Bachelor of Business Analytics
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.¹
- 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)²

IELTS
6.0/6.0

CRICOS code
0100037

Intake
Semester 1 (March)
Semester 2 (July)

Annual tuition fee³
(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

² ATAR is indicative only. Please refer to the website for current information
³ Fees are revised annually
⁴ QS World University Rankings: Masters in Business Analytics Rankings, 2019
⁵ Times Higher Education, World University Rankings, 2019; Webometrics Ranking Web of Universities, 2019

Premium industry partner
La Trobe is proud to partner with:
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
'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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