

UKM-GRADUATE SCHOOL OF BUSINESS
ZCDF8034 Innovation and Data Business Analytic
Doctor of Business Administration (DBA) Programme
Semester 2, 2025/2026 Academic Session

Session	Topics	Instructor	Date/Time
1	<ul style="list-style-type: none"> • Introduction to Creativity & Design Thinking for Business <ul style="list-style-type: none"> ▪ Digital Disruption ▪ Building Digital Business Strategy ▪ UX & Design Thinking 	<p>ASSOC. PROF. DR. WAN MOHD HIRWANI WAN HUSSAIN wmhwh@ukm.edu.my</p> <p>Data Analysis & Report Writing (30%) Participation (22.5%)</p>	<p>15 JUNE 2026 9.00am – 5.00 pm Teleconference Room</p>
2	<ul style="list-style-type: none"> • Data Analytics 1 <ul style="list-style-type: none"> ▪ Business Hypothesis ▪ Machine Learning ▪ Google Analytics ▪ Bibliometrics Analysis 		<p>22 JUNE 2026 9.00 am – 5.00 pm Teleconference Room</p>
3	<ul style="list-style-type: none"> • Data Analytics 2 <ul style="list-style-type: none"> ▪ Developing Academic Database ▪ Database Analytics ▪ Business Intelligence ▪ Case Analysis in Data Analytics 		<p>29 JUNE 2026 9.00 am – 5.00 pm Teleconference Room</p>
4	<ul style="list-style-type: none"> • Foundational Concepts and Intuitions About Machine Learning Techniques <ul style="list-style-type: none"> ▪ Data Science, Machine Learning and Data-Driven Innovation & Business Outcomes • Data Visualization Concept Analysis 		<p>1 JULY 2026 9.00am – 5.00 pm Teleconference Room</p>

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Session	Topics	Instructor	Date/Time
5	<ul style="list-style-type: none"> • Business Model Innovation <ul style="list-style-type: none"> ▪ Understanding Any Business Model ▪ Business Model Value 	<p>ASSOC. PROF. DR. AHMAD RAFLIS CHE OMAR raflis@ukm.edu.my</p> <p>Case Study & Analysis (25%) Participation (22.5%)</p>	<p>6 JULY 2026 9.00am – 5.00 pm Teleconference Room</p>
6	<ul style="list-style-type: none"> • Strategic Design in Business Model Innovation <ul style="list-style-type: none"> ▪ Business Model Method ▪ Value Proposition for Business Model ▪ Framework for Measuring Business Model 		<p>13 JULY 2026 9.00am – 5.00 pm Teleconference Room</p>
7	<ul style="list-style-type: none"> • Implementing Business Model Innovation <ul style="list-style-type: none"> ▪ Business Model Innovation in Established Firm ▪ Business Model Innovation in New Ventures ▪ Business Model Innovation in Digital Age 		<p>20 JULY 2026 9.00am – 5.00 pm Teleconference Room</p>
8	<ul style="list-style-type: none"> • Transition To Sustainable Business Model <ul style="list-style-type: none"> ▪ Green Economy, Bioeconomy, Circular Economy • Multiple Criteria Decision Analysis Tools <ul style="list-style-type: none"> ▪ Analytic Hierarchy Process & Analytic Network Process 		<p>27 JULY 2026 9.00am – 5.00 pm Teleconference Room</p>

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Assessment Scheme:

SESSIONS	INSTRUCTOR	ASSESSMENT
SESSION 1 - 4	Assoc. Prof. Dr. Wan Mohd Hirwani Wan Hussain	i) Data Analysis & Report Writing 30% ii) Participation 22.5%
SESSION 5 - 8	Assoc. Prof. Dr. Ahmad Rafli Che Omar	i) Case Study & Analysis 25% ii) Participation 22.5%

Overall Assessment:

- i) Case Study & Analysis – 25%**
- ii) Data Analysis & Report Writing – 30%**
- iii) Participation – 45%**