

# BACHELOR OF ANALYTICS

COURSE CRICOS Code: 111123K



The Bachelor of Analytics prepares students with the knowledge and skills to evaluate and apply different analytic tools to support decision making, including for organisational transformation. Students will have hands-on training in the use of different analytics tools, to optimise data assets, and to utilise predictive analytics to enhance business strategy and returns.

## SOLVE PROBLEMS BY UNLOCKING DATA

In this course, you will learn to gather and prepare data, extracting their meaning, to shape business strategy. You will gain skills in the use of analytical tools and techniques, to discover how data analytics can be applied in marketing, accounting, human resources management, logistics, manufacturing – just some examples of how business decisions can be disrupted by data-driven insights.

For professionals looking to the future, now is the time to invest in learning the language of data.

## CAREER OUTCOME

As a AIA graduate, you'll have the business mindset and practical experience needed to meet this demand and you will be able to participate in a variety of roles including:

1. Business analyst
2. Business intelligence specialist
3. Computer system analyst
4. Data analyst
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst
9. Predictive modeller
10. Business manager

This qualification is recognised under the Australian Qualifications Framework

**TOTAL UNITS** 24 (4 Units per trimester)

**STUDY MODE** Online  
with an option to access from IBBM.

**Full-time** 3 years

- 8 units per year
- 2 trimesters per year

By using SAS in this course, AIA graduates will receive SAS certification (sas.com) as part of their qualification.



AIA is a member of



[iapa.org.au](http://iapa.org.au)

Scan and express your interest for our  
March and July intakes.



## COURSE STRUCTURE

This course consists of 24 core units, 0 electives. A typical study plan is shown below:

<b>YEAR 1</b>	BUS101 The Macroenvironment in Business	ANA101 Fundamentals of Business Statistics	BUS103 Strategic Management	WIL102 Work Integrated Learning (Foundation)
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration	ANA103 Data Analytics Fundamentals	ANA104 Database for Business Intelligence
<b>YEAR 2</b>	ANA105 Data Analytics with R	BUS201 Disruption and the Fourth Industrial Revolution	ANA201 Statistical Applications in Data Science (*ANA101)	ANA203 Data Wrangling and Analysis with Python (*ANA101, ANA103)
	ANA204 Predictive Analytics (*ANA101, ANA103)	BUS203 Project Management	BUS205 Digital Ethics	ANA202 Visual Analytics (*ANA101, ANA102)
<b>YEAR 3</b>	BUS304 Communication and Data Storytelling (**ANA202)	ANA301 Social Media Analytics (*ANA103)	ANA303 Analytics Project 1 (*ANA101, ANA105, ANA202, ANA204)	EP201 E-Portfolio A
	ANA304 Analytics Project 2 (*ANA101, ANA105, ANA203, ANA204)	ANA302 Consumer Analytics (*ANA103)	EP301 E-Portfolio B	WIL302 Work Integrated Learning (Capstone) (*All Level 1 and 2 units)

\*Pre-requisite (s)

\*\*Preferred preceding units

## EDUCATIONAL PATHWAYS

Year 12 / Vocational  
Education



Bachelor of Analytics



Post Graduate studies in  
Business / IT / other degrees

## ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English or equivalent.

## ASSESSMENT METHODS

Students learn through a variety of activities: In-class discussions, case study analysis, business report writing, research work, practical problem solving, team building, role-play, debates and self-reflections. In the final year of the course, students will undertake a work integrated learning unit (120 hours of work placement), designed to be a capstone unit for the course. Assessment types include case studies, projects, reports and presentations, problem solving, reflections and journals, tests and quizzes and a small number of examinations.

## LEARN MORE

For further information about Bachelor of Analytics, visit <https://analyticsinstitute.edu.au/bachelor-of-analytics/> or contact [marketing@analyticsinstitute.edu.au](mailto:marketing@analyticsinstitute.edu.au)