LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

Master of Science (Data Science and Analytics)

(N/0613/7/0001) (08/27) (MQA/FA 15772)

PROGRAMME DESCRIPTION

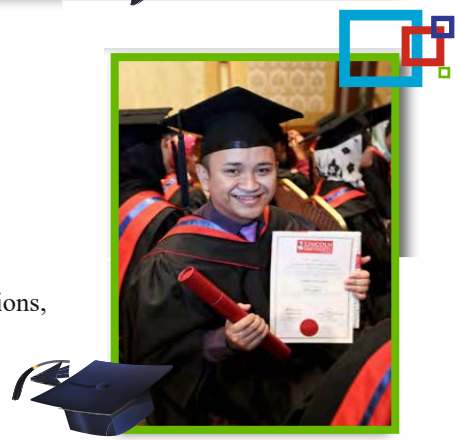
Master of Science (Data Science and Analytics) programme will equip graduates with the core Data Science and Analytics knowledge required to work with large and complex data sets in multidisciplinary fields. The core modules of the programme include Data Mining, Data Analytical Programming, Machine Learning for Data Science, Big Data Storage and Management and Data Visualisation and Visual Analytics. Graduates will have strong capabilities to integrate the specialised filed requirements with Data Science and Analytics to improve and transform the Data Science process within an organisation.

For successful completion of Master's degree each candidate should publish minimum of two research articles in Scopus indexed journals with Lincoln University College affiliation.

PROGRAMME AIM

The programme Master of Science (Data Science and Analytics) will produce professionals who can be able to:

- Produce knowledgeable and be technically competent in the field of Data Science and Analytics in line with industry requirement locally and globally.
- Perform well as a team player, demonstrate good leadership qualities in an organization, and be effective in communication.
- Solve problems related to the field of IT creatively, innovatively, ethically, using numerical and technical skills, and through sustainable approach to solve Data Science and Analytics related problems.
- Demonstrate entrepreneurship skills and recognize the need of lifelong learning, as well using a broad range of information, media, and technology applications for successful career advancement.



CAREER OPPORTUNITIES

Graduates are prepared for advanced, technical and leadership roles in data-driven organisations, including:

- Data Scientist
- Big Data Analyst
- Machine Learning Engineer
- Data Mining Analyst
- Data Modeler
- Data Architect / Data Engineer
- Quantitative Analys

PROGRAMME DURATION

Full Time: 1.6 -2 Years

INTAKE AND ENTRY REQUIREMENTS

March, July, November

I.A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 2.50, as accepted by the LUC Senate; OR

II.A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted subject to a thorough rigorous assessment as determined by the LUC; OR

III.A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.00 can be accepted subject to a thorough rigorous assessment as determined by the LUC to identify the appropriate prerequisite courses that equivalent to their working experience in the Computing or related fields; OR

IV.A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.00 can be accepted subject to appropriate prerequisite courses; OR

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V. Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in Computing or related fields recognised by the Government of Malaysia must fulfil the requirement on item i or ii.

For International students:
Achieve a minimum score of 6.0 in the IELTS or equivalent. If a student does not meet this requirement, LUC will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	MQA Subject Code	Subject Name	Credits
1.	MDSA 7013	Principles and Practices of Data Science and Analytics	4
2.	MDSA 7023	Applied Statistics	4
3.	MDSA 7033	Data Analytical Programming	4
4.	MDSA 7043	Machine Learning for Data Science	4
5	MDSA 7053	Data Visualization and Visual Analytics	4
6.	MDSA 7063	Big Data Analytics	4
7.	MDSA 7073	Research Methodology for Capstone Project	4
Elective Groups (Students need to choose any one group of 3 modules) for specializations on Business Analytics / Data Engineering			
Elective Group: Business Analytics			
8.	MDSA 7083	Business Intelligence and Decision Analytics	3
9.	MDSA 7093	Social Media Analytics	3
10.	MDSA 7103	Predictive Analytics and Business Forecasting	3
Elective Group: Data Engineering			
11.	MDSA 7113	Deep Learning	3
12.	MDSA 7123	Natural Language Processing	3
13.	MDSA 7133	Cloud Infrastructure	3
14.	MDSA 71412	Capstone Project	12