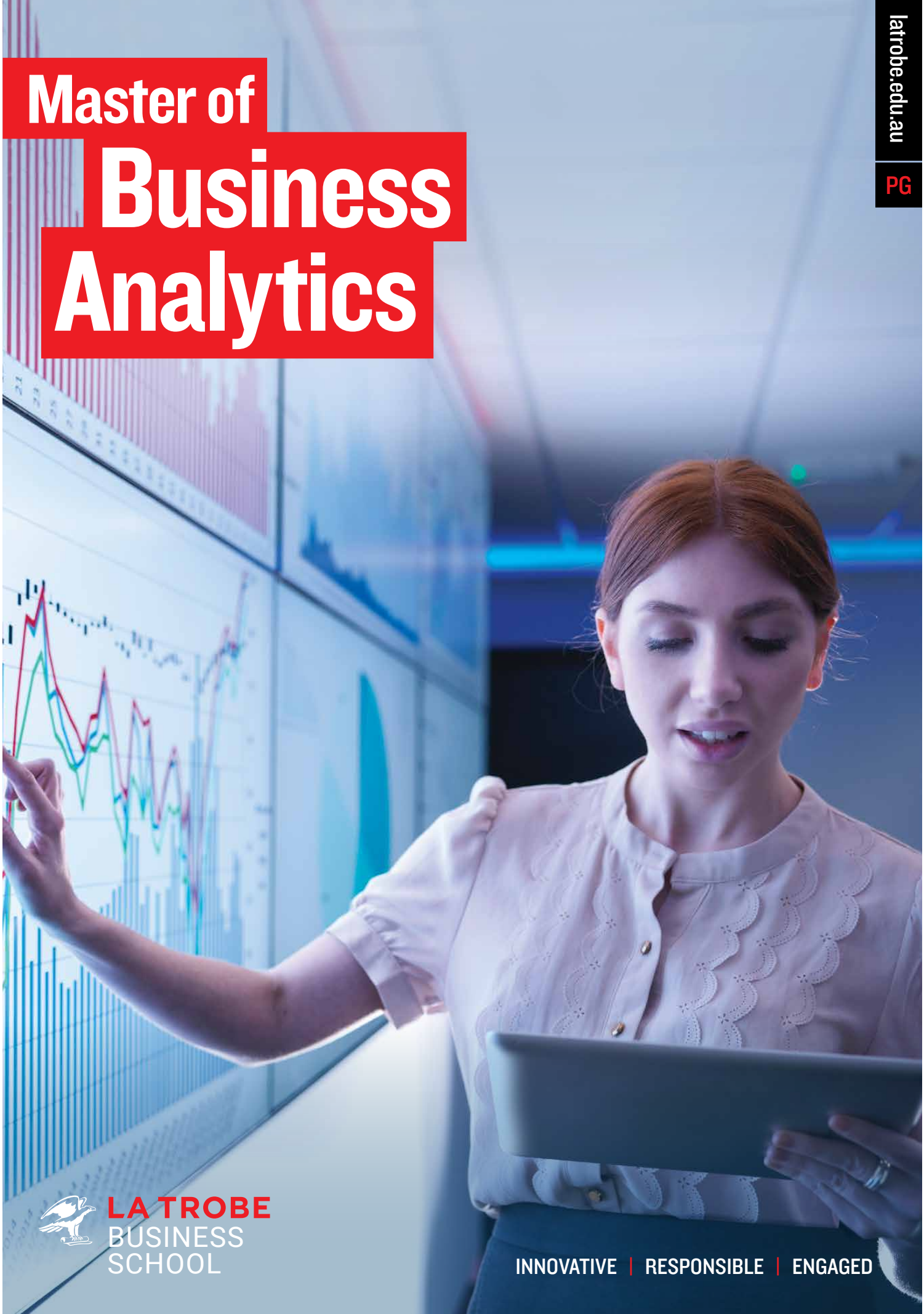


Master of Business Analytics



LA TROBE
BUSINESS
SCHOOL

INNOVATIVE | RESPONSIBLE | ENGAGED

Take the **next step** in your **career**



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.

Premium industry partners

La Trobe is proud to partner with leading companies:



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.

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



* 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

*** Times Higher Education World University Rankings 2019; Webometrics Ranking Web of Universities 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 1.2%

OF 28,000 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? Get in touch



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latrobe.edu.au/chat



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Melbourne Campus



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