At last, a holistic degree teaching you the business, technical and people skills to help unlock the power of data and master the world of business.
Kaplan Business School is now offering Business Analytics courses that provide the knowledge, understanding and technical skills for students to excel in a career where data-driven decisions are a priority. Responding to the industry’s increasing demand for employees who understand quantitative and qualitative methodologies, we now have four different courses to choose from.

**GRADUATE CERTIFICATE IN BUSINESS ANALYTICS**

COURSE CRICOS CODE 0100431 / TEQSA ACCREDITED / AQF LEVEL 8

**TYPICAL DURATION**

Standard study option: 8 months / 4 subjects / 2 trimesters

An accelerated study option is available depending on subject offerings.

**STRUCTURE**

4 subjects: 3 core + 1 elective

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Core</th>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

[find more information at kbs.edu.au/gcban](kbs.edu.au/gcban)

**CORE SUBJECTS**

- Introduction to Business Analytics  [DATA4000](kbs.edu.au/gcban)
- Data Visualisation Software  [DATA4100](kbs.edu.au/gcban)
- Quantitative Methods  [STAM4000](kbs.edu.au/gcban)

**ELECTIVE SUBJECT**

To be selected among any of the subjects that begin with the DATA prefix (example: DATA4500 Social Media Analytics which is a core subject in the Master of Business Analytics course).

**FURTHER YOUR RECOGNITION AS AN ANALYTICS PROFESSIONAL**

IAPA (Institute of Analytics Professionals of Australia) is the largest analytics community in Australia with over 8,000 professionals from across all industries. IAPA is committed to promoting the growing strategic role played by data analytics in the business arena.

Students studying any of our business analytics courses will have the opportunity to enjoy the following benefits with IAPA:

- Apply to become “Student IAPA-certified” for free*
- Free attendance at four IAPA chapter events per year
- Access to member rates for IAPA education courses

For more information, visit iapa.org.au or contact your Student Experience team.

*Only available to students studying a master’s qualification in Business Analytics. Selection criteria apply.
# Master of Business Analytics

**COURSE CRICOS CODE 0100427 / TEQSA ACCREDITED / AQF LEVEL 9**

## Typical Duration

**Standard study option:** 1 year, 8 months / 5 trimesters

An accelerated study option is available depending on subject offerings.

## Structure

12 subjects: 9 core + 3 Business Analytics electives

<table>
<thead>
<tr>
<th>12 Subjects</th>
<th>9 Core</th>
<th>3 Electives</th>
</tr>
</thead>
</table>

SAS® joint certificate for Business Analytics awarded on completion of this course.

## Core Subjects

- Introduction to Business Analytics: DATA6000
- Data Visualisation Software: DATA4100
- Data Acquisition and Management: DATA4200
- Data Security and Ethics: DATA4300
- Data-driven Decision Making and Forecasting: DATA4400
- Social Media Analytics: DATA4500
- Analytics in Accounting, Finance, and Economics: FINM4100
- Quantitative Methods: STAM4000
- Capstone: Industry Case Studies: DATA6000

## Elective Subjects

To be selected among any of the following subjects: DATA4600, DATA4700, DATA4800, and DATA4900, or choose an Academic Internship (INTS4000).

## Internships Available

Visit [kbs.edu.au/internship](http://kbs.edu.au/internship)

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# Master of Business Analytics (Extension)

**COURSE CRICOS CODE 0100426 / TEQSA ACCREDITED / AQF LEVEL 9**

## Typical Duration

**Standard study option:** 2 years / 15 subjects / 6 trimesters

An accelerated study option is available depending on subject offerings.

## Structure

15 subjects: 13 core + 2 MBA electives

<table>
<thead>
<tr>
<th>15 Subjects</th>
<th>13 Core</th>
<th>2 Electives</th>
</tr>
</thead>
</table>

SAS® joint certificate for Business Analytics awarded on completion of this course.

## Core Subjects

- Introduction to Business Analytics: DATA6000
- Data Visualisation Software: DATA4100
- Data Acquisition and Management: DATA4200
- Data Security and Ethics: DATA4300
- Data-driven Decision Making and Forecasting: DATA4400
- Social Media Analytics: DATA4500
- Business Analytics Project Management: DATA6600
- Digital Marketing and Competitive Advantage: DATA4700
- Artificial Intelligence and Machine Learning: DATA4800
- Innovation and Creativity in Business Analytics: DATA6900
- Analytics in Accounting, Finance, and Economics: FINM4100
- Quantitative Methods: STAM6000
- Capstone: Industry Case Studies: DATA6000

## Elective Subjects

Two MBA electives are to be selected. To view the list of MBA subjects available, visit [kbs.edu.au/mba](http://kbs.edu.au/mba).

Please note: MBA504, MBA600, and MBA633 cannot be chosen as elective subjects for this course.

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[View MBA electives](http://kbs.edu.au/mba)
INTERNATIONAL STUDENT FEES

The tuition fees listed below are in Australian dollars and are based on the tuition fees for international students commencing in 2021.

<table>
<thead>
<tr>
<th></th>
<th>SUBJECT FEE</th>
<th>COURSE FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Certificate in Business Analytics</td>
<td>$2,700</td>
<td>$10,800</td>
</tr>
<tr>
<td>Graduate Diploma of Business Analytics</td>
<td>$2,700</td>
<td>$21,600</td>
</tr>
<tr>
<td>Master of Business Analytics</td>
<td>$2,700</td>
<td>$32,400</td>
</tr>
<tr>
<td>Master of Business Analytics (Extension)</td>
<td>$2,700</td>
<td>$42,700</td>
</tr>
</tbody>
</table>

Note: These course fees are for 2021 trimesters only and are subject to an annual increase at the beginning of each subsequent calendar year for the duration of the course. Tuition fees for domestic students, non-tuition fees and fees for additional services provided by Kaplan Business School can be found on kbs.edu.au/fees.

CONTACT US

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