



SGSM

SYDNEY GRADUATE SCHOOL
OF MANAGEMENT



Master of Business Analytics

Master of Business Analytics

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 2 year Pathway (160 credit points)

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

2. Master of Business Analytics 1.5 year Pathway (120 credit points)

Applicants must have successfully completed an undergraduate degree, or higher, in a business 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.

Apply Direct Code	2816
CRICOS Code	098262A
Study Mode	2 years full time*
Location	Parramatta City
Intakes	January, April, June, September

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 Masters-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.

COURSE STRUCTURE

2 year Pathway

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

201019.1	Business Analytics in Practice
200841.2	Strategic Business Management
301044.1	Data Science
301114.1	The Nature of Data
301113.1	Programming for Data Science
301116.1	Social Media Intelligence
301112.1	Visualisation
200843.2	Integrated Business Experience 2
Choose one of	
200829.3	Business Project
200830.3	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)

WHY POSTGRADUATE STUDY AT WESTERN SYDNEY?

You've come a long way. Go further.

Located in the heart of one of Australia's fastest growing economic regions, Western Sydney University offers unlimited potential to students with the drive, ambition and will to succeed.

Ranked amongst the top two per cent of universities on the globe, Western Sydney is a world-class university with a growing international reach and reputation for academic excellence and impact-driven research.

To take your career to the next level, you need more than classrooms, more than theory. That's why we offer a combination of on campus learning environments, with real-life, on-the-ground, hands-on opportunities for skill development in professional and community settings. We value academic excellence, integrity and the pursuit of knowledge.

We equip our students with the means to do more than just advance their careers. We are unlocking the potential of the next generation of global citizens, leaders and change-makers.

PROGRESS. UNLIMITED.

HOW TO APPLY

International students apply direct to Western Sydney University.
westernsydney.edu.au/international/apply

Applicants must meet minimum academic entry and English proficiency requirements.
westernsydney.edu.au/international/entryrequirements

International students are also required to have genuine access to sufficient funds while studying in Australia. Funds should be sufficient to contribute to the cost of travel, tuition, school costs for any dependants, and living costs.
westernsydney.edu.au/international/fees

FURTHER INFORMATION

For further details about courses, including course structure, unit descriptions, work placement requirements (if applicable), visit handbook.westernsydney.edu.au

For information about studying at Western Sydney University, including assessment methods, course progression and attendance requirements, accommodation options, working and living in Australia, visit westernsydney.edu.au/studyandlife



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#1 UNI
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SATISFACTION**



5 STARS
FOR FACILITIES, INCLUSIVENESS,
INNOVATION AND TEACHING*

*Times Higher Education Rankings 2018
**Employer Satisfaction Survey 2018 (85.6% satisfaction rating)
*QS Top Universities: QS Stars University Ratings 2018

DISCLAIMER

Western Sydney University reserves the right to withdraw or vary courses listed within this publication. In the event that the course or courses are to be changed, or in the event of cancellation, applicants will be advised to the address specified on their application.

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