

# MASTER OF BUSINESS ANALYTICS

Continuing business disruption has created an unprecedented demand for data analysis capabilities. Designed for business professionals of the future, this innovative program encourages a new take on data. You'll gain a unique ability to speak the language of different organisational functions to bridge gaps and transform direction through data.

Drawing on business, data science and philosophy insights, you'll gain a hybrid, holistic understanding of business analytics and their application. With a key focus on responsible use of artificial intelligence (AI), ethics and strategy, you'll learn how to interpret analytics for social, cultural and environmental business opportunities.

Featuring small class sizes, this fully online program embraces opportunities for collaboration. You'll join a diverse virtual community, draw on industry case studies and enjoy tailored professional development opportunities. In your final year of study, you'll complete a team-based project that addresses real business problems or social issues.

## Master of Business Analytics (MBusAn)

### Duration

2 years part time only.

### Entry requirements

To enrol, a student must:

1. a bachelor's degree or equivalent with a GPA of at least 4.5 on a 7-point scale in the same discipline; OR
2. a bachelor degree (or equivalent) with a GPA of at least 4.5 on a 7-point scale in a different discipline; OR
3. a Graduate Certificate in Business Analytics from the University (or equivalent); AND
4. Satisfy the executive dean that, based on the Person's academic record and relevant work experience, the person is suitably qualified for admissions.

### Program requirements

Students are required to obtain 24 units from the MBusAn course list comprising:

- 4 units from part A; and
- 16 units from part B; and
- 4 units from part C

## Master of Business Analytics course list

CODE	UNITS	COURSE NAME
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### Part A: Compulsory

BSAN7204	2	Statistical Learning
BSAN7205	2	Business Analytics Foundation

### Part B: Compulsory

BSAN7206	2	Business Data Management
BSAN7207	2	Social Analytics
BSAN7208	2	Visual Analytics
BSAN7209	2	Managing Analytics Projects
BSAN7210	2	Responsible AI
BSAN7211	2	Monetizing Business Data
BSAN7212	2	Machine Learning in Business
BSAN7214	2	Competing with Artificial Intelligence

### Part C: Compulsory

BSAN7213	2	Business Analytics Applications
BSAN7215	2	Business Analytics Project

**Please note that courses are not offered every semester and every year.**

## Master of Business Analytics study plan

SEPTEMBER 2021 INTAKE		
Teaching Block 1 (TP7 September 2021)	Teaching Block 2 (TP2 January 2022)	Teaching Block 3 (TP5 June 2022)
BSAN7204	BSAN7206	BSAN7209
BSAN7205	BSAN7212	BSAN7207
Teaching Block 4 (TP7 September 2022)	Teaching Block 5 (TP2 January 2023)	Teaching Block 6 (TP5 June 2023)
BSAN7208	BSAN7214	BSAN7215
BSAN7211	BSAN7213	BSAN7210