

BACHELOR OF ANALYTICS

COURSE CRICOS
Code: 111123K

TOTAL UNITS
24

TOTAL TUITION FEE
AUD 90,000



The Bachelor of Analytics prepares students with the knowledge and skills to evaluate and apply different analytic tools to support decision-making, including for organisational transformation. Students will have hands-on training in the use of different analytics tools, to optimise data assets, and to utilise predictive analytics to enhance business strategy and returns.

STUDY MODE
On-Campus

CAMPUS Location
Part Level 10, 601 Bourke St,
Melbourne

This qualification is recognised under the
Australian Qualifications Framework



SOLVE PROBLEMS BY UNLOCKING DATA

In this course, you will learn to gather and prepare data, extracting their meaning, and to shape business strategy. You will gain skills in the use of analytical tools and techniques, to discover how data analytics can be applied in marketing, accounting, human resources management, logistics, manufacturing – just some examples of how business decisions can be disrupted by data-driven insights.

For professionals looking to the future, now is the time to invest in learning the language of data.

CAREER OUTCOME

As a AIA graduate, you'll have the business mindset and practical experience needed to meet this demand and you will be able to participate in a variety of roles including:

1. Business analyst
2. Business intelligence specialist
3. Computer system analyst
4. Data analyst
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst
9. Predictive modeller
10. Business manager



Full-time 3 years

- 8 units per year
- 2 trimesters per year
- **Annual tuition fee:** \$30,000

Administration Fee: \$250 (Non-refundable)



Fast track 2 years

- 12 units per year
- 3 trimesters per year
- **Annual tuition fee:** \$45,000

Administration Fee: \$250 (Non-refundable)

By using SAS in this course, AIA graduates will receive SAS badge (sas.com) as part of their qualification.



COURSE STRUCTURE

CORE UNITS
18
ELECTIVE UNITS
06

ELECTIVE BANK

A typical study plan is shown below:

YEAR 01

ANA101 Fundamentals of Business Statistics	ANA104 Database for Business Intelligence	ANA103 Data Analytics Fundamentals §sas	BUS103 Strategic Management
Elective 1	Elective 2	ANA102 Tools for Data Exploration §sas	ANA105 Data Analytics with R

YEAR 02

Elective 3	ANA201 Statistical Applications in Data Science (*ANA101)	BUS203 Project Management	BUS205 Digital Ethics
Elective 4	ANA202 Visual Analytics (*ANA101, ANA102) §sas	ANA203 Data Wrangling and Analysis with Python (*ANA105)	ANA204 Predictive Analytics (*ANA101, ANA103) §sas

YEAR 03

Elective 5	BUS304 Communication and Data Storytelling	ANA301 Social Media Analytics (*ANA202, ANA203)	ANA303 Analytics Project 1 (*ANA202, ANA204, BUS203)
ANA302 Consumer Analytics (*ANA202, ANA204) §sas	ANA304 Analytics Project 2 (*ANA303)	Elective 6	WIL302 Work Integrated Learning (Capstone) (*All Level 100 and 200 core units)

*Pre-requisite (s)

Set A – Business Analytics

- BAN106** MIS and Business Systems Planning
- BAN107** Software Engineering
- BAN206** Systems Analysis and Design (*BAN106)
- BAN207** Systems Development (*BAN107)
- BAN306** Business Process Reengineering and AI (*BAN206)
- BAN307** Enterprise Architecture (*BAN207)

Set B – Business

- BUS101** The Macroeenvironment in Business
- BUS102** Fundamentals of Management
- BUS201** Disruption and the Fourth Industrial Revolution
- BUS202** Target Operating Models
- BUS301** Business Process Management (*All Level 100 and 200 units)
- BUS303** Measuring Transformation Success (*All Level 100 and 200 units)

Set C – Customer Experience

- CX101** Introduction to Design in Business
- CX102** Introduction to Customer Experience Design (*CX101)
- EP201** E-Portfolio A
- CX201** Introduction to CX Strategy Design (*CX102)
- CX301** CX Implementation and Measurement (*CX201)
- EP301** E-Portfolio B (*EP201)

ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English and Mathematics (see below for score requirements) or equivalent

For Domestic Students

- 60 (minimum) ATAR score
- Victorian Certificate of Education (VCE) units 3 and 4 with a study score of at least 30 in English (EAL) or at least 25 in English other than EAL
- A study score of at least 20 in one of Mathematical Methods or Specialist Mathematics

For International Students

- English proficiency at IELTS 6.0 (no band less than 6.0) or equivalent
- Successful completion of international equivalent of VCE with equivalent ATAR score and study scores in Mathematics

ASSESSMENT METHODS

Students learn through a variety of activities: In-class discussions, case study analysis, business report writing, research work, practical problem-solving, team building, role-play, debates and self-reflections.

In the final year of the course, students will undertake a work-integrated learning unit (120 hours of work placement), designed to be a capstone unit for the course.

Assessment types include case studies, projects, reports and presentations, problem-solving, reflections and journals, tests and quizzes and a small number of examinations.

