Convocation

22 UMPSA graduates from the first cohort of Bachelor of Science in Applied Data Analytics

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GAMBANG, 24 October 2023 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) successfully produced 22 graduates from the first cohort of the Bachelor of Science in Applied Data Analytics with Honours programme during the 18th Convocation Ceremony of UMPSA held recently.

The academic programme, spanning three and a half years or seven semesters, was developed to produce highly skilled graduates proficient in the field of Data Science and Analytics, capable of extracting information or insights from data and making effective decisions.

Integrated Data Science skills covered in this programme include Mathematics Skills, Programming Skills, Data Preparation, and Data Visualization Skills, Statistical Modeling Skills, Machine Learning Algorithm Skills, Advanced Analytical Skills, Management Skills, and Research and Practical Skills.

According to the Vice-Chancellor of UMPSA, Professor Dato' Ts. Dr. Yuserrie Zainuddin, the field of Data Science and Analytics is a rapidly growing new field in the country, and this learning element is also part of the key pillars of the Fourth Industrial Revolution (IR 4.0), encompassing elements of automation, digitization, and artificial intelligence.

"This field utilizes various techniques and tools that require a set of integrated skills from statistics, mathematics, computer science, and the use of current technology in computer software or programming languages.

"Through this knowledge, graduates can venture into various fields related to the advancement of science and technology, especially in the areas of economics, statistics, meteorology, information technology (IT), business, education, research, marketing, medicine, and many more.

"At present, data-centric industries such as business services, information technology, banking and telecommunications, among others, require skilled personnel in the field of Data Science and Analytics in Malaysia," he said.

He further clarified that Data Analytics skills have been widely used in decision-making and forecasting developed based on large-scale data analysis models.

"However, the application of Data Analytics skills is not limited to data from specific sectors and industries alone.

"Moreover, the development of artificial intelligence and machine learning, robotics, nano-technology, 3D printing, genetics, and biotechnology also generate various types of new, dynamic, unique, and extensive data to solve various future problems.

"Therefore, the skills of managing data from various sources are also crucial to ensure the sustainability of the engineering and technology sector in Malaysia, thus supporting the country's development," he said.

Meanwhile, for the Dean of the Centre for Mathematical Sciences (PSM), Professor Dr. Mohd Zuki Salleh, UMPSA offers two modes of study, namely the Coursework and Industry Work Mode (2u2i), and both involve a study period of seven semesters.

"For the Coursework Mode, students will undergo Industrial Training in Semester 7, while for the Industry Mode (2u2i), students will undergo Work-Based Learning (WBL) through the Block Release structure in Semesters 6 and 7.

"In addition, WBL students are also trained by Industry Coaches (IC) assigned for practical assessments.

"The Industry Mode (2u2i) also trains students through experiential learning in the industrial environment, practical applications with real case studies in the industry, and the use of the latest data science equipment and software that can enhance graduate employability.

"UMPSA provides quality education whose syllabus is referred to and compared with local and international universities," he said.

He also selects the best and most relevant courses related to Data Science and Analytics knowledge and skills to enable graduates to excel in the industrial and service sectors.

Similarly, the curriculum is developed by taking into account feedback from stakeholders such as industry partners and industrial advisory panels so that students can be exposed to knowledge and skills based on the real industrial world.

Students will also be exposed to more in-depth analysis knowledge using the latest data management and analytics tools such as R, Python, Tableau, RapidMiner, and Knime.

To date, 22 graduates have graduated, while the total number of active students is recorded at 234.

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