



A career in data science

DATA science brings great benefit to all types of businesses. One of the examples of data science is predictive analytics in e-commerce which helps to evaluate each new customer, and every data collected will be used to make precise marketing campaigns.

The Malaysia Digital Economy Corporation affirms that big data analytics (BDA) is central to Malaysia's digital economy. It will boost other digital technologies, such as artificial intelligence (AI), the Internet of things (IoT) and advanced automation. As the BDA market in Malaysia is expected to grow in 2025, the scope and area of application for data scientists will increase in the coming years.

The Master in Data Science (MDS) at Universiti Kuala Lumpur - Malaysian Institute of Information Technology (UniKL-MIIT) is a dual degree with an international partner, La Rochelle University (LRUniv), from France. This programme is accredited by the Malaysian Qualifications Agency and French Ministry of Higher Education, Research and Innovation (MESRI)

which means the degrees are recognised internationally. Therefore, graduates will have more opportunities to continue their education or even find employment in Europe.

This can have a huge number of benefits, including improving skills, working with people from different cultures, expanding professional networks and attempting to increase one's employability. A six-month industry attachment or industry project is part of the programme aimed at ensuring students are equipped with industry and professional skills.

To suit current demand, this three-semester programme has been designed with multiple sub-areas including Big Data and Data Mining, Math and Statistics, Information Systems, Software Engineering and Entrepreneurship.

All courses are conducted on a modular basis at UniKL-MIIT campus in the heart of Kuala Lumpur. Students will have the privilege of learning from experts in the field of data science from both universities led by Assoc Prof

Dr Jacque Morcos from LRUniv and Prof Shahrulniza Musa from UniKL-MIIT.

UniKL-MIIT and LRUniv have also established a joint ICT lab known as Universiti Kuala Lumpur - La Rochelle University - Joint ICT Laboratory (KLR-JIL) which focuses on data science models and knowledge, Image and content and System dynamics and adaptivity (IoT, Security, process mining). The lab aims at supporting and improving data science programmes and research carried out by both students and researchers.

Don't miss out on this opportunity and join UniKL now. Student intakes are carried out twice per year, in January and September.

- Ts Nurdatillah Hasim, Master in Data Science programme coordinator

■ For further details, contact the Marketing and Admission (Mesra) office, Raziana at 012-266 0774 or Ts Nurdatillah at 017-563 6371 or visit www.unikl.edu.my



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