Pursuing courses to keep pace with digital advances

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**THE EMBATTLED**

The advent of the Fourth Industrial Revolution (4IR) calls for a shift in workers’ demands. Graduates need the right skills to navigate more automation and machine-based situations in the workplace.

Nurturing graduates with marketable skills is more important than ever. This technological change, however, requires new skills and competences in the workplace.

In Malaysia, the demand for digital talent is rising. According to the Malaysia Digital Economy Corporation (MyDeC), the programme is how complex inputs such as artificial intelligence (AI) enable machines to process vast amounts of data, optimising operations in the workplace.

**NEW WORLD**

A new world requires new thinking, new strategies, and new approaches.

HWAJIN HWANG

**UCSI University Business Analytics Department**

Hwang’s insight is that the programme prepares students for the digital workplace.

"This AI programme at UCSI University is in line with preparing industry-ready graduates and equipping them with data science skills as well as soft skills such as critical thinking, collaborative skills, and entrepreneurship. The programme empowers business graduates to transform data into powerful and predictive insights to respond to the global Big Data Revolution.

"They will build skills and knowledge required to maintain a competitive edge in the digital era. The programme also cultivates critical thinking, creativity and innovative approaches to solve business problems," he added.

According to Hwang, Business Analytics was developed to address specific issues in 4IR.

"The Harvard Business Review named data science as one of the top 10 skills for the future.

Hwang highlighted the fact that students need to build critical thinking, collaborative skills, and entrepreneurship.

"To survive in the digital era, creativity and innovation are crucial. Critical thinking, analytical skills, and IT skills gained through our data science programme will be valuable assets in the job market.

"With the rise of AI and data science, the role of business analysts has been redefined. 4IR is about creating new products and services. It's a new area for our students to work in the digital environment," he added.

Hwang further added that partnerships with MARA, MCT topped the list.

"We are committed to producing graduates who are not only competent technologically but also have good problem-solving skills. They will be geared towards solving business challenges and employing data-driven decisions.

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