UKM-GRADUATE SCHOOL OF BUSINESS
ZCDF8034 Innovation and Data Business Analytic
Doctor of Business Administration (DBA) Programme
Semester 1, 2026/2027 Academic Session

Session	Topics	Lecturer	Date/Time
1	• Introduction to Creativity & Design Thinking for Business ▪ Digital Disruption ▪ Building Digital Business Strategy ▪ UX & Design Thinking	**ASSOC. PROF. DR. WAN MOHD HIRWANI WAN HUSSAIN** wmhwh@ukm.edu.my **Data Analysis & Report Writing (30%)** **Participation (22.5%)**	**9 February 2027** 9.00am – 5.00 pm **Teleconference Room**
2	• Data Analytics 1 ▪ Business Hypothesis ▪ Machine Learning ▪ Google Analytics ▪ Bibliometrics Analysis		**11 February 2027** 9.00 am – 5.00 pm **Teleconference Room**
3	• Data Analytics 2 ▪ Developing Academic Database ▪ Database Analytics ▪ Business Intelligence ▪ Case Analysis in Data Analytics		**16 February 2027** 9.00 am – 5.00 pm **Teleconference Room**
4	• Foundational Concepts and Intuitions About Machine Learning Techniques ▪ Data Science, Machine Learning and Data-Driven Innovation & Business Outcomes • Data Visualization Concept Analysis		**18 February 2027** 9.00am – 5.00 pm **Teleconference Room**

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Session	Topics	Lecturer	Date/Time
5	• Business Model Innovation ▪ Understanding Any Business Model ▪ Business Model Value	**ASSOC. PROF. DR. PUAN YATIM** puan@ukm.edu.my **Case Study & Analysis (25%)** **Participation (22.5%)**	**22 February 2027** 9.00am – 5.00 pm **Teleconference Room**
6	• Strategic Design in Business Model Innovation ▪ Business Model Method ▪ Value Proposition for Business Model ▪ Framework for Measuring Business Model		**25 February 2027** 9.00am – 5.00 pm **Teleconference Room**
7	• Implementing Business Model Innovation ▪ Business Model Innovation in Established Firm ▪ Business Model Innovation in New Ventures ▪ Business Model Innovation in Digital Age		**2 March 2027** 9.00am – 5.00 pm **Teleconference Room**
8	• Transition to Sustainable Business Model ▪ Green Economy, Bioeconomy, Circular Economy • Multiple Criteria Decision Analysis Tools ▪ Analytic Hierarchy Process & Analytic Network Process		**4 March 2027** 9.00am – 5.00 pm **Teleconference Room**

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Assessment Scheme:

Sessions	Lecturer	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. Puan Yatim**	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%**