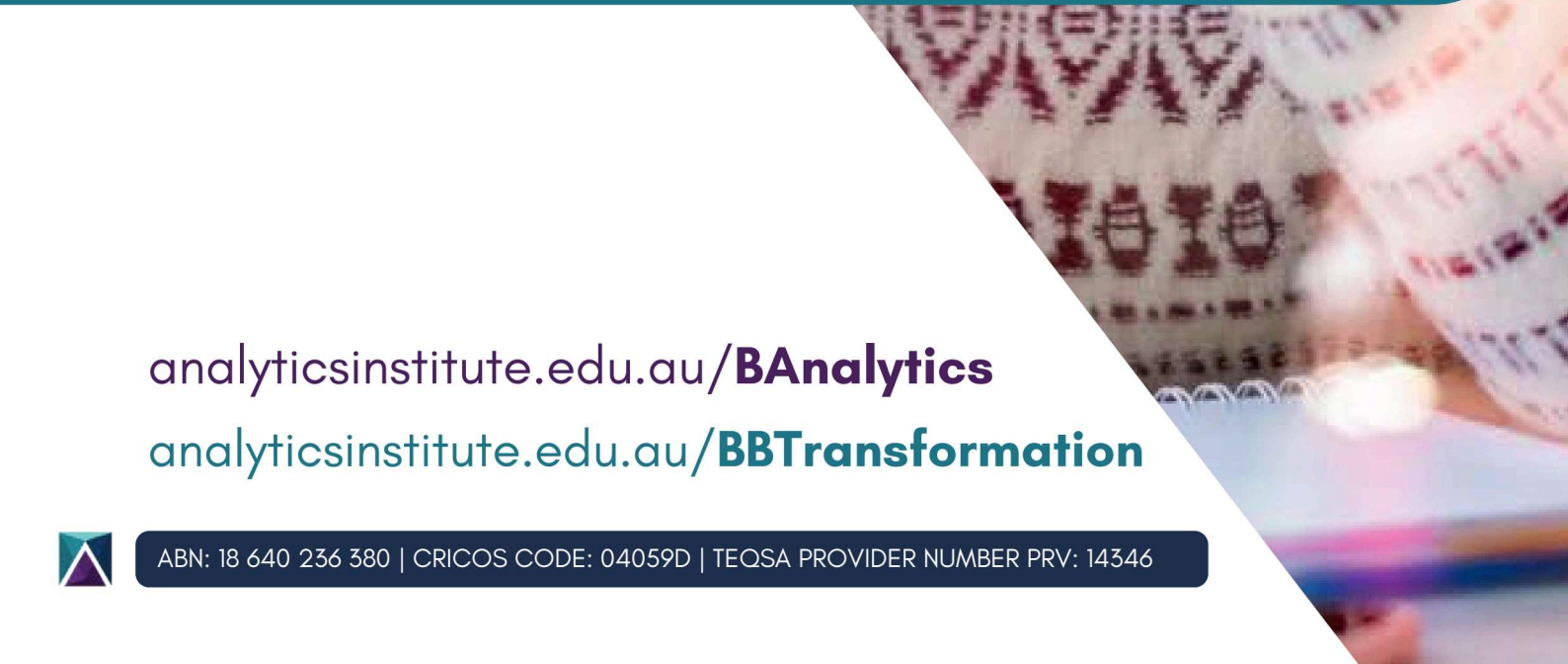
Analytics Institute
of Australia

ANALYTICSINSTITUTE.EDU.AU

PROSPECTUS



analyticsinstitute.edu.au/**BAnalytics**

analyticsinstitute.edu.au/**BBTransformation**

ABN: 18 640 236 380 | CRICOS CODE: 04059D | TEQSA PROVIDER NUMBER PRV: 14346

Part Level 10, 601 Bourke St
Melbourne VIC 3000, Australia

Our Campus
is located in the heart of Melbourne's CBD

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MISSION

Our mission is to develop creative, ethical leaders and entrepreneurs who put a deep understanding of human behaviour and analytics to best use in the transformation of organisations.

We focus on the interface between human and machines - a space that has been called 'data-humanism'- preparing graduates for where many future jobs will be.

VISION

Analytics Institute of Australia (AIA) is a student focused low-moderate risk, dynamic, and growing boutique private education provider offering quality Bachelor qualifications in state-of-the-art facilities. AIA graduates will be making a contribution within the global workplace and will be recognised as creative, practical and ethical.

An employer of choice, AIA will harness the talent and passion of its people to be rated as a top five private higher education provider within its discipline area based on industry quality indicators.

The Institute is well-established in Melbourne and in a strong position to expand domestically and internationally via both self-managed campuses and strategic partnerships.

Everything that AIA does is working towards the long-term goal of becoming Australia's Premier Institution for Analytics Education. This will be achieved when:

- AIA has the highest (IHE) brand association with Analytics education in Australia;
- AIA is the IHE market leader for Australian Analytics degrees;
- AIA is the top provider of analytics credentials and short courses for industry in Australia;
- AIA leads certification of Analytics practitioners in Australia.

RATIONALE

The World Economic Forum, the OECD and many other global bodies predict that the world of work will change rapidly, as new technologies come on the scene and intermingle. In turn, people's expectations of education and training are changing towards skills and knowledge that can help organisations pivot and grow as the 4th Industrial Revolution progresses. With machine and deep learning advances, many non-routine and non-repetitive tasks will be automated away. A new mix of skills, creativity and understanding will be required for many new and emerging occupations.

The global giants of the 4th Industrial Revolution and the new experience economy are platform and service-based companies whose business model is based upon insights from data and analytics. With data science itself becoming automated, what is needed are the skills to understand, synthesise and visualise data and then use that data to transform and create disruption. This is why creating insights for transformative decision-making is the central theme of AIA.

AIA will offer practical higher education, fully compliant with Australian Qualification Framework requirements and those of TEQSA.

VALUES

As an Institute we value:
• Academic excellence in our students and staff;
• A culture of scholarship amongst forward-thinking and well-grounded teaching staff;
• High-quality, industry-relevant and practical courses;
• Agility and responsiveness to the needs of students and industry;
• Experiential learning that integrates the theory, techniques, and practical context of each course area;
• The ethical use of analytics in society;
• The continuous improvement of customer, citizen, and student experience through the human-centred use of data.

In our graduates we value:
• Analytical aptitude and appetite;
• Systems thinking;
• Digitally ethical, socially responsible, and adaptive 21st Century citizens;
• Independent and lifelong learning;
• Strong communication skills;
• Creative and innovative problem-solving.

WHY STUDY AT AIA

Academic excellence in our students and staff

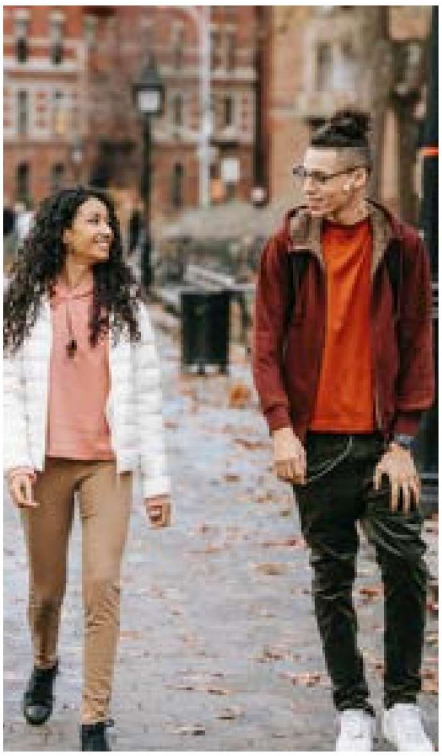
A culture of scholarship amongst forward-thinkers and well-grounded individuals

High quality, industry relevant and practical courses

Agility and responsiveness to the needs of students and industry

Experiential learning that integrates the theory, techniques, and practical context of each course area

The ethical use of analytics in society



The continuous improvement of customer, citizen, and student experience through the human centred use of data

STUDENT LIFE

COURSE RELEVANCE AND CURRENCY

In response to the shifting landscape of tertiary education, AIA has embraced a forward-thinking approach that seamlessly integrates online experiences into its curriculum. Unlike conventional approaches that merely tack on online components, AIA has pioneered a transformative pedagogical model that not only adapts to the digital era but thrives within it.

At AIA, we cater to the needs of inquisitive and time-constrained students, offering a trimester structure that fosters consistent progress through weekly assessments and project-based learning with clear milestones. Our innovative approach leaves no room for academic stagnation or procrastination, as we prioritise early intervention strategies and timely support to ensure every student's success.

Recognising the multifaceted aspirations of our students, the AIA curriculum is meticulously crafted to provide opportunities for deep exploration of subjects aligned with both personal interests and professional ambitions. Whether you are delving into captivating content or honing practical skills, our curriculum empowers you to pursue your passions while advancing towards your career goals.

From the outset, AIA has been meticulously designed to harness the full potential of educational technologies, catering to students both on-campus and in virtual environments. Our commitment to leveraging cutting-edge tools, including mixed reality technologies for immersive modelling and simulation, ensures that learning transcends traditional boundaries, preparing students for real-world challenges and opportunities.

Moreover, our emphasis on Work Integrated Learning and the creation of e-portfolios equips students with tangible advantages in the competitive job market, bridging the gap between academic excellence and professional success. In this dynamic learning environment, teachers serve as mentors, guides, and assessors, fostering a culture of self-directed learning that empowers students to take charge of their educational journey.

At AIA, we don't just embrace change—we lead it. Join us as we redefine the future of education, where innovation, engagement, and empowerment converge to shape the next generation of leaders in analytics and beyond.

COURSES AT AIA

BACHELOR OF **BUSINESS TRANSFORMATION**

BACHELOR OF **ANALYTICS**

AIA GRADUATE ATTRIBUTES

- Creative and innovative problem-solver
- Communication and collaborator
- Systems thinker
- Independent lifelong learner
- Ethical, socially responsible, and adaptive 21st century citizen
- Analytical thinker

BACHELOR OF BUSINESS TRANSFORMATION

COURSE CRICOS Code: 111122M

TOTAL UNITS 24

The Bachelor of Business Transformation prepares students to implement and drive organisational change and successful transformation in a world of unprecedented disruption and market turbulence. The course prepares students for the use of data that help inform vision, drive strategy, measure outcomes, and respond to customer needs.

STUDY MODE
On-Campus

CAMPUS Location
Part Level 10, 601 Bourke St, Melbourne

This qualification is recognised under the Australian Qualifications Framework

TRANSFORM BUSINESSES BY HARNESSING INSIGHTS

The course has a strong focus on the underlying operating models of traditional versus digital businesses, complemented with skills in the use of different analytics tools to build and analyse business intelligence.

An understanding of customer experience methodologies and strategies is taught beside the business process management skills to effect and measure transformation.

Full-time 3 years
- 8 units per year
- 2 trimesters per year

Fast track 2 years
- 12 units per year
- 3 trimesters per year

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 consultant
2. Business intelligence specialist
3. Investment analyst
4. Venture capitalist
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst

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

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COURSE STRUCTURE

CORE UNITS	18	ELECTIVE UNITS	06

A typical study plan is shown below:

YEAR 01	ANA101 Fundamentals of Business Statistics	CX101 Introduction to Design in Business	ANA103 Data Analytics Fundamentals sas	BUS103 Strategic Management
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration sas	Elective 1	Elective 2
YEAR 02	Elective 3	BUS101 The Macroenvironment in Business	BUS203 Project Management	BUS205 Digital Ethics
	ANA204 Predictive Analytics (*ANA101, ANA103) sas	CX102 Introduction to Customer Experience Design (*CX101)	ANA202 Visual Analytics (*ANA101, ANA102) sas	Elective 4
YEAR 03	Elective 5	BUS301 Business Process Management (*All Level 100 and 200 units)	BUS303 Measuring Transformation Success (*All Level 100 and 200 units)	CX201 Introduction to CX Strategy Design (*CX102)
	CX301 CX Implementation and Measurement (*CX201)	ANA302 Consumer Analytics (*ANA202, ANA204) sas	Elective 6	WIL301 Work Integrated Learning (Capstone) (*All Level 100 and 200 core units)

*Pre-requisite (s)

ELECTIVE BANK

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 – Analytics

ANA104 Databases for Business Intelligence

ANA105 Data Analytics with R

ANA201 Statistical Applications in Data Science (*ANA101)

ANA203 Data Wrangling and Analysis with Python (*ANA105)

ANA301 Social Media Analytics (*ANA202, ANA203)

ANA303 Analytics Project 1 (*ANA202, ANA204, BUS203)

Set C – General

WIL101 Work Integrated Learning (foundations)

BUS202 Target Operating Models

BUS201 Disruption and the Fourth Industrial Revolution

EP201 E-Portfolio A

BUS304 Communication and Data Storytelling

EP301 E-Portfolio B (*EP201)

ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English (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

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

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.

BACHELOR OF ANALYTICS

COURSE CRICOS Code: 111123K

TOTAL UNITS 24

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.

Full-time 3 years
- 8 units per year
- 2 trimesters per year

Fast track 2 years
- 12 units per year
- 3 trimesters per year

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

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

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COURSE STRUCTURE

CORE UNITS	18	ELECTIVE UNITS	06

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)

ELECTIVE BANK

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 Macroenvironment 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.

ENTRY **REQUIREMENTS**

Applicant	Successful completion of Australian Year 12 or equivalent. Age 18 and above.
Pre-requisites	**Bachelor of Analytics:** 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 and units 3 and 4 with a study score of at least 20 in one of Mathematical Methods or Specialist Mathematics, or equivalent studies. **Bachelor of Business Transformation:** 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.
ATAR	60 (minimum) or equivalent [1]
Rankings and **Adjustment Factors**	Entry to this program is competitive. Eligible applicants are ranked and selected in order of merit based on their academic achievement plus any adjustment factors, including Educational Access Scheme and/or subject adjustments. We will consider your entire academic record to determine your eligibility for entry. The highest level of education you have previously completed will usually determine how you are ranked.
Credit and **Recognition of Prior Learning**	Credit, recognition of prior learning, professional experience and accreditation from a professional body can reduce the duration of our study by acknowledging your earlier, relevant experience.
English Language Requirements	English proficiency can be demonstrated by prior study in English or by an English proficiency test. The minimum requirement is IELTS 6.0 with no band less than 5.5.

NOTE: STUDENTS MUST HAVE THEIR OWN LAPTOPS

[1] For International students, ATAR calculation is available at https://analyticsinstitute.edu.au/atar-calculations/

ESSENTIAL **INFORMATION**

STUDENT SUPPORT

The Learning Management System is accessible 24/7 and students have access to course material from anywhere, anytime. There is an e-library which contains online resources to support students with their readings and assignments. Academic support is provided by faculty staff and lecturers are available for consultations during pre-determined periods. For more information, visit https://analyticsinstitute.edu.au/student-support/

MODE OF DELIVERY

- On-Campus (Melbourne)
- Online

ACADEMIC CALENDAR

https://analyticsinstitute.edu.au/academic-calendar/

FEES AND REFUNDS

https://analyticsinstitute.edu.au/fees-and-charges/

COURSE CONTENTS

https://analyticsinstitute.edu.au/banalytics

https://analyticsinstitute.edu.au/bbtransformation

GOVERNANCE

https://analyticsinstitute.edu.au/governance

AIA POLICIES AND PROCEDURES

https://analyticsinstitute.edu.au/policies-and-procedures/

ADMISSIONS TRANSPARENCY

https://analyticsinstitute.edu.au/admissions-transparency/

ATAR CALCULATIONS

https://analyticsinstitute.edu.au/atar-calculations/

APPLICATION PROCESS

https://analyticsinstitute.edu.au/application-process/

For more information
contact **marketing@analyticsinstitute.edu.au**

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