of RM30,000 is available for the 2026 intake*. The scholarship is awarded at the University's discretion, and its decision is final.

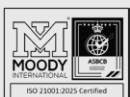
All listed fees are exclusive of the 6% Sales and Service Tax (SST), which will be applied to all international students where applicable.



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Want to learn more?
Connect with us today!

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