Master of Business (Analytics)

COURSE DESCRIPTION:

The course is designed for business professionals with a flair for analytics and who want to develop skills in data analysis and leadership for decision-making in strategic management. students will be exposed to contemporary knowledge and tools in analytics that can be applied to complex problems in digital markets.

The course introduces and develops skills and leading-edge thinking in areas including co-creation; data mining and analytics; project management and contemporary issues to achieve business outcomes. It is an Australian Qualifications Framework (AQF) Level 9 qualification.

There are no pre-requisites, for the units, however, students are required to attain 150 credit points before enrolling in capstone units.

COURSE SUMMARY

AQF Level:	9
CRICOS Code:	115139C
Course Duration:	International Students: 2 years (Full-time) Domestic Students: 2 years (Full -time), 3 years (Part-time)
English Requirements:	International Students: IELTS or equivalent with an overall score of 6.5 with a minimum of 6.0 in each test component. Domestic Students: First-degree language of instruction was English.
Entry Requirements:	International Students: Bachelor's degree or other qualification equivalent to AQF 7 or 8 in any discipline. Domestic Students: Minimum AQF 7.
Expected Student Workload :	6 timetabled hours 8-12 personal study 14-18 hrs/ week/unit
Study Mode:	Face to face
Tuition Fee (AUD):	International Students $32,000 Domiestic Students: $32,000

UNITS

YEAR 1			
Code	**Units**	**Type**	**Credit Points**
MGT9800	Contemporary Issues in 21st Century Business and Security Management	Core	15
BUS9800	Introduction to Analytics	Core	15
BUS9801	Strategic Marketing Management	Core	15
BUS9802	Financial Analysis	Core	15
MGT9801	Leadership and Management	Core	15
BUS9903	Statistical Data Analysis	Core	15
BUS9804	Innovation Through Co-Creation	Core	15
BUS9805	Managing Communications in the Digital Age	Core	15
YEAR 2			
MGT9900	Project Management	Core	15
BUS9900	Practical Data Mining	Core	15
MGT9901	Research Methods	Core	15
BUS9901	Data Analytics for Decision Makers	Core	15
MGT9902	Professional Engagement	Core	30
MGT9903	Consultancy Management Project	Core	30

Course Learning Outcomes

- Graduates will be able to critically analyse issues arising across the areas of contemporary business from both a theoretical and practical perspective.
- Graduates will be able to apply analytics to solve a variety of business problems by working with data and using it to inform sound business decisions.
- Graduates will be able to collaborate with others, lead teams responsibly, and utilise relevant interpersonal skills to achieve individual and collective outcomes in workplace settings.
- Graduates will be able to communicate clearly the results of complex analysis using a range of traditional and contemporary written, oral and visualised formats.
- Graduates will apply relevant cognitive and practical skills to analytics and research tasks suitable for professional practice.
- Graduates will be able to plan and undertake a business analytics project using relevant tools, research methods and project management techniques, whilst applying ethical and professional standards.

Expected Graduate Employment Opportunities

- Data/information analyst
- Business analytics specialist
- Market research analyst
- Retail analytics.

All these careers involve providing critical insights through the analysis of data in business, scientific labs, or government departments. Improving the efficiency of organisations and their operations is a key component.

Advanced Standing

Prospective students may apply for credit and recognition of prior learning as per the Credit and Recognition of Prior Learning Policy

Why GHE?

Your learning is our number one priority. We are committed to international standards in teaching and assessment, the provision of high-quality learning resources, the delivery of personalised academic support and providing you with opportunities to engage with industry and workplace mentors and/or partners.

Our academic and support staff are professional and knowledgeable in their fields and follow a GHE standard of delivery and academic integrity. We support a student focused approach to teaching where the skills and knowledge that each student brings from their home culture are embraced.

We also provide an inclusive and stimulating learning environment that incorporates face-to-face delivery, access to integrated learning technologies directed towards producing career-ready graduates.

Teaching methods focus on classroom based face-to-face training, which includes lectures and practical group exercises. Classes are small in size, often in a workshop format, and lecturers focus on your individual needs.

Students engage in independent, self-directed study, drawing upon resources in the Resource Hub located in each unit's LMS, prior to and during face-to-face class time. These resources support independent reading through links to articles, online blogs, and e-texts available from the Library. The Resource Hub is also a place for student-student discussions, team preparation, presentation practice, etc. Class learning across the six weeks for each unit may begin with an introduction from the lecturer, but students will be actively engaged in their learning through involvement in workshops, discussion sessions, and team and individual preparation for assessment tasks. The Resource Hub within the LMS is the key focus for learning materials and activities in the GHE Model and will be central to the work of the teaching teams.

GHE Teaching and Learning Model

In addition to a curriculum which is designed around the requirements of contemporary professionals in the field of business analytics, all students enrolled at GHE will experience a unique version of block learning and teaching. The intention of the block class time is to allow sufficient opportunity for the teaching teams to work with the students in a variety of ways and to provide time for the students to work together. A variety of assessment tasks will be used, supported by in-class discussions, workshops, seminars, and presentations.

The block model upon which the GHE Model is built offers advantages to students entering either of the two courses. We do know from what has been published that time-shortened units of study can contribute significantly to improve levels of atainment and long-term knowledge retention. We also know that the block model has the potential to increase student-staff interaction. This interaction can facilitate in-depth discussion and a more continuous learning experience that promotes a deep and active style of learning.

The Master of Business (Analytics) consists of 14 units taught over two years (full-time). Two 15cp units are studied concurrently per teaching period in the GHE block teaching model. The course culminates with a preparation for practice unit and a capstone, each of 30cp.

Why Adelaide?

Many international students choose to study in Australia because of the cultural diversity, friendly people, and high quality of education. Australian graduates highly sought after due to the impressive international reputation of the Australian education system. This system is carefully regulated by the government in order to maintain the high standards of education associated with the country.