

Master of Business Analytics



GATHER
KNOWLEDGE
IN UNKNOWN
TIMES.

- Enjoy the flexibility of 100% online study
- Learn from real case studies informed by industry
- Develop in-demand skills bridging business, data science and ethics
- #1 in Queensland for business and management studies*

*QS World University Rankings by Subject 2021

3
Campuses
6
Faculties

55,300+
students from more than

 135
countries

#1 in Queensland
for graduate
employability

QS Graduate Employability Rankings 2020

 390+
Programs

 More national
teaching awards
than any other
Australian university

 State-of-the-art
facilities



Business School

The Business School is independently ranked as one of the best business schools in Australia.

QS University Rankings.

The Business School is renowned for cutting-edge research, outstanding academic staff, depth of educational programs and close links with leading global organisations. Our Master of Business Administration (MBA) program was ranked number one in Queensland for eight consecutive years by The Economist (Full-time MBA Ranking 2012–2021).

We are set apart from others by standing for the kind of business that matters: business that creates sustained and positive change.

You will learn from the most innovative business educators in Australia who are at the forefront of academic knowledge and will challenge your thinking throughout your time here. At the Business School, you will study the most up-to-date and relevant theory and have the chance to apply this knowledge through internships and industry projects.

Leading industry links

We have a reputation for strong links with the business world. As a student, you can access industry leaders as mentors for real-life projects and internships.

Our lecturers are academic and industry leaders

Our lecturers are consultants and advisers to leading companies worldwide. Our research and consulting activities ensure that our teaching is at the cutting edge of academic knowledge while staying attuned to industry requirements.

Outstanding track record in research

Classed well above world standard, our research is consistently cited in top-tier journals from around the globe, and we have a strong track record of winning highly competitive Australian Research Council (ARC) grants.

Learning that gives back to the community

The Community Engagement Program (CEP) is a unique opportunity available to Business School students. CEP allows you to build on and apply your skills working on community sector projects that benefit not-for-profit and charity organisations. You can enhance your leadership capability and business planning, strategy and networking skills while giving back to the community.



For more information
business.uq.edu.au

Business School professional accreditations:



Top rankings



Our MBA program was ranked **No. 1 in Queensland for eight consecutive years** by The Economist (Full-time MBA Ranking 2012–2021).



We are the first business school in Australia

to earn both the European Quality Improvement System (EQUIS) and Association to Advance Collegiate Schools of Business (AACSB) accreditation.



We were the only Australian university with programs that hold **United Nations Tourism Organization Tourism Education Quality**



Our School was awarded the highest possible rating - five - in three fields of research

in the Australian Government's 2018 ERA Assessment:

- Business and management
- Information systems
- Tourism.

And well above world standard for:

- Accounting, auditing and accountability
- Banking, finance and investment
- Marketing.



Ranked 48th in the world for Finance and Accounting and 31st in the world for Hospitality and Leisure Management

by QS World University Rankings by Subject 2021.

Business Analytics

Join the next generation of data savvy professionals skilled in solving global problems through the emerging field of business analytics.

M MASTER'S

Duration: 2 years (part-time & online only)*

Start semester: 1 (24 January 2022)

2 (30 May 2022)

3 (19 August 2022)

Prior study: Bachelor's degree or equivalent in the same discipline, or bachelor's degree in a different discipline, completion of Graduate Certificate in Business Analytics from UQ (or equivalent), or completion of UQx Business Leadership MicroMasters®.

GPA (on a 7-point scale): 4.5

Is work experience required: With a degree in a different discipline, 3 years' full-time work experience in the same discipline.

GC GRADUATE CERTIFICATE

Duration: 1 year (part-time & online only)*

Start semester: 1 (24 January 2022)

2 (30 May 2022)

3 (19 August 2022)

Prior study: Bachelor's degree or equivalent in the same discipline, or bachelor's degree in a different discipline, or completion of UQx Business Leadership MicroMasters®.

GPA (on a 7-point scale): 4.5

Is work experience required: With a degree in a different discipline, 3 years' full-time work experience in the same discipline.

* This program is offered in a web-based (online) mode only. Due to course scheduling and pre-requisites, this program can be completed on a part-time basis only.



For English language entry requirements

future-students.uq.edu.au/apply/english-language-proficiency-requirements

Why Business Analytics at UQ?

Organisations increasingly value graduates who are not only data savvy, but who can communicate and apply data insights in business contexts to create value. With strong industry partnerships and access to top business, data science and ethics experts, this program connects you with a community committed to your success. 100% online, it has been custom designed with in-built flexibility, live teaching sessions, interactive learning tools and access to academic support.



Learn from the best

UQ teachers have won more national teaching awards than any other Australian university. Learn to challenge your thinking with some of the most innovative educators in Australia.



Fully online masters to suit your

Enjoy the best of face to face and online study with live, interactive sessions, industry guest lectures, regular support and weekly social activities, all from the comfort of home.



Tailored professional development opportunities

Join a supportive community of passionate data professionals from day one, learn from industry guest lectures and access tailored professional development opportunities in every course.



Address real business problems and social issues

Work with real industry partners to develop skills companies need now, including machine learning, social analytics, data monetisation and competing with AI.

What you will study

The Master of Business Analytics draws on business, data science and ethics disciplines, and you'll gain a hybrid, holistic understanding of business analytics and their application. You'll learn how to apply analytics for business, social, cultural and environmental business opportunities through responsible use of artificial intelligence (AI), ethics and strategy. What makes this program unique is its focus on business analytics for social good.

This program blends insights from business, data science and ethics to prepare you for emerging business challenges in any industry. You will explore answers to the following questions:

- How can organisations use design thinking to build analytics tools that increase user engagement?
- How can organisations predict future trends and outcomes based on past data insights?
- What are the ethical considerations business professionals need to be aware of when using customer data to make decisions?
- How can businesses tap into machine learning algorithms to improve performance and outcomes?
- How can business analytics professionals build narratives using data-driven insights that influence their audience?
- How can organisations manage analytics projects with agility and with a value-driven approach?

Career opportunities

Designed for professionals of the future, this master's program will prepare you for data-focused roles in any industry such as:

- Business analytics specialist
- Data analytics translator
- Marketing analytics specialist.

Your cross-functional business, data science and ethics skills will prove in-demand in an ever-changing business world. The University of Queensland is a founding partner of the QLD AI Hub and is committed to the development of leading AI professionals.

Join a supportive community of passionate data professionals from day one and connect with the industry through guest lectures, case studies, projects and more. Access a wide range of career support via the BEL Careers and Employability team as well as professional development opportunities tailored to business analytics professionals.

How you'll learn

Designed to be flexible and interactive, this online, part-time master's program will fit easily into your busy lifestyle. By joining a diverse virtual community, you'll connect and network with other students. Enjoy access to UQ student support services and resources while learning from award-winning teachers and scholars from the comfort of home.

As a 100% online program, ensuring an engaging, supportive learning environment is our top priority. By partnering with Quality Matters, the Master of Business Analytics program is developed to offer gold standard online design that is engaging, tailored to postgraduate student needs, aligned with program outcomes, and informed by best practice to deliver a truly exceptional online learning experience.

You'll learn from:

- Industry guest lectures
- Engaging learning activities, including concept videos, discussions and debates, readings and reflections
- Interactive live sessions and simulations using real case studies and data sets
- Coding boot camps.

With three intakes and study periods each year, you can start studying this two-year postgraduate degree when it suits you

Because the program is fully online, entry into Australia is not required. Consequently, the program does not support international student visa applications.



For more information
business.uq.edu.au/study



"UQ's Master of Business Analytics program is tailored towards students who want to jump-start their careers in the data analytics field. Graduates of this program can be confident that the technical and communication skills they acquire from this program will be highly rewarded in the ever-growing data related job market."

Jey Babirzade

Senior Consultant (cloud/data engineer) & UQ Advanced Analytics Teaching Staff



"I believe UQ's Master of Business Analytics program is well designed for professionals who would like to learn more about analytics foundations and prepare themselves for a demanding job market, whether as a data analyst or data scientist. With 100% online delivery, professional full-time workers can enjoy scaling up their skills using a flexible learning system."

Sina Ameli

R&D Data Scientist at Youi Insurance & Advanced Analytics Teaching Staff at UQ

Applying to UQ

Follow the steps to apply to UQ for postgraduate coursework program applications.

Domestic* students

STEP 1

Choose

Choose your program

- Visit future-students.uq.edu.au

STEP 2

Apply

- Find your chosen program online at future-students.uq.edu.au/apply/postgraduate/choose-your-program
- Create your online account and begin your online application for postgraduate studies.

STEP 3

Accept

- Check the progress and status of your application by logging into your account as created in Step 2.
- Select the 'accept offer' option.
- Accept your offer.
- Go to my.uq.edu.au/starting-at-uq and follow the instructions.

STEP 4

Enrol

Enrol in courses

- For help visit my.uq.edu.au
- Enrol online via mySI-net at sinet.uq.edu.au
- Plan your timetable and sign on for classes.
- Pay fees.

STEP 5

Prepare

- Research your course resources.
- Attend Orientation Week** (held the week prior to classes starting).
- Get your student ID card.
- Attend Faculty or School information and welcome sessions.

Apply for a scholarship

Make your university experience easier and more affordable with the support of a scholarship.

You may not think you are eligible for a scholarship, but, with many different opportunities available, we encourage you to take some time to research and apply.

To see what you may be eligible for, visit: scholarships.uq.edu.au

* You are a domestic student if you are: a citizen of Australia or New Zealand, or an Australian permanent resident, or a holder of an Australian permanent humanitarian visa.

** For more information on O-Week visit orientation.uq.edu.au. Get your questions answered in time for when you start classes the following week.

Are you an international student?

While a lot of information in this guide is relevant to you, certain information may be different for international students.

You are an international student if you are:

- not a citizen of Australia or New Zealand, or
- not an Australian permanent resident, or
- a temporary resident (visa status) of Australia.

Eligibility for UQ study

For admission into postgraduate programs at UQ, you must have met the relevant entry requirements for admission to your preferred program. These requirements might include:

- a previous degree or qualification
- a minimum GPA
- relevant professional experience
- compliance with any special entry requirements for your chosen program
- English language proficiency requirements.

If you do not meet these criteria, you might consider taking the Foundation Year bridging course offered by International Education Services (IES) or English language training offered by the Institute of Continuing and TESOL Education (ICTE).

Institute of Continuing and TESOL Education
icte.uq.edu.au

English language proficiency requirements

future-students.uq.edu.au/applying/english-language-proficiency-requirements

Applying to UQ

A UQ degree is a qualification the world will recognise. If you've got the ability, commitment and ambition to make the most of UQ, then we want to hear from you.
future-students.uq.edu.au/apply

Study options at UQ

If you would like to know more about your study options at UQ, enquire through our online form and one of our UQ advisers will respond. Register for an advisory session. If you are in Brisbane, sign up for a campus tour.

We also have a range of publications, including the international undergraduate and postgraduate student guides to help you.

Ask UQ

future-students.uq.edu.au/ask

Advisory sessions

future-students.uq.edu.au/book-advisory-session

Campus tours

future-students.uq.edu.au/campus-tours

International student guides

future-students.uq.edu.au/publications-and-forms

Tuition fees

As an international student, you will pay tuition fees, a Student Services and Amenities Fee, and potentially other administrative fees. UQ has program-based tuition fees for coursework award programs, meaning that all courses within a program are charged at the same tuition fee rate per unit for a given academic year. Some programs also have additional costs.

future-students.uq.edu.au/apply/international/tuition-fees

Other expenses

International students applying to study in Australia must have a student visa or an alternative visa that enables them to study full-time on campus. Please consider expenses such as visa and medical (pre-departure) fees, general living expenses, return airfares, and Overseas Student Health Cover (OSHC) when you plan your budget.

future-students.uq.edu.au/international/cost-living



UQ has more than **20,000 international students** from **143 countries**

International students

STEP 1

Choose your program

- Find the program you wish to study in the programs section on pages 6–53.
- Check you meet all entry and English language proficiency requirements.
- Check the application deadline has not passed.

Apply for a scholarship

Make your university experience easier and more affordable with the support of a scholarship.

You may not think you are eligible for a scholarship, but, with many different opportunities available, we encourage you to take some time to research and apply.

To see what you may be eligible for, visit: scholarships.uq.edu.au

STEP 2

Create an account

- Go to UQ's online application portal and create an account: apply.uq.edu.au

STEP 3

Complete your application

- Complete all details requested in the online application, attaching all required documentation as per the program entry requirements and any additional information requests.
TIP: You can save an incomplete form and return later.
- You must provide complete academic transcripts (detailing all courses you have taken and qualifications you have been awarded from institutions other than UQ) and/or testamurs of your previous tertiary studies.
- If you want to apply for an English language pathway package, you can indicate this during the application process.

STEP 4

Submit your application

- Online: a non-refundable A\$100 application fee will be charged when submitting your application online. After submission, you can check the status of your application through your account.
- Email: if you are unable to access the online application portal, please email applicationstatus@uq.edu.au to request a hard-copy form. A non-refundable A\$150 application fee is payable for submission of a hard-copy application.
- In person: if you are unable to email your application, you can submit it in person or by mail to:
UQ International
Level 2, JD Story building
St Lucia, The University of Queensland
Brisbane, Queensland 4072 Australia.
A non-refundable A\$150 application fee is payable.
- Your application will be assessed by UQ International Admissions.

Have a question about programs in this guide?

Faculty of Business,
Economics and Law
+61 7 3365 7111
bel@uq.edu.au
bel.uq.edu.au

Business School
+61 7 3346 8100
info@business.uq.edu.au
business.uq.edu.au

School of Economics
+61 7 3365 6570
enquiries@economics.uq.edu.au
economics.uq.edu.au

Law School
+61 7 3365 2206
law@uq.edu.au
law.uq.edu.au

Have a question about living and studying at UQ?

Contact the Future Students
Contact Centre
+61 7 3346 9872
ask@uq.edu.au
future-students.uq.edu.au

Have a question about entry requirements and admission to UQ?

Contact UQ Admissions
+ 61 7 3365 2203
admissions@uq.edu.au
asd.uq.edu.au/admissions

Key dates

Application closing dates:

To commence study in January 2022
- 20 December 2021

To commence study in May 2022
- 30 April 2022

To commence study in August 2022
- 15 July 2022

Semester 1, 2022
Classes commence
Monday 24 January 2022

CRICOS Provider 00025B

Disclaimer

The inclusion in this publication of details of a program or a course creates no obligation on the part of the University to teach it as or when described. The University may discontinue or vary programs and courses at any time without notice. Information in this guide is accurate as at October 2020.

While care has been taken to provide accurate information in this guide, it is the responsibility of students to check and confirm the specific details of programs, courses and enrolment.

In the event of any conflict arising from information contained in this publication, the material approved by The University of Queensland Senate shall prevail.

Visit future-students.uq.edu.au for up-to-date program information.

All costs and fees quoted in this publication are in Australian dollars (A\$) unless stated otherwise.

Any agreement with this University does not remove the right to take action under Australia's consumer protection laws.

Australian Consumer Protection
australia.gov.au