**Digital Media Design (DMD)**

1. **About**

Digital Media Design specialization for BIT students is designed to provide the opportunity to explore the latest knowledge and skills to create a wide range of online media. It provides the students with an understanding of the theories, creative methods and technical skills used in Multimedia industries today. Students will acquire industry related skills in animation, 3D modeling, digital video, audio, media and communication design for electronic media.

1. **Specialization core courses**

* INFO 4320 Animation Technique
* INFO 4321 Creative Design Technique
* INFO 4322 Digital Content Design
* INFO 4328 Game Design and Development

1. **Job prospects**

* Game Designer / Developer
* Creative and Media Director
* Graphic Designer
* UI/UX Designer
* Media Analyst / Strategies
* Web Analytics Specialists
* Animator

1. **Senior’s advice**

“Being creative, having an understanding of digital media, and the ability to program and design for the web, are critical skills”

1. **Four most popular companies**

* Les Copaque
* Wau Animation
* Petronas
* Bank Negara Malaysia

1. **Top Industries hiring for DMD positions**

* Animation and Media industry
* Game industry
* Freelance
* All industries that require media design

1. **Expected annual salary**

* Entry level: RM25k
* Early career: RM29k
* Mid career: RM33k

1. **Extended certification for fresh graduates**

* Adobe Certified Professional
* Unity Certified Professional
* Blender 3D courses
* Unreal engine courses

1. **Basic skills needed**

* Solving problem through delivering creative messages
* Inclining to art and drawing
* Being passionate and nurture interest
* Mind of explorer and curiosity
* Excellent organizational, time and project management skills
* An understanding of the latest trends and their role in a commercial environment
* Teamwork skills because most projects require input from individuals with different roles

**Information Assurance & Security (IAS)**

1. **About**

Information Assurance and Security specialization focuses on knowledge and applications of information security governance, risk and compliance (GRC). The specialization aims to equip students with the knowledge on the protection of information and information systems (IS) through managerial and technical countermeasures that are designed to ensure their confidentiality, integrity, availability (CIA) and authenticity.

1. **Specialization core courses**

* INFO 4340 Management of Information Security
* INFO 4341 Risk Management
* INFO 4342 Business Continuity & Disaster Recovery
* INFO 4330 Control and Audit of Information Systems

1. **Job prospects**

● IT / Info / Cyber Security & Compliance Analyst

● Cyber Security Administrator

● Access Control System Administrator

● Information Security Solutions Architect

1. **Senior’s advice**

“Worry not”

1. **Four most popular companies**

● Cybersecurity Malaysia

● Banks and financial institutions

● Majlis Keselamatan Negara (MKN)

* National Cybersecurity agency

1. **Top Industries hiring for IAS positions**

All industries and organizations require cybersecurity governance

1. **Expected monthly income**

* Entry level - RM3k++
* Junior Level - RM6k - RM6.5k
* Mid Level - RM10.5k - RM15k

1. **Basic skills needed**

● Addressing security threats from technical and managerial controls.

● Strong analytical and diagnostic skills.

● A current understanding of common web vulnerabilities.

● Maintaining awareness and knowledge of contemporary standards, practices, procedures and methods.

● Ability to clearly articulate security threats and controls

● Soft skills such as communications skills, critical thinking, leadership, collaborative attitude

1. **Extended certification for fresh graduates**

● ISACA CyberSecurity Nexus (CSX)

● Certified Ethical Hacker - EC Council

● CompTIA Security+

**Enterprise Technology Management (ETM)**

1. **About**

Enterprise Technology Management specialization is designed to develop students’ knowledge and skills in enterprise system applications and solutions, and enterprise resource planning (ERP) systems that are currently in high demand among Malaysian companies especially those in manufacturing and service-based industries.

1. **What will we learn (core course code)**

* INFO 4330 Control and Audit of Information Systems
* INFO 4331 Information Resource and Strategy Management
* INFO 4332 Knowledge Management Practices and Applications
* INFO 4333 Integrated Business Process and ERP Systems

1. **Field / Position**

* SAP Consultants
* Senior Solution Architect
* Channel Sales Specialist
* Business Consultants
* SAP Team Lead

1. **Senior’s Advice**

“Do some deep research on the subjects learned and relate it to the industry to get some overview on how the works gonna be like later”

1. **Four most popular companies**

* Maybank
* Petronas
* IKEA
* Malaysia Airlines

1. **Top Industries hiring for ETM positions**

* Manufacturing and Distribution
* Healthcare
* Hospitality
* Oil and Gas

1. **Expected monthly income**

* Entry level : RM2.5k - RM3k
* Junior Level : RM4k - RM6k
* Mid Career : RM6.5k - RM10k

1. **Extended certificates**

* MCSA: Microsoft Dynamics 365 for Operations
* Oracle SaaS ERP Certifications
* SAP Certifications
* Udemy ERP Courses

1. **Basic skills needed**

* Improve skills documentation and interviewing skills
* Information and knowledge base management

**Business Intelligence & Information Science (BIIS)**

1. **About / Definition**

The objective of this specialization is to produce graduates that are able to demonstrate curiosity and analytical mindset to understand the practices and processes used by data analysts. In this specialization, the graduates have learned key analytical skills (data cleaning, analysis, and visualization) using varieties of tools. These graduates should also be able to communicate insights that deliver business value based on exploratory and explanatory analysis.

**Data Professionals (MASCO code: 2524) is listed as a critical occupation in the Critical Occupation List (COL) report prepared by Talentcorp, Ministry of Human Resource, and Department of Statistics Malaysia.** The following job titles within this occupation are included in the COL: Data Analyst; Data Scientist; Big Data Engineer; Data Architect; Machine Learning Engineer; Artificial Intelligence Engineer (AI)

1. **Specialization core Subjects**

* INFO 4310 Data Mining
* INFO 4311 Data Warehousing
* INFO 4312 Information Visualization
* INFO 4314 Business Data Analytics

**3) Job Prospects**

* Business Analyst
* Data Analyst
* Data Steward
* Data Administration

**4) Senior's Advice**

“Have a knowledge about database and how to manage data using common data tools such as Excel and SQL.”

“Data is the language of business. So, to survive in the industry, build up your data analysis skills.”

**5) Popular Companies**

* Google
* SAP
* IBM
* SAS
* Oracle

**6) Industry Demands**

* Business analysts has increased in recent years and is projected to grow 15% from 2020 – 2030
* A bachelor’s degree is typically required to begin a career as a business intelligence analyst

**7) Expected monthly income**

* Entry level : RM3k - RM4k
* Junior Level : RM4.5k - RM8k
* Mid Career : RM8.5k - RM10k

(Reference: [Entry-Level Data Analyst Salary in Malaysia | PayScale](https://www.payscale.com/research/MY/Job=Data_Analyst/Salary/7be0d073/Entry-Level-Kuala-Lumpur))

**8) Professional Certification**

* Google Data Analytics Professional Certificate
* SAP Certified Application Associate: SAP BusinessObjects Business Intelligence Platform 4.2
* IBM Certified Designer: IBM Cognos Analytics Author V11
* Microsoft Certified: Power BI Data Analyst Associate

**9) Basic Skills**

* Knowledge on statistics and database programming such as SQL
* Extract data from data sources;
* Data visualization using Excel and other tools such as Tableau, Google Data Studio;
* Prepare documentation to outline data sources and models used and developed;
* Propose new uses for existing data sources and structures;
* Integrate multiple data sets to build large and complex data sets;
* Build software to scrub, combine and manage data;
* Apply data mining techniques to investigate leads, identify patterns and regularities in data;

**Digitalpreneurship**

1. **About**

Digitalpreneurship specialization for BIT is designed to equip students with the skills and

competencies to become independent and successful entrepreneurs and job creators. In

The student will learn, understand and apply the digital platform business model, the

challenges and the opportunities of this venture, customer growth and development in

the digital field, digital marketing, and managing finance as a digital entrepreneur.

1. **Specialization core courses**

* INFO4351 Digitalpreneurship
* INFO4352 Digitalpreneurship Customer Development
* INFO4353 Digitalpreneurship Marketing
* INFO4354 Digitalpreneurship Finance

1. **Job prospects**

* all level career path in digital marketing such as Marketing Executive, Marketing Manager, · Chief Marketing Officer, Digital Marketing Manager, Social Media Manager
* all levels of the career path in start-up companies, including executive and management levels such as CEO, CTO or CFO, or specialists.
* all areas of digital entrepreneurship to corporate entrepreneurship to intrapreneurship.

1. **Senior’s Advice**

“Challenge yourself as it will be the biggest motivation for you to understand and build your own career. Having communication skills, marketing skills and anything related to entrepreneurship as it is fundamental in digital preneurship.”

1. **Four most popular companies**

* Shopee
* Lazada
* Omesti Berhad
* Dropee

1. **Top Industries Hiring Digitalpreneurs**

* retail goods and consumers company
* entertainment and media
* manufacturing
* healthcare
* education

1. **Expected annual income**

* Entry level: RM40k
* Early career: RM50k
* Mid career: RM75k

1. **Basic skills needed**

* Communication skills because knowing how to talk to your customers, investors, and partners could highly determine the success of your business.
* Growth mindset: A growth mindset will ensure that your business is evergreen. You will

never be left out by any opportunities that will require you to get out of your comfort area and take a look at something new.

* Networking: Building a network will help you meet like-minded individuals and build your future in the industry.
* Have ability to learn as an entrepreneur, you have to go through ups and downs in their

career. To be successful and avoid the same mistakes, you need the desire to learn.

* Have teamwork skills as being entrepreneurs need to work together
* Have basic knowledge in UI/UX and technopreneurship
* Financial skills is important as it will help acquire and allocate your finance appropriately
* Digital Marketing skills are important as most people do a significant amount of their

shopping online.