Master of Business Analytics
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The ever increasing amount of data in the business world today requires that businesses make sense of the flow of information if they are to hold a competitive edge in the market.

The Master of Business Analytics offers a course of study on how to manage effectively in a data driven world. The program focuses on business analytics rather than just data analytics. It has a strong applications focus covering units such as The Nature of Data, Social Media Intelligence and Visualisation, and how to embark on data driven investigations and visual and computational analytics. You will be able to examine strategic business and market options and evaluate how to realise their profit potential.

All units are offered at Parramatta City campus in quarters. Check the online University Handbook for details about the recommended sequence of units.

handbook.westernsydney.edu.au/hbook/course.aspx?course=2816.1

ADMISSION

1. Master of Business Analytics

1.5 year Pathway (120 credit points)

Applicants must have successfully completed an undergraduate degree, or higher, in any discipline.

2. Master of Business Analytics

2 year Pathway (160 credit points)

Applicants must have successfully completed an undergraduate degree, or higher, in any discipline;

OR

Successfully completed an undergraduate degree, or higher, in any discipline

AND a minimum of two years full-time equivalent managerial/professional work experience in roles related to business information management;

OR

Successfully completed an undergraduate degree, or higher, in any discipline

AND a minimum of five years full-time equivalent general work experience.

Applicants seeking admission on the basis of work experience must support their application with a Statement of Service for all work experience listed on the application.

3. Master of Business Analytics

1 year Pathway (80 credit points)

Applicants must have successfully completed a graduate certificate, graduate diploma or higher, in a business discipline or a discipline with mathematical or numerate focus;

OR

Successfully completed an undergraduate degree in a business discipline AND a minimum of two years full-time equivalent managerial/professional work experience in roles related to business information management;

Applicants seeking admission on the basis of work experience MUST support their application with a Statement of Service for all work experience listed on the application.

Work experience will require validation by the relevant employer and cannot be used both as a means of admission and as the basis of an application for advanced standing. Work experience will be evaluated to assess whether prospective students have demonstrated a verifiable capability in management such that they are enabled to undertake the discipline-specific learning contained in this Master’s level course. This criterion is impacted directly by the requirements of a curriculum that addresses AQF Level 9 knowledge and skill outcomes including a stipulation that graduates have cognitive skills to demonstrate mastery of theoretical knowledge in management and to reflect critically on theory and professional practice or scholarship.

CURVE STRUCTURE

2 year Pathway

Qualification for this award requires the successful completion of 160 credit points which includes the units listed.

201081.1 Business Analytics in Practice
20141.2 Strategic Business Management
501141.1 Data Science
501141.1 The Nature of Data
501141.1 Programming for Data Science
501141.1 Social Media Intelligence
501141.1 Visualisation
20141.2 Integrated Business Experience 2
Cross one of
201829.3 Business Project
201850.3 Internship
Choose and complete all units from one specialisation listed below
SP2008.1 Logistics and Supply Chain Management
SP2016.1 Finance and Investment

*Note: Programs are also available for the following durations: 1.5 years or 1 year full-time, depending upon entry qualifications (see Pathways listed under Course Structure)