LA TROBE
BUSINESS SCHOOL

STUDY AT LA TROBE BUSINESS SCHOOL

WHY STUDY WITH LA TROBE BUSINESS SCHOOL?

Students will graduate with the skills employers want. Our courses are designed to put them at the forefront of change and innovation, connecting them to industry.

Learning foundational business skills and how technology, such as Gen AI is changing the business environment.

Our teaching is engaging, active and focused on developing transferable skills.

LA TROBE BUSINESS SCHOOL | AACSB ACCREDITED

ACCREDITATIONS

LBS AI STRATEGY

Focuses on integrating artificial intelligence (AI) across business education. Examples include:

- Curriculum Integration: Embedding AI, cybersecurity and digital innovation into core subjects.

- Industry Collaboration: Real-world projects applying AI to contemporary business challenges.

- Future Skills: Developing strategic, ethical and sustainable approaches to AI in business.

This future-focused approach equips graduates with the knowledge and experience to lead in AI-driven environments.

LBS AI STRATEGY

03 | OpenAI collaboration drives inclusion, innovation
12/2025

A major new collaboration between La Trobe University and OpenAI will deploy ChatGPT Edu at scale to students and staff across the University, with 5,000 licences rolled out in 2026 and full access to all, with 40,000 licences by 2027. This commitment ensures equitable access to cutting-edge technology, regardless of background or discipline, and cements La Trobe's leadership in digital transformation.

02 | Advancing AI innovation with NVIDIA supercomputer
06/2025

A new NVIDIA DGX H200 supercomputer is accelerating AI research in medical and biotech fields, supporting work on immunotherapies, cancer vaccines and personalised treatments. Backed by government investment, it speeds up complex modelling and biological data analysis, helping shorten drug-development timelines. Early projects include targeting a childhood neurodegenerative disorder.

THE AUSTRALIAN FINANCIAL REVIEW

Qantas revamps first-class menu
From Aesop kits to Bollinger, airline ups the ante News p3

www.afr.com | Wednesday 3 December 2025 $5.50 INCLUDES GST

▶ Artificial intelligence giant launches Australian blitz

OpenAI inks VC deals in local push

Paul Smith
Technology editor

From page 1

OpenAI inks VC deals in local push

Separately, OpenAI has signed a deal with La Trobe University to provide its ChatGPT Edu tool to all students and staff by 2027, with AI to be added across its curriculum, including the country's first AI-focused MBA.

The company, backed by Microsoft and run by co-founder Sam Altman, is valued at $US500 billion ($766 billion) and is at the centre of the AI boom.

The roll-out of a series of OpenAI announcements, and the opening of its head office with a gala event at the Museum of Contemporary Art on Tuesday, comes as the government ramps up its own AI initiatives with a national plan for its use and for investment in data centres. Data centres have attracted billions of dollars in funding and underpin the AI processes that are now embedded in everything from phones to laptops.

OpenAI has previously said it was considering what infrastructure, including data centres, to build in Australia. The company has plans to spend $US500 billion on data centres in a plan known as Stargate.

But Ayres' plan has received a lukewarm reaction from the data centre industry and entrepreneurs who are disappointed by a lack of detail about how it will attract new investment, and in its ambition for developing local AI giants.

Ayres said it would be an "act of intergenerational robbery" for the government to close the door on global AI companies as he ruled out the introduction of a restrictive AI Act to instead focus on safety guardrails.

"The United States and China are engaged in a contest for supremacy in AI, computing power and the industrial supply chains on which these capabilities depend," he said. "The choices Australia makes in this strategic environment will have consequences for generations to come."

But Ayres said the industry would not receive a set of rules relating to power generation and water consump-

AFRGA1 A004

"OpenAI will.. work with us to embed AI across our curriculum, including the creation of Australia's first fully AI MBA program and the integration of AI coding tools into our business and engineering courses."

Professor Theo Farrell (he/him)
Vice–Chancellor, La Trobe University

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FUTURE FOCUSED | APPLIED | INNOVATIVE | RESPONSIBLE

NEW CURRICULUM SHOWCASE

Artificial Intelligence For Business

This subject equips students with industry-ready AI skills to support productivity, innovation and decision-making across business. Students learn prompting techniques, build and evaluate AI chatbots, develop AI strategies, and address ethics, cybersecurity and governance to apply AI responsibly in any industry.

Learning activities include:

- Understanding the opportunities and challenges in using AI for Business.

- Designing human-centric AI solutions for real-world applications that enable strategic impact.

- Use AI technologies to transform and develop business processes and models.

Other new subject highlights include:

AI-powered Marketing (MKT2001), Digital Transformation In International Business (BUS3007), Responsible AI For Sustainability (BUS3006)

LBS EMPLOYABILITY STRATEGY

La Trobe is a leader in employer-graduate satisfaction, ranking #2 in Victoria and #3 in Australia.*

Opportunities for students include:

- Industry informed education programs

- Work placements/internships and industry projects

- Extra-curricular activities to prepare students for work

* Quality Indicators for Learning and Teaching (QILT), 2025, 2024 Employer Satisfaction Survey

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INDUSTRY PROJECTS

Partnering with industry is integral to student learning, providing hands-on experience and real-world problem-solving opportunities.

Bachelor of Business Analytics

- Capstone subject teams worked with NAB to improve disaster relief grant distribution using AI and predictive analytics.

- Focus areas include ethics in AI, ICT governance, and data privacy, preparing students for analytics careers.

Master of Business Information Systems (MBIS)

- Students collaborated with Fujitsu on BI dashboards and machine learning projects to predict sales opportunities.

- Conservation-focused projects included wildlife monitoring for kangaroo and koala populations with Fujitsu Data & AI.

Outcomes

- Real-world industry experience enhances student employability and bridges theory with practice.

STUDENT ENGAGEMENT

Create opportunities for students to connect, collaborate, and apply their learning through industry engagement, hands-on projects and community initiatives. The strategy strengthens students' professional networks, builds confidence and fosters a vibrant sense of belonging within the Business School.

Career & Industry Networking Event – 11.11.25

End of Year Student and Staff Celebration – 21.10.25

Industry Speaker Series (Monthly) – 19.09.25

CAREER OUTCOMES

Financial Analyst

Salary range: $95,000 to $115,000

5-year job growth trend: 32.2%

AU Job listings: 4,624

Course pathway: BBus/BCom (Finance major)

Accountant

Salary range: $75,000 to $90,000

Job growth: 9.2% | 5-year predication

AU Job listings: 15,069

Course pathway: BAcc or BCom (Accounting major)

Data Analyst

Salary range: $90,000 to $110,000

5-year job growth trend: 23.2%

AU Job listings: 8,958

Course pathway: BAnalytics or BCom (Data Analytics major)

Marketing Specialist

Salary range: $70,000 to $80,000

5-year job growth trend: 11.4%

AU Job listings: 2,992

Course pathway: BBus/BCom (Marketing major)

Business Development Manager

Salary range: $100,000 to $120,000

5-year job growth trend: 4.4%

AU Job listings: 18,525

Course pathway: BBus/Bcom (major dependent on industry)

Policy Advisor

Salary range: $100,000 to $105,000

5-year job growth trend: 8.7%

AU Job listings: 908

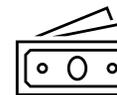Course pathway: BBus/BCom (major dependent on industry)

Digital Marketing Manager

Salary range: $110,000 to $130,000

5-year job growth trend: 11.4%

AU Job listings: 1,888

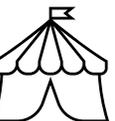Course pathway: BBus (Digital Business major) or BCom (marketing major)

Event Manager

Salary range: $80,000 to $100,000

5-year job growth trend: 10.7%

AU Job listings: 1,432

Course pathway: BBus (Tourism and Event Management major)

Information accessed in February 2025 from Seek.com.au

FUTURE FOCUSED | APPLIED | INNOVATIVE | RESPONSIBLE

FROM DATA TO DECISIONS

Use of Technology & Data Analytics in Business (with GenAI)

Dr Shalinka Jayatilleke
Course Coordinator, Bachelor of Business Analytics

PREPARING FOR OUR FUTURE

**By the end of this session, you will be able to:**

- Explain where business data comes from (systems → decisions)

- Use the "Analytics Ladder": What happened? Why? What next? What should we do?

- See how GenAI helps summarise insights and propose next actions (with safety rules)

- Understand how La Trobe's Business Analytics course contributes towards this knowledge and skills growth

WHY TECHNOLOGY + ANALYTICS MATTER

Businesses generate data continuously — the advantage comes from turning it into decisions.

- Digital systems capture transactions, customers, inventory, and operations
- Analytics helps leaders understand performance and choose actions
- GenAI can speed up summarising results and planning next steps (with verification)
- The most valuable skill is combining evidence + judgement + clear communication

Technology creates data. Analytics explains it. Decisions change outcomes.

Analysis   Decision Icon   Measurable business impact
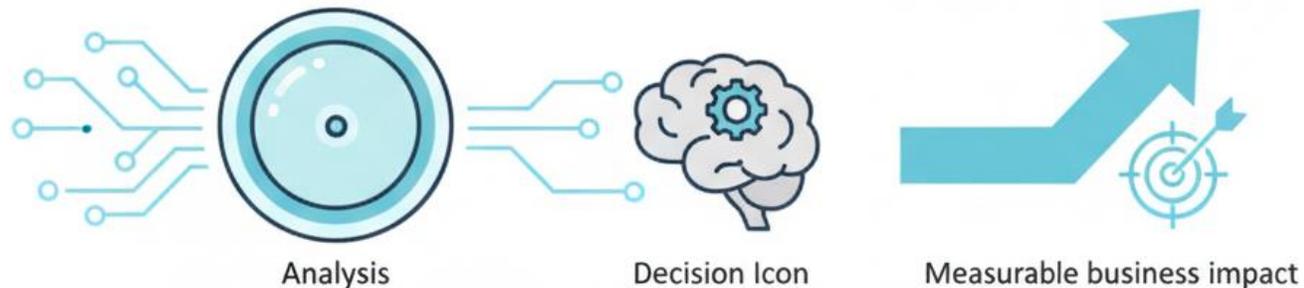
WHERE DOES BUSINESS DATA COME FROM?

Scan the QR code to enter the MentiMeter page to respond to this question.

Or

Go to menti.com and use the code **3380 3796**

WHERE BUSINESS DATA COMES FROM

In a retail business, common data sources include:

Sales
POS, eCommerce
Orders, prices, discounts

Customers
CRM, loyalty
Segments, behaviour

Payments
Payments, refunds
Chargebacks

Operations
Shipping, returns
Service levels, costs

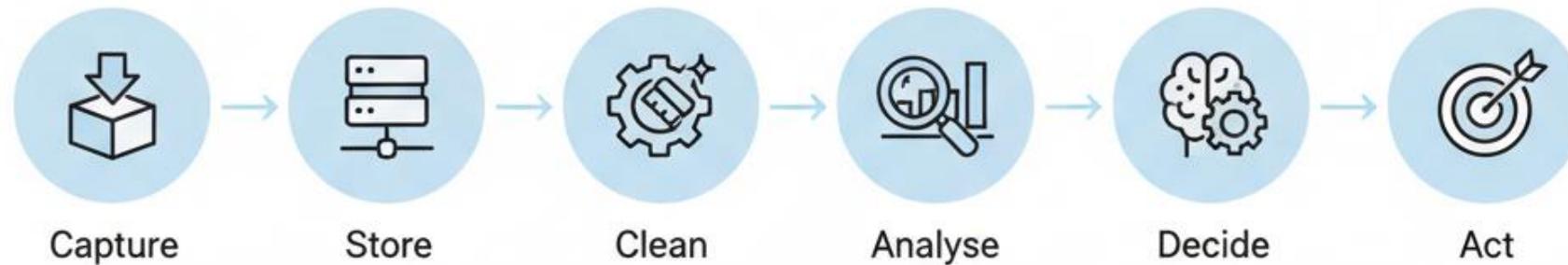**Inventory**
Stock, deliveries
Reorder levels

Workforce
Rosters, payroll
Hours, productivity

POS sales

supplier/vendor data

eCommerce

Central data hub

workforce/rosters

CRM/loyalty

shipping/returns

inventory

payments/refunds

FROM DATA TO DECISIONS (THE WORKFLOW)

A simple pipeline used in almost every organisation:

Capture → Store → Clean → Analyse → Decide → Act

- Most effort is often in: defining the question + improving data quality

- The output should be a decision: "What do we change?"

- Communication is part of analytics: explain findings clearly to non-experts

THE ANALYTICS LADDER (4 QUESTION TYPES)

Analytics is simply asking better questions — in the right order:

Descriptive: What happened? (Describe the situation):
Example: Sales were flat. Profit fell.

Diagnostic: Why did it happen? (Identify drivers):
Example: Discounts increased + returns rose + shipping costs went up.

Predictive: What will likely happen next? (Estimate what comes next):
Example: If discounts continue, profit will keep dropping next month.

Prescriptive: What should we do about it? (Recommend actions):
Example: Change promo rules, improve sizing info to reduce returns, adjust free-shipping threshold.

GENAI IN BUSINESS ANALYTICS: WHAT IT HELPS WITH

Genai is strongest at language tasks — it can help you move faster after the analysis.

- Summarise results into executive language ("what changed and why")
- Suggest Excel formulas / SQL queries
- Draft recommendations and a clear action plan
- Generate follow-up questions / checks to verify conclusions
- Explain technical outputs in plain English for stakeholders
- Draft emails, slide text, or report sections for refinement

Important: GenAI is not a "truth engine". Treat outputs as drafts to verify.

GENAI RISKS (KEEP IT PROFESSIONAL)

- Hallucinations: confident statements that are incorrect

- Privacy & confidentiality: do not paste sensitive business data

- Bias and unfair outcomes (depends on data and use case)

- Over-reliance: losing critical thinking and judgement

- Auditability: you must be able to explain decisions

HALLUCINATION · PRIVACY · RISK · BIAS · OVER-RELIANCE

**Analyst mindset: professional scepticism still applies to AI outputs.
GenAI is a strong assistant, not an authority.**

A SIMPLE "SAFE GENAI" CHECKLIST

- Do not share confidential or personal data

- Ask for assumptions and uncertainty

- Verify against the source data (numbers win)

- Keep a human-in-the-loop sign-off for decisions

- Document prompts and outputs when used professionally

Practical tip: share summaries/totals (e.g., pivot totals), not raw sensitive datasets.

LIVE DEMO (EXCEL): WHAT HAPPENED? & WHY DID IT HAPPEN?

- For the data set we are going to create a PivotTable and a PivotChart

- Rows: Month

- Values: NetSales, ProfitAfterReturns, DiscountAmt, ReturnValue, and ShippingCost

- What Happened?

- Why it happened?

LIVE DEMO (GENAI): EXECUTIVE SUMMARY + NEXT ACTIONS

Step 1 — Paste pivot totals (safe to share):

Dec-25: NetSales = $1,611.55 | ProfitAfterReturns = $343.76 | DiscountAmt = $107.45 | ReturnsCount = 1 | ShippingCost = $62.00

Jan-26: NetSales = $1,845.59 | ProfitAfterReturns = –$109.33 | DiscountAmt = $391.41 | ReturnsCount = 3 | ShippingCost = $94.00

Step 2 — Use this prompt (copy/paste):

You are a business analyst. Based only on these monthly summaries, write:
(1) a 4–6 sentence executive summary explaining why profit changed,
(2) the top 3 likely drivers ranked,
(3) 3 recommended actions,
(4) 3 follow-up questions/checks to confirm.
Also list any assumptions you made.

CAREERS + LA TROBE BUSINESS SCHOOL SHOWCASE

Careers that use analytics + technology

- Business analyst / data analyst

- Finance analyst

- Risk & compliance analyst

- Operations / supply chain analytics

- Marketing & customer insights

- Consulting / strategy roles
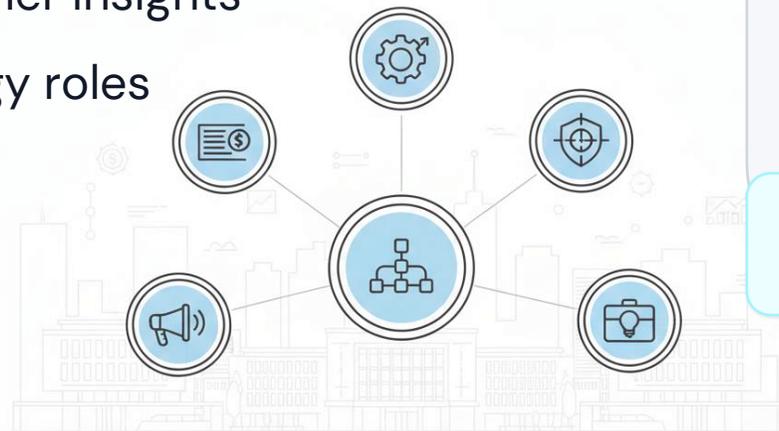
**La Trobe Business School
Dept of Accounting, Data Analytics, Economics & Finance**

- Whole-of-business perspective: finance, customers, operations, and strategy

- Applied analytics mindset: business questions → evidence → recommendations

- Industry relevance: practical casework and employability focus

- Responsible technology focus: ethics, governance, and safe GenAI use

- Capability building: communication, critical thinking, decision-making

Technology creates data. Analytics explains it. Decisions change outcomes.

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THANK YOU

latrobe.edu.au