Master of Business Analytics
Our Master of Business Analytics gives you the skills to understand complex data and develop effective business strategies. You’ll build your knowledge in business, statistics and computer science, learning how to extract, analyse and interpret data.

Drawing on extensive industry partnerships, this course provides you with the tools to advance your career in a rapidly growing field. Employment opportunities are available across a range of industries, including retail, banking, public services and engineering.

Why study Business Analytics?

- Be part of an industry that’s experiencing significant growth worldwide.*
- Increase your earning potential by gaining in-demand skills. **
- Play a vital role in driving decision-making for businesses.
- Qualify for a SAS Certificate in Business Analytics upon completion of the degree.

Course overview

The Master of Business Analytics is a highly flexible course that incorporates online study and after-hours classes to support working professionals.

You’ll complement the theory you learn in class with practical internships and industry guest lectures. During your studies, you’ll have access to enterprise tools, while elective subjects give you the option to specialise in sports analytics, data science or marketing analytics.

Location/course code
City Campus (LMBAN)

Intake
Semester 1 (March)
Semester 2 (July)
Summer (November)

Annual tuition fee *
(A$)28 200 – (A$)34 000

Duration
2 years full-time or part-time equivalent

Scholarships
Students who show academic or professional excellence may be eligible for scholarships.

Course structure ^

The Master of Business Analytics is made up of 12 compulsory core subjects and four level-five electives, requiring 240 credit points for successful completion.

12 Core subject
- Sustainable Management and Marketing
- Introduction to Accounting and Finance
- Business Information Management
- Principles of Business Analytics
- Statistics for Business and Finance
- Predictive Analytics
- Visual Analytics
- Data Warehousing and Big Data
- Data Warehouse Concepts and Design
- Decision Support Systems
- Customer Analytics and Social Media
- Analytics in Practice

Four elective subjects
Students also choose four electives from the College of Arts, Social Sciences and Commerce.

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Martin Rennhackkamp has worked in advanced analytics, business intelligence and data warehousing over a diverse range of industries for more than 20 years. Martin’s extensive experience helps prepare La Trobe students for real-world challenges.

Chief Data Scientist
PBT Group Australia
Industry Guest Lecturer, La Trobe University

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* Forbes, ‘IBM predicts demand for data scientists will soar 28% by 2020’, 13 May 2017
** CRN Magazine, ‘Salaries to soar for Australian workers with big data skills: Deloitte’, 20 April 2018
*** QS World University Rankings 2019
^ Course structure is subject to change. Please refer to the La Trobe University website for more information.
# Fees are revised annually
* Advanced standing may be granted to complete the course in 1.5 years or less
WE’RE IN THE TOP 1.5% OF 27,000 UNIVERSITIES WORLDWIDE ***

GAIN INDUSTRY-RELEVANT SKILLS THROUGH PLACEMENT OPPORTUNITIES WITH OUR MAJOR PARTNERS, INCLUDING SAS, IBM AND MICROSOFT

20% OF THE COURSE IS TAUGHT BY INDUSTRY EXPERTS

Career outcomes
A career in business analytics helps you provide valuable insights and solve complex business problems. Potential roles include:

- Data analyst
- Business analyst
- Supply chain analyst
- Business intelligence analyst
- Data engineer
- Market research analyst
- Customer analyst
- Chief data scientist
- Director of analytics
- Head of data insights
- Business intelligence developer

Learn more
For information including prerequisites, scholarships and how to apply, please visit: latrobe.edu.au/business-analytics

‘The Master of Business Analytics at La Trobe attracted me because of its highly experienced teaching faculty and diverse course structure. It has helped me develop the right mix of technical and business skills, which are highly valued in the global market.’

Mahesh Krishnan
Master of Business Analytics student
La Trobe University
‘The La Trobe Master of Business Analytics is designed to create the necessary pathway to become a standout analytics professional.’

**Associate Professor Kok-Leong Ong**
Program Director (Business Analytics)
La Trobe University

**ONE-ON-ONE**

**WANT TO CHAT FURTHER?**

Register for a one-on-one consultation with a course specialist to find out more about our postgraduate courses. If you're unable to meet in person, we can organise a phone consultation at your convenience. latrobe.edu.au/consult

**Want to know more?**

Phone: 1300 135 045  
latrobe.edu.au/chat  
latrobe.edu.au/ask-us

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