



## 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

<b>AQF Level:</b>	<b>9</b>
<b>CRICOS Code:</b>	<b>115139C</b>
<b>Course Duration:</b>	International Students: 2 years ( Full-time) Domestic Students: 2 years (Full -time), 3 years (Part-time)
<b>English Requirements:</b>	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.
<b>Entry Requirements:</b>	International Students: Bachelor's degree or other qualification equivalent to AQF 7 or 8 in any discipline. Domestic Students: Minimum AQF 7.
<b>Expected Student Workload :</b>	6 timetabled hours 8-12 personal study 14-18 hrs/ week/unit
<b>Study Mode:</b>	Face to face
<b>Tuition Fee (AUD):</b>	International Students \$50,000 Domestic Students: \$50,000

# UNITS

YEAR 1			
Code	Units	Type	Credit Points
MGT9800	Contemporary Issues in 21st Century Business and Security Management	Core	15
DAS9800	Introduction to Analytics	Core	15
BUS9801	Strategic Marketing Management	Core	15
BUS9802	Financial Analysis	Core	15
MGT9801	Leadership and Management	Core	15
DAS9903	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
DAS9900	Practical Data Mining	Core	15
MGT9901	Research Methods	Core	15
DAS9901	Data Analytics for Decision Makers	Core	15
MIT/MGT9902	Professional Engagement	Core	30
MIT/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

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