Master's Degree Programmes

Master of Science
•   **Business Analytics**

Courses	Credits
Compulsory Courses	
ISOM7015 Fundamentals of Business Analytics	3
ISOM7016 Statistics for Business Analytics	3
ISOM7021 Business Modeling and Decision Analysis	3
ISOM7022 Database and Big Data Management	3
ISOM7031 Machine Learning with Business Applications	3
ISOM7032 Social Network and Textual Analysis	3
ISOM7098 Project Report	6

Students are required to take *4 required elective courses* from the following courses to *obtain 12 credits*:

FINC7054 Introduction to Modern Financial Technology	3
ISOM7013 Information Management and Digital Innovation	3
ISOM7030 Service Operations	3
ISOM7033 Tourism Analytics	3
ISOM7041 Econometrics and High-Dimensional Data Analysis	3
MKTG7033 Marketing Analytics	3

Total Credits:	**36**

Note:
1.   Unless otherwise specified, the above information is accurate as at 31 August 2023. The University has the right to make changes in its regulations, rules and procedures from time to time as it sees fit.