Master of Business Analytics

In today's technology driven world, people and organisations are generating, collecting and storing more data than ever before. Organisations across various industries are seeking graduates with skills to utilise and interpret this data to inform business strategies and add value to their business.

The Master of Business Analytics is designed to prepare you with the essential skills to undertake real world Business Analytics tasks on big data business problems. You will develop skills and knowledge in business analytics, including how to apply tools and technologies required to perform descriptive, predictive and prescriptive analytics and how to apply these tools to a business landscape.

For a 2 year program, this degree can be combined with a second Master's degree from Sydney Business School.

COURSE STRUCTURE

Core subjects:

– Accounting and Financial Management
– Organisational Behaviour and Management
– Principles of Marketing Management
– Operations Management

Specialised subjects:

– Essential Elements for Business Analytics
– Techniques and Tools for Business Analytics
– Business Analytics for Economic and Market Environments
– Business Analytics for Services and Operations
– Advanced Business Analytics

Research capstone:

– Business Analytics Research Capstone

Plus 2 electives from an approved list.

AT A GLANCE

UOW is ranked the top University in Australia (and outside the USA) for the number of published articles on big data analytics*

* A bibliometric analysis of research on Big Data for business and management (2018).

COURSE SUMMARY

DURATION	1.5 years (1 years with credit)* (72cp) 2 years if combines with another specialised master's program
STARTS	Trimesters 1 (February), 2 (May) and 3 (August)
LOCATION	Wollongong and Sydney
CRICOS	0100316
IELTS	Overall 6.5 (R:6, W:6, L:6, S:6)
CREDIT	*If you hold a bachelor's degree in a Business or Commerce related area you may be granted credit for up to 24 cp.

ENTRY REQUIREMENTS

A recognised bachelor's degree with an average mark of 50% or a UOW Graduate Certificate in Business. Other tertiary qualifications along with extensive professional work experience will be considered.

PROFESSIONAL RECOGNITION

Graduates of the Master of Business Analytics will be awarded the Statistical Analysis System (SAS) Joint Certificate and the Advanced SAS Joint Certificate.

COURSE LEARNING OUTCOMES

Students graduating from the Master of Business Analytics will be able to:

1. Critically evaluate and synthesise theory and practice in the field of Business Analytics.
2. Apply innovative solutions to business analytics problems.
3. Communicate complex disciplinary information effectively in both written and oral formats.
4. Conduct a professionally focused research project.
5. Collaboratively analyse ethical responsibility and sustainability issues in business analytics.
6. Critically reflect on personal ideas, practices and feedback from stakeholders.

CAREER PROSPECTS

Business Analyst, Management and Organisation Analyst, Management Consultant, Business Intelligence Analyst, Program Manager, Marketing Manager, Operations Research Analyst, Market Research Analyst, Portfolio Analyst, Campaign Analyst, HR/People Analyst, CRM Analyst, Pricing Analyst, Financial Analyst, Security Analyst, Online Marketing Analyst, Marketing Operations Analyst, Products Analyst, Marketing Analyst, Business Modelling, Statistical Analyst, Fraud/Risk Analyst.

MORE INFORMATION

Visit: **sydneybusinessschool.edu.au**
Email: **future-business@uow.edu.au**

> "
> *I had a great time networking with my cohort and learning from industry experts who shared real success and failure stories. The experience at Sydney Business School, UOW exceeded my expectations, as I received support and guidance whether related to my course or to [my] start-up.*

Mandeep Sodhi
Founder & CEO HashChing