

MC-BUSANA Master of Business Analytics

Year and Campus:	2016 - Parkville
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	150 credit points taken over 12 months full time.
Coordinator:	Jennifer George
Contact:	<p>Melbourne Business School</p> <p>Currently enrolled students: Degree Program Services Email: programservices@mbs.edu</p> <p>Future students: Admissions Office 200 Leicester Street Carlton Victoria 3053 Australia Tel: 61 3 9349 8200 Email: study@mbs.edu (mailto:study@mbs.edu)</p>
Course Overview:	<p>The goal of this course is to equip its graduates with the capabilities to apply data analytic techniques to a variety of business problems. The knowledge and skills required to apply data analytic techniques to business problems are multi-disciplinary, drawing on mathematics, statistics, computer science, and business and economics. The course will cover foundation and advanced data analytic techniques, as well as frameworks for applying those techniques to a variety of business contexts.</p>
Learning Outcomes:	<p>Learning outcomes: Students who complete this course will be able to:</p> <ol style="list-style-type: none"> 1. Identify appropriate data analytic techniques to address business problems. 2. Apply data analytic techniques to solve problems in a variety of business contexts. 3. Integrate the knowledge and skills acquired to conduct research in an industry setting. 4. Deal with ambiguity and uncertainty, 5. Communicate the results of technical analysis to non-technical audiences. 6. Work effectively in teams. <p>The learning outcomes listed will be achieved by the acquisition and application of the following knowledge and skill outcomes:</p> <p>Knowledge outcomes:</p> <ol style="list-style-type: none"> 1 Business functional areas <ol style="list-style-type: none"> 1 a. Marketing 2 b. Finance 3 c. Accounting 4 d. Economics 5 e. Government Sector 2 Data Warehousing 3 Statistical literacy <p>Skill outcomes:</p> <ol style="list-style-type: none"> 1 Data analysis 2 Optimization techniques 3 Computing and Programming skills 4 Communication and presentation skills

	<p>5 Influencing skills 6 Negotiation skills</p>
Course Structure & Available Subjects:	<p>All subjects are compulsory. No electives. Subject levels: 9 for all subjects.</p> <p>BUSA90499 Introduction to Business Problems BUSA90500 Business Analytics Foundations BUSA90501 Advanced Business Analytics BUSA90502 Industry Practicum OR BUSA90504 Individual Research Project BUSA90503 Business Analytics Applications</p>
Entry Requirements:	<p>Requirements:</p> <ul style="list-style-type: none"> # Undergraduate degree of 3 years minimum in a relevant area (see below), either from the University of Melbourne, another Australian institution, or a university in another country, with a minimum of a credit average (GPA equivalent of 65% at the University of Melbourne). Note that a credit average does not guarantee a place in the course, a place will depend upon student demand. # Minimum of one of the following relevant areas taken at a third year university level <ul style="list-style-type: none"> 1 Commerce 2 Mathematics and/or Physics 3 Computer Science or Information Systems # International students must demonstrate proficiency in English either through IELTS score (minimum score requirement of 7.0 overall with no individual score less than 6.5) or TOEFL IBT score (minimum of 90 and a written score minimum of 24). # Interviews will be required for applicants who are shortlisted. # GMAT scores may be required if a University of Melbourne credit average equivalence is difficult to obtain. <p>Justification: This course integrates high-level data analysis, computer programming, and business applications, and therefore is likely to be challenging for students who do not have a minimum GPA of 65%. The business application component requires students to be good communicators in English, and as such, the requirement of minimum TOEFL score or equivalent is equally important. The intensive nature and technical material of the course means that students need to have theoretical and technical knowledge in at least one of the relevant subject areas as described above.</p> <p>Melbourne Business School will run preparation courses prior to the commencement of the program for those students who are accepted into the program and wish to improve their knowledge in two of the relevant areas.</p>
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>