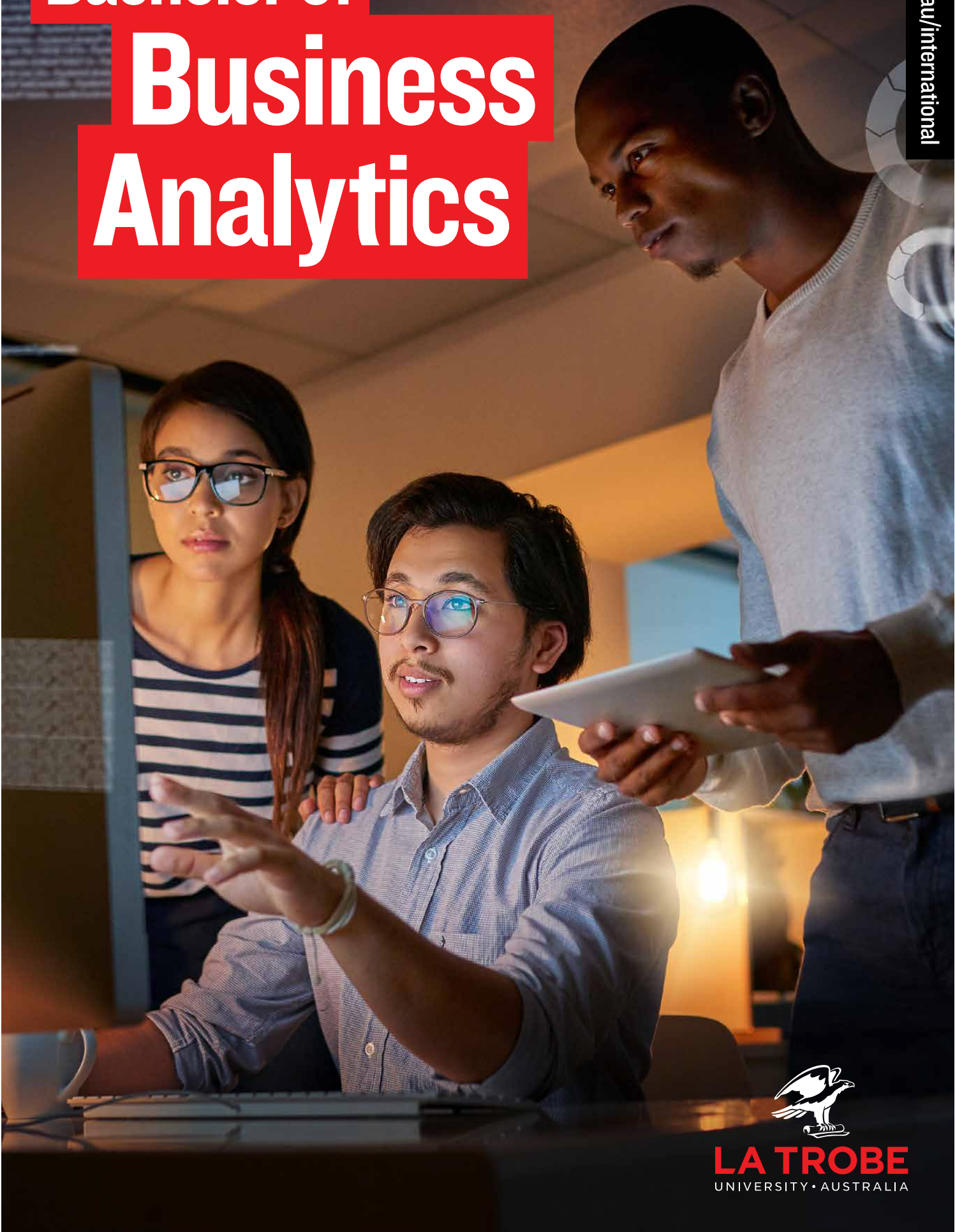


# Bachelor of Business Analytics

latrobe.edu.au/international



**LA TROBE**  
UNIVERSITY • AUSTRALIA

# Inform **business decisions** using **complex data**



With a Bachelor of Business Analytics, you'll learn how to use analytical skills and strategic thinking to help businesses grow. You'll develop fundamental business skills, and learn how to identify and solve business challenges to drive innovation.

## Why study this area?

- **Business analytics is one of the fastest growing occupations across all sectors around the world.<sup>1</sup>**
- **Organisations now have access to an overwhelming amount of data.**
- **Be in high demand around the globe as you help businesses interpret this information.**
- **Translate data into meaningful recommendations, forecasts and solutions to help businesses thrive.**

## Course overview

Developed in consultation with industry leaders, our Bachelor of Business Analytics course gives you the skills you need to help businesses thrive through a data-driven strategy.

As you study, you'll learn the fundamentals of business and gain specialised analytical skills to help you identify and solve business challenges. You'll develop problem-solving and critical thinking skills as well as an understanding of business, marketing and commerce.

You'll also gain the communication skills needed to take complex data and explain it to business leaders in a way that informs action.

With these skills, you'll graduate ready to help businesses identify commercial opportunities, solve problems and drive innovation.

## Course details

**Location/course code**  
Melbourne Campus (LBBAN)

**ATAR**  
65 (indicative only)<sup>2</sup>

**IELTS**  
6.0/6.0

**CRICOS code**  
0100037

**Intake**  
Semester 1 (March)  
Semester 2 (July)

**Annual tuition fee<sup>3</sup>**  
(A\$)31 600

**Duration**  
3 years full-time

**Scholarships**  
Students who show academic or professional excellence may be eligible for scholarships, including the La Trobe College Excellence Scholarship which can help you receive up to a 25% reduction on your course fees.

**'The increased competition and global challenges faced by businesses has made a data-driven strategy more important than ever. This course will provide the range of skills necessary to be a successful analytics professional. With a practice-focused curriculum and an emphasis on developing strong business acumen to complement data analysis skills, our graduates will be highly sought-after across a range of industries.'**

**Dr Kok-Leong Ong**  
Associate Professor and  
Program Director (Business Analytics)  
La Trobe Business School



## Prepare for your future career

Find out more about studying Business Analytics at La Trobe at:

[latrobe.edu.au/courses/bachelor-of-business-analytics](https://latrobe.edu.au/courses/bachelor-of-business-analytics)

## Premium industry partner

La Trobe is proud to partner with:



<sup>1</sup> Source: [www.forbes.com/sites/louiscolumbus/2017/12/11/linkedin-fastest-growing-jobs-today-are-in-data-science-machine-learning/#71fcb72151bd](https://www.forbes.com/sites/louiscolumbus/2017/12/11/linkedin-fastest-growing-jobs-today-are-in-data-science-machine-learning/#71fcb72151bd)

<sup>2</sup> ATAR is indicative only. Please refer to the website for current information

<sup>3</sup> Fees are revised annually

<sup>4</sup> QS World University Rankings: Masters in Business Analytics Rankings, 2019

<sup>5</sup> Times Higher Education, World University Rankings, 2019; Webometrics Ranking Web of Universities, 2019

## Career outcomes

Join a fast-growing sector and find employment in these roles:

Analytics consultant

Data scientist

Digital business analyst (social media and e-commerce)

Innovation consultant

Market research analyst

Business intelligence analyst

Business analyst

OUR BUSINESS ANALYTICS  
TEACHING IS RANKED

**SECOND**

IN AUSTRALIA<sup>4</sup>

LA TROBE IS IN THE

**TOP 1.2%**

OF UNIVERSITIES WORLDWIDE<sup>5</sup>

‘La Trobe’s business analytics course builds a strong practical foundation of business-ready skills. Moreover, it helps students develop an understanding of emerging technologies like the internet of things, artificial intelligence, automation and robots – all of which will be critical in the job market of the future.’

**Gary Hubber**

General Manager Pricing & Analytics  
Toll Global Express

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**Nest: a content hub  
for clever thinkers**  
[nest.latrobe](https://nest.latrobe)



### For further enquiries

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