



kbs.edu.au/analytics

AUSTRALIA
ADELAIDE
BRISBANE
MELBOURNE
SYDNEY
+ ONLINE

NEW COURSES
STARTING
TRIMESTER 1, 2020

DISCOVER OUR COURSES IN BUSINESS ANALYTICS

Master the knowledge, understanding and technical skills to excel in a career where data-driven decisions are a priority.

YOUR FUTURE CAREER IN BUSINESS ANALYTICS



DATA PROVIDES THE KEY TO SUCCESS

The need for effective, efficient business analytics professionals is stronger than ever. Business Analytics professionals inform and drive successful organisational growth through their ability to recognise, interpret and apply evidence-based insight.



MAKE A REAL DIFFERENCE

Analytical expertise is no longer seen as a luxury, but as an essential part of business strategy. An effective Business Analyst can make a real difference to an organisation's bottom line through the development and delivery of predictive modelling – the analysing of past data to predict how the organisation will perform in the future.



IT'S NOT JUST TECHNICAL SKILLS

Business Analytics professionals who have a demonstrated breadth of soft skills, such as communication, collaboration, presentation and business leadership, are highly sought after. Our courses have a wholistic business focus and teach both the technical and soft skills required for success.



INDUSTRY PARTNERSHIPS

In order to drive a strong connection with the sector and provide students with industry aligned benefits and opportunities, KBS has partnered with the **Institute of Analytics Professionals of Australia (IAPA)**, the largest analytics community in Australia with over 8,000 professionals from across all industries.

CAREER PATHS INCLUDE...

- BUSINESS ANALYST
- ANALYTICS TRANSLATOR
- SOCIAL MEDIA ANALYST
- DATA VISUALISER
- CAMPAIGN DATA ANALYST
- BUSINESS INSIGHTS ADVISOR
- COMMERCIAL ANALYST
- BUSINESS CONSULTANT
- ANALYTICS TEAM LEADER

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.

*Available to 10 of the top-performing students per year in the DATA6000 Capstone subject after successfully completing the IAPA assessment process.



GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

COURSE CRICOS CODE 0100431 / TEQSA ACCREDITED / AQF LEVEL 8

This course is suitable for students already employed in business who desire an enriched understanding of how analytics can enhance their decision-making in the workplace – irrespective of the position they hold. They will therefore be taught how to develop an exploratory mindset so that they’re able to methodically investigate business opportunities and to communicate complex data.

CAREER OUTCOMES

- business supervisor
- project officer
- communications consultant
- information systems operator

PATHWAY TO FURTHER STUDIES

The course is designed so that students are eligible for up to four subject credits into recognised postgraduate courses in Australia that specialise in business analytics or that have space for unspecified electives.

TYPICAL DURATION

Standard study option

8 months/ 2 trimesters (full-time)
1 year, 4 months/ 4 trimesters (part-time)

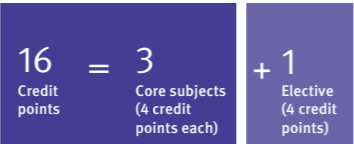
An accelerated study option is available depending on subject offerings.

 THIS COURSE IS
AVAILABLE ONLINE

kbs.edu.au/gcban

STRUCTURE

The Graduate Certificate in Business Analytics requires you to accrue a total of 16 credit points.



CORE SUBJECTS

(4 credit points each)

Introduction to Business Analytics	DATA4000
Data Visualisation Software	DATA4100
Quantitative Methods	STAM4000

NEW COURSE
STARTING
TRIMESTER 1
2020

GRADUATE DIPLOMA OF BUSINESS ANALYTICS

COURSE CRICOS CODE 0100429 / TEQSA ACCREDITED / AQF LEVEL 8

POSTGRADUATE
BUSINESS
ANALYTICS

This course is ideal for students who wish to work specifically in the business analytics industry in an entry-level position. To facilitate such a career change, students are taught deeper-level knowledge so that they’re confidently able to evaluate ethical and security issues and to competently operate the processes associated with data acquisition and dissemination.

CAREER OUTCOMES

- business insights adviser
- service desk operator
- commercial analyst
- process improvement consultant

PATHWAY TO FURTHER STUDIES

The course is designed so that students are eligible for up to eight subject credits into recognised postgraduate courses in Australia that specialise in business analytics or that have space for unspecified electives.

TYPICAL DURATION

Standard study option

1 year/ 3 trimesters (full-time)
2 years/ 6 trimesters (part-time)

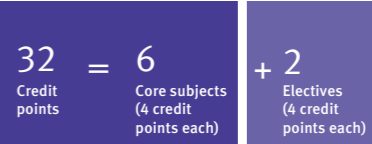
An accelerated study option is available depending on subject offerings.

 THIS COURSE IS
AVAILABLE ONLINE

kbs.edu.au/gdban

STRUCTURE

The Graduate Diploma of Business Analytics requires you to accrue a total of 32 credit points.



CORE SUBJECTS

(4 credit points each)

Introduction to Business Analytics	DATA4000
Data Visualisation Software	DATA4100
Data Acquisition and Management	DATA4200
Data Security and Ethics	DATA4300
Analytics in Accounting, Finance and Economics	FINM4100
Quantitative Methods	STAM4000

NEW COURSE
STARTING
TRIMESTER 1
2020



MASTER OF BUSINESS ANALYTICS

COURSE CRICOS CODE 0100427 / TEQSA ACCREDITED / AQF LEVEL 9

This course is for students who have an objective to become genuine specialists in their profession and are therefore seeking a level of study that will deepen their expertise and enhance their professionalism. As a result, the diversity of their skillset is expanded significantly, the outcome of which is a well-rounded business analyst highly regarded by employers across any industry.

CAREER OUTCOMES

- business analyst
- social media specialist
- reporting analyst
- business consultant

PATHWAY TO FURTHER STUDIES

The course is designed so that students are eligible for substantial credits into recognised postgraduate courses in Australia that specialise in business analytics or that have space for unspecified electives.

TYPICAL DURATION

Standard study option

1 year, 8 months/ 5 trimesters (full-time)
2 years, 8 months/ 8 trimesters (part-time)

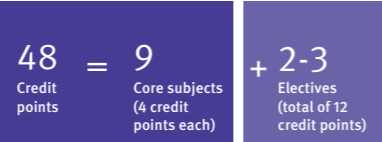
An accelerated study option is available depending on subject offerings.

 **THIS COURSE IS AVAILABLE ONLINE**

kbs.edu.au/mban

STRUCTURE

The Master of Business Analytics requires you to accrue a minimum of 48 credit points.



CORE SUBJECTS

(4 credit points each)

Introduction to Business Analytics

Data Visualisation Software

Data Acquisition and Management

Data Security and Ethics

Data-driven Decision Making and Forecasting

Social Media Analytics

Analytics in Accounting, Finance and Economics

Quantitative Methods

Capstone: Industry Case Studies

ELECTIVE SUBJECTS

A minimum of 12 credit points to be accrued via:

- 2 MBA subjects (6 credit points each) or;
- 3 Business Analytics subjects (4 credit points each)

Please note: MBA504, MBA507, MBA600, and MBA633 cannot be chosen as elective subjects for this course.

NEW COURSE STARTING TRIMESTER 1 2020

MASTER OF BUSINESS ANALYTICS (EXTENSION)

COURSE CRICOS CODE 0100426 / TEQSA ACCREDITED / AQF LEVEL 9

This course is designed for students with an ambition to further their career within the business analytics industry, which is why they will be taught how to build and manage expert teams and to strategically oversee data-driven initiatives. This will culminate in a complex body of knowledge and skills, all of which will produce graduates who are ready for the next stage of their career.

CAREER OUTCOMES

- business analytics team leader
- social media manager
- corporate reporting supervisor
- management consultant

PATHWAY TO FURTHER STUDIES

The course is designed so that students are eligible for substantial credits into recognised postgraduate courses in Australia that specialise in business analytics or that have space for unspecified electives.

TYPICAL DURATION

Standard study option

2 years/ 6 trimesters (full-time)
3 years, 8 months/ 11 trimesters (part-time)

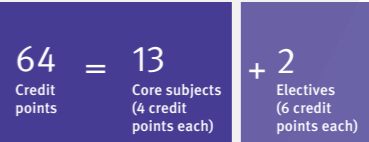
An accelerated study option is available depending on subject offerings.

 **THIS COURSE IS AVAILABLE ONLINE**

kbs.edu.au/mbanex

STRUCTURE

The Master of Business Analytics (Extension) requires you to accrue a total of 64 credit points.



CORE SUBJECTS

(4 credit points each)

Introduction to Business Analytics

Data Visualisation Software

Data Acquisition and Management

Data Security and Ethics

Data-driven Decision Making and Forecasting

Social Media Analytics

Business Analytics Project Management

Digital Marketing and Competitive Advantage

Artificial Intelligence and Machine Learning

Innovation and Creativity in Business Analytics

Analytics in Accounting, Finance and Economics

Quantitative Methods

Capstone: Industry Case Studies






ELECTIVE SUBJECTS

Two MBA electives are to be selected (6 credit points each). Please note: MBA504, MBA507, MBA600, and MBA633 cannot be chosen as elective subjects for this course.

NEW COURSE STARTING TRIMESTER 1 2020

POSTGRADUATE BUSINESS ANALYTICS

An academic internship can help launch your career, drive your professional aspirations and develop your leadership skills. Our strong industry network connects you with employers across Australia and provides you with access to a broad range of work experience opportunities.

-  Gain real-world experience and confidence through workplace responsibility.
-  Improve transferable skills such as communication, teamwork and time management.
-  Experience practical application of theory in a professional environment.
-  Impress prospective employers while enhancing employability.
-  Start building a network of industry contacts and ensure your chosen career path is right for you.

ACADEMIC INTERNSHIPS

We pride ourselves on thoroughly preparing you for entry into the workplace. Opting for an academic internship will improve your industry knowledge and provide you with the tools you need to contribute effectively in a professional environment.



1 IN 3

STUDENTS PLACED IN AN ACADEMIC INTERNSHIP WERE OFFERED ONGOING EMPLOYMENT.*

*Based on students placed in academic internships between November 2018 and June 2019.

kbs.edu.au/internship

STRUCTURE

The academic internship is structured so that 30% of your final mark will be determined by a rating assigned to you by your host employer. Every internship also includes an academic component. There are several assignments that are set for you throughout the trimester, such as a learning contract and reflective journal, which also serve as great opportunities to consolidate your learning in the workplace.

ENHANCING EMPLOYABILITY

Relevant work experience is one of the first things prospective employers look for. An academic internship is a highly valuable addition to both your degree and your professional resume. Through an academic internship, you will gain exposure to a professional environment and experience the day-to-day operations of a business.

HOW IT WORKS

Our academic internships can be undertaken as elective subjects if you are studying a Bachelor of Business, a Graduate Diploma of Business Administration or a Master of Business Administration.

Placements are arranged by Careers Central and will be determined via a job interview process with both Kaplan Business School and the host company. Alternatively, we can support you to source your own internship with a business. Internships are unpaid and the electives are assessable as part of your degree. To be eligible, your grade point average as a minimum must be a Pass.



Stand out from the crowd with a Kaplan Business School scholarship! In our genuine ambition to help individuals reach their educational and career goals, we offer a number of scholarships to students in Australia and across the globe.

SCHOLARSHIPS

If you have what it takes, we would love you to apply! Our scholarship winners benefit from reduced tuition fees for their relevant undergraduate or postgraduate studies, and the recognition of being a Kaplan Business School scholarship recipient.

OUR AVAILABLE SCHOLARSHIPS INCLUDE:



HIGH ACHIEVERS SCHOLARSHIP

This scholarship nurtures our future business leaders. Australian and international students who can display a record of outstanding academic merit in business, or a related field of study, can apply.



REGIONAL SCHOLARSHIPS

Global leadership starts with you! We offer a variety of scholarships to students from various regions, including Australia, who display a record of outstanding academic merit.



DEAN'S AWARD

This scholarship is awarded every trimester to an existing KBS student in recognition of their exceptional academic results and their proactive leadership of campus activities. Aside from the public acknowledgement of their positive contribution to the KBS community, the successful student also receives a substantial fee reduction for the remainder of their course.



ALUMNI SCHOLARSHIP

If you have completed a course of at least 4 months in duration with a Kaplan education provider, you may be eligible for an Alumni scholarship.

Eligibility criteria for our scholarships can be found at kbs.edu.au/scholarships. Other scholarships may be offered from time-to-time.

HOW TO APPLY



Check eligibility requirements and terms and conditions at kbs.edu.au/scholarships.



Complete a scholarship application form from kbs.edu.au/scholarships. A 500-word essay may be required.



Attach supporting documentation with your submission.



Sign and date the student declaration.



Send your completed scholarship application together with your course application to scholarships@kbs.edu.au.



THE KBS ADVANTAGE



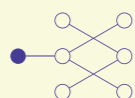
GLOBALLY RECOGNISED PROVIDER

We deliver **accredited courses** recognised by leading government bodies and professional institutes.



INDIVIDUAL SUPPORT

Our small class sizes enable our expert lecturers to provide the support you need. Students have rated our **student support** higher than every public university in Australia.*



YOUR FOUNDATION FOR THE FUTURE

We provide **lifelong support** to help you grow. All our students and alumni have access to our career services, professional development and networking opportunities.



REAL-WORLD RELEVANCE

We carefully select our lecturers based on their **industry experience**. Our subjects focus on the practical skills employers are looking for in business graduates.



YOU'RE NOT JUST A NUMBER

We take the time to get to know you and make sure you enjoy your journey with us by creating a **community** where everyone feels heard.



GLOBAL CITIZENS

Bringing together students of more than **80 different nationalities**, we actively promote the benefits of cultural awareness, social connections and diversity in the classroom.

*Undergraduate and postgraduate students combined.
QILT 2018 Student Experience Survey National Report.
Published April 2019.

KAPLAN GLOBAL NETWORK



KAPLAN HAS RELATIONSHIPS AND PARTNERSHIPS WITH OVER

2,600

CORPORATIONS AND BUSINESSES



OVER

1,000

PARTNERSHIPS WITH SCHOOL DISTRICTS, COLLEGES, AND UNIVERSITIES



ONE MILLION

STUDENTS ARE HELPED BY KAPLAN TO ACHIEVE THEIR EDUCATIONAL AND CAREER GOALS EACH YEAR



KAPLAN HAS

400

LOCATIONS IN

30

COUNTRIES



KAPLAN BUSINESS SCHOOL



1,300

HIGH ACHIEVERS RECOGNISED AND REWARDED EACH YEAR



AVERAGE OF ONLY

25

STUDENTS PER CLASS



OVER

4,500

ALUMNI



STUDENT MIX OF MORE THAN

80

NATIONALITIES

All data is based on national average student and alumni numbers (2018–2019).

DATES AND TUITION FEES


TUITION FEES


The 2020 tuition fees were not available at the time of printing and will be updated on kbs.edu.au/fees as soon as they are available. The tuition fees listed below are in Australian dollars and are based on the tuition fees for students commencing in 2019.

	INTERNATIONAL STUDENTS		DOMESTIC STUDENTS	
	SUBJECT FEE	COURSE FEE	SUBJECT FEE	COURSE FEE
Graduate Certificate in Business Analytics	\$2,600	\$10,400	\$2,450	\$9,800
Graduate Diploma of Business Analytics	\$2,600	\$20,800	\$2,450	\$19,600
Master of Business Analytics	\$2,600	\$31,200	\$2,450	\$29,400
Master of Business Analytics (Extension)	\$2,600	\$41,600	\$2,450	\$39,200

Note: Fees may be subject to an annual increase at the beginning of each subsequent calendar year for the duration of the course. Non-tuition fees and fees for additional services provided by Kaplan Business School can be found on kbs.edu.au/fees.

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 info@kbs.edu.au

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Supplementary Location
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Adelaide SA 5000 Australia

BRISBANE

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Brisbane QLD 4000 Australia
+61 (0)7 3872 3800

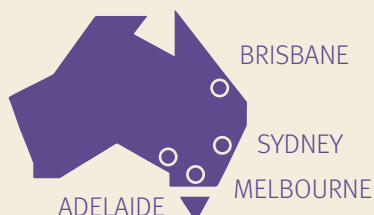
MELBOURNE

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Melbourne VIC 3008 Australia
+61 (0)3 9626 4576

SYDNEY

Level 8, 540 George Street
Sydney NSW 2000 Australia
+61 (0)2 8248 6758

Supplementary Location
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Sydney NSW 2000 Australia



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2019 KEY DATES

TRIMESTER 3

ORIENTATION 6-7 NOVEMBER
START DATE 11 NOVEMBER
EXAMS 22-28 FEBRUARY 2020

2020 KEY DATES

TRIMESTER 1

ORIENTATION 17-19 MARCH
START DATE 23 MARCH
EXAMS 20-26 JUNE

TRIMESTER 2

ORIENTATION 14-16 JULY
START DATE 20 JULY
EXAMS 17-23 OCTOBER

TRIMESTER 3







ORIENTATION 10-12 NOVEMBER
START DATE 16 NOVEMBER
EXAMS 20-26 FEBRUARY 2021

ACADEMIC ENTRY REQUIREMENTS

For entry requirements please visit kbs.edu.au/entry or scan the QR code.



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