

Bachelor of Data Analytics in Data Science





The Rise of Data Analytics in Singapore – Why It Matters for Business Growth

Singapore's Data Analytics sector is thriving as companies accelerate their digital transformation and adopt data-driven strategies. This shift is fuelling innovation, competitiveness, and sustainable growth across industries.

That is where data analytics makes all the difference.

In today's landscape, data analytics in Singapore is no longer just a buzzword — it is a strategic imperative. From small and medium enterprises to large enterprises, organisations are realising the power of transforming raw data into actionable insights that enhance efficiency, optimise performance, and unlock new growth opportunities.

The Surge in Demand for Data Analytics

Singapore's job market for data analytics has expanded rapidly, driven by the surge in data generation and the **growing need for professionals who can turn information into actionable insights.**

Today, **data analytics plays a crucial role in helping businesses boost operational efficiency and profitability across all sectors.** From Finance to Healthcare, data-driven decision-making has become the norm, driving growth and market expansion.

Digital transformation is a key driver for the rising demand for data professionals. As companies adopt new technologies and embrace data-led strategies, building strong data analytics capabilities has become essential for informed decision-making and long-term business success.

Cover Page:

¹ Applicants with a Polytechnic Diploma may be exempted from up to 12 units and can gain entry to Year 2 of the programme. Applicants with a Murdoch University-recognised Kaplan Diploma or a private Diploma may be exempted from up to 8 units and can also gain entry to Year 2 of the programme.

² QS World University Rankings 2026 and Webometrics

Data Analytics Across Industries

Data analytics transcends industry boundaries, with its applications driving innovation and efficiency across multiple sectors such as E-commerce, Finance, Healthcare, and Logistics.

In the Finance sector, data analytics supports trading strategies, risk management, and fraud detection, enabling firms to anticipate market movements and make data-driven decisions. Healthcare organisations apply analytics to enhance patient care, streamline operations, and improve treatment outcomes.

Within Logistics, big data analytics is used to optimise supply chains, reduce inefficiencies, and forecast demand more accurately. Meanwhile, E-commerce companies rely on analytics to understand customer behaviour, personalise marketing campaigns, and improve the overall shopping experience.

By identifying trends and predicting market shifts, businesses gain a competitive advantage and drive sustainable growth. The pervasive need for data analytics expertise across these industries continues to generate abundant career opportunities and long-term professional growth in this field.

Career Opportunities

The rising demand for data analytics expertise presents abundant opportunities for career advancement, making it a dynamic and rewarding field. Career opportunities include:

- Customer Insights Analyst
- Business Analyst
- Business strategist
- Credit Scoring Specialist
- Data Analyst
- Data Engineer
- Data Scientist (Marketing Analytics)
- Healthcare Data Analyst
- Health Informatics Specialist
- Supply Chain Data Analyst

Earning a Bachelor's Degree in Data Analytics equips professionals with the knowledge and expertise needed to stay competitive and progress into senior or specialised roles. At Murdoch University, **you can choose between a Single Major or a Double Major in Data Analytics. These pathways combine strong academic foundations with practical, hands-on learning to prepare you for success in a data-driven world.**

The programme develops a balance of technical proficiency and soft skills including leadership, communication, and strategic thinking. **Professionals can interpret data and communicate insights effectively and guide teams are in high demand.** This well-rounded skill set empowers you to drive business growth and make informed, data-driven decisions.



Top 5 Reasons to Choose Murdoch University

Double Majors. Double the Advantage.

Gain in-depth expertise across two specialisations and stand out in today's competitive job market.

Complete Your Degree within 16 months¹.

Accelerate your studies and start your career sooner.

Flexible Study Schedule².

Plan your own timetable and study at your own pace — perfect for busy learners.

Access Classes Anytime, Anywhere.

Enjoy the convenience of recorded lectures and online learning resources available 24/7.

Full Degree Transcript Upon Completion.

Upon completion, you will receive a full Degree transcript — a globally recognised record of achievement that reflects all the modules. This serves as your official proof of academic excellence, supporting your career advancement and further study opportunities.



About the Programme

This programme is designed **to address the growing demand for professionals who can extract insights from large and complex datasets, giving you the competitive advantage needed to thrive in the future workplace.** You will gain hands-on experience with contemporary data science tools and programming languages such as Python and R, while developing the innovation and critical thinking skills required to tackle the complex challenges of today's data-driven world.

The programme aims **to build a strong foundation in technical and analytical competencies,** alongside communication, teamwork, and leadership skills essential for success in business, scientific, organisational, or consultancy settings.

It also fosters critical and creative thinking, enabling you to connect detailed analysis with strategic, big-picture insights that drive effective, data-informed decision-making.

¹Instead of 28 to 36 months, depending on the programme/major chosen and if students follow the recommended study plan

²Programme duration may be extended for students who take a lesser study load each term

What You Will Learn

- Apply advanced statistical methods and machine learning techniques to analyse and interpret complex datasets.
- Employ data science approaches across diverse domains, including health, environment, business, and social sciences.
- Examine the ethical implications of data science practices and implement responsible data management strategies.
- Utilise contemporary data science tools and programming languages such as Python and R to solve real-world problems.

Programme Intake

January, May & September

Unit Outline

- Applied Statistics
- Big Data and Data Science
- Data Visualisation and Simulation
- Databases
- Introductory Calculus with Applications
- Introduction to ICT Research Methods
- Mathematical Modelling and Differential Equations
- Optimisation and Graph Theory
- Principles of Computer Science
- Probability and Statistical Inference
- Statistical Data Analysis

Single and Double Major available

- Bachelor of Data Analytics in Data Science
- Bachelor of Data Analytics in Data Science and Business Information Systems
- Bachelor of Data Analytics in Data Science and Cyber Security and Forensics
- Bachelor of Data Analytics in Data Science and FinTech
- Bachelor of Data Analytics in FinTech and Data Science
- Bachelor of Information Technology in Artificial Intelligence and Autonomous Systems and Data Science

Entry Requirements

Applicants with a Polytechnic Diploma may be exempted from up to 12 units and can gain entry to Year 2 of the programme. Applicants with a Murdoch University-recognised Kaplan Diploma or a private Diploma may be exempted from up to 8 units and can also gain entry to Year 2 of the programme.

The Bachelor's Degree programme accepts a wide range of qualifications with advanced standing. These include:

- Kaplan Diploma; OR
- Polytechnic Diploma; OR
- Other equivalent qualifications awarded by other Singapore-registered Private Education Institutions.

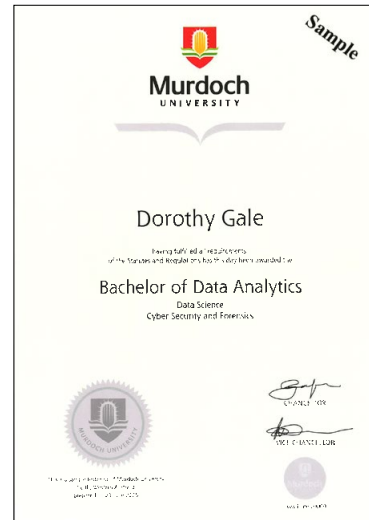
English Language requirements

Applicants are required to meet the University's English language requirement:

- An approved Diploma qualification or higher, where the language of instruction was English; OR
- GCE O-Level English Language or Literature in English with Grade C or better; OR
- Any other equivalent English language qualification.

In all cases, the final decision on admission to the programme rests with the University.

Sample Certificate






Kaplan City Campus @ Wilkie Edge, 8 Wilkie Road, Level 2, Singapore 228095

Kaplan City Campus @ Odeon 331, 331 North Bridge Road, Level 8, Singapore 188720

Kaplan City Campus @ Odeon 333, 333 North Bridge Road, Level 2, Singapore 188721

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