



kbs.edu.au

AUSTRALIA
ADELAIDE
BRISBANE
MELBOURNE
PERTH
SYDNEY
+ ONLINE

COURSE FLYER

MASTER OF BUSINESS ADMINISTRATION

WITH A SPECIALISATION IN

DATA-DRIVEN LEADERSHIP

NEW!
COURSE
COMMENCES
JULY 2021



DATA-DRIVEN LEADERSHIP

The demand for data skills in today's global business world is rising. Future-proof your career by learning how to establish a data-driven culture in any organisation. This degree will equip you with the skills to lead and manage an organisation's data resources and innovation capabilities.

CAREER OUTCOMES

Become a data leader in any industry that you're passionate about. Incorporated within an MBA, this degree will place you perfectly for a suite of data strategy and leadership roles.

A LEADER IN INTERNATIONAL EDUCATION

We are the only independent provider shortlisted as a finalist in the International Education category at the Australian Financial Review's 2020 Higher Education Awards.



FUTURE EMPLOYMENT OPPORTUNITIES INCLUDE:

- management analyst or consultant
- data strategist
- data officer
- corporate reporting manager
- business intelligence officer or consultant
- research consultant
- customer experience designer
- design thinking catalyst

SPECIALISATION SUBJECTS



STRATEGIC VALUE OF ANALYTICS (MBA671)

Examine the current trends in data skills, careers and software. Gain the knowledge to create a data-driven culture within an organisation.



DATA-DRIVEN DESIGN THINKING (MBA672)

Inspire creative problem-solving by integrating design thinking with analytics capability. The design thinking process will teach you how to identify your customer and define their needs to help inform innovative data-driven solutions.



BUSINESS ANALYTICS LIFE CYCLE (MBA673)

Learn how to manage the phases of a data project (including data sourcing, preparation, modelling and visualisation) and how to effectively communicate data insights to diverse stakeholders.

WHY OUR MBA IS DIFFERENT



UNPARALLELED FLEXIBILITY

Study your way

- Choose up to two specialisations.
- Mix face-to-face and online learning.
- Easily transfer between campus locations each trimester.



INDUSTRY RELEVANCE

Careers focused

- An industry guest invited to every subject every trimester.
- Academic internships available, with 1 in 3 students offered ongoing employment.*
- Lifetime access to Careers Central with professional networking, work placement opportunities, one-on-one career coaching and an abundance of facilitated workshops.

Practical learning outcomes

- Practical assessments instead of exams.
- Carefully-selected teachers based on industry experience.
- Diverse interactive online resources instead of prescribed textbooks.



INNOVATIVE DELIVERY

Enhanced online student experience

- Engaging and stimulating online content and weekly activities for each subject.
- Access to the same support services as on-campus students, including our dedicated Student Experience team, Careers Central and Academic Success Centre.
- Guidance from tutors on a range of study skills and subjects.

Engaged learning

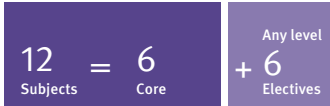
- Workshops and activities replace lectures and tutorials for a more interactive approach to learning.
- Average of only 23 students per class[^] to enable greater individual support.
- 2 subjects per trimester — fewer subjects to focus on deeper acquired knowledge.

Lifetime of Learning Guarantee

- Lifetime access for students and alumni to attend online classes of all our MBA subjects.

STRUCTURE

MBA (NO SPECIALISATION) STRUCTURE



MBA (ONE SPECIALISATION) STRUCTURE



MBA (TWO SPECIALISATIONS) STRUCTURE*



TYPICAL DURATION

Standard study option

2 years/ 12 subjects/ 6 trimesters

An accelerated study option is available depending on subject offerings.



THIS COURSE IS ALSO AVAILABLE ONLINE



ENTRY REQUIREMENTS
kbs.edu.au/entry

CHOOSE UP TO 2 SPECIALISATIONS*

SUBJECT BREAKDOWN

Level 400 subjects

People, Culture and Contemporary Leadership	Governance, Ethics and Sustainability
Financial and Economic Interpretation and Communication	Consumer Behaviour and Marketing Psychology

Core subjects Elective subjects

Level 500 subjects

Emotional Intelligence, Cultural Intelligence and Diversity	Operations Management and Decision-making Models	Introduction to Data Analytics for Business
Dynamic Strategy and Disruptive Innovation	Business Psychology, Coaching and Mentoring	Thinking Styles, Negotiation and Conflict Management
Artificial Intelligence Programming for Business Analytics	Data Relationship Modelling and Analysis	Internship

Level 600 subjects. To graduate without a specialisation, please select any 3 elective subjects.

Women in Leadership	Entrepreneurship	International Leadership	Health Services Management	Digital Management	Project Management	Tourism & Hospitality Leadership	Data-Driven Leadership
Communication, Persuasion and Influence	New Venture Capital Raising	Organisational Change and Innovation	Health Management	Real-world Business Analytics and Management	Project Risk, Finance and Monitoring	Destination and Visitor Management	Strategic Value of Analytics
Gendered Workplace Environments	Fundamentals of Entrepreneurship	International Strategy	Healthcare Systems	Digital Marketing and Communication	Strategic Project Management	Managing in Service-based Industries	Data-Driven Design Thinking
Personal Growth and Empowerment	Small Business Administration	International Economy and Multinational Finance	Comprehensive Healthcare Strategies	Knowledge Management	Project Initiation, Planning and Execution	Strategy and Leadership in Tourism and Hospitality	Business Analytics Life Cycle
Capstone: Strategy							

Typical duration: work load or study intensity can be adapted to suit an individual's requirements. Please note: Not all subjects will be available every trimester. An accelerated study option is available depending on subject offerings. Information on timetables will be provided at orientation. Prerequisites may apply. *This option is not available to students studying at Kaplan Business School Perth.

WHY KAPLAN BUSINESS SCHOOL?



HIGH-QUALITY EDUCATION

Students rate the overall quality of our education higher than every public university in Australia.

QILT 2020 Student Experience Survey National Report, published March 2021.



ENGAGING, EXPERIENCED AND SUPPORTIVE TEACHERS

Students rate the quality of our postgraduate teachers higher than every public university in Australia.

QILT 2020 Student Experience Survey National Report, published March 2021.



ATTENTIVE AND NURTURING SUPPORT

Students rate our student support higher than every public university in Australia.

QILT 2020 Student Experience Survey National Report, published March 2021.



GLOBALLY-RECOGNISED PROVIDER

Our MBA is globally acknowledged for its innovative and future-focused content delivery.

Progressive education delivery award finalist, 2020 PIONEER Awards.



WORLD-LEADING CAREER SUPPORT

Globally recognised for our world-leading career services and support.

Employability international impact award finalist, 2020 PIONEER Awards.



REAL-WORLD OUTCOMES

1 in 3 students placed in an Academic Internship are offered paid ongoing employment.

Based on student enrolments between 2018–2020.

KAPLAN BUSINESS SCHOOL



2,735

HIGH ACHIEVERS RECOGNISED AND REWARDED

Across all trimesters in 2020.



AVERAGE OF ONLY
23
STUDENTS PER CLASS

Weighted average across 2020.



AMONG THE
TOP 3
MOST POPULAR MBA COURSES IN AUSTRALIA

Based on 2019 enrolments, released in March 2021 by the Department of Education, Skills and Employment.



STUDENT MIX OF MORE THAN
80
NATIONALITIES

Based on student numbers between 2018–2020.

KAPLAN GLOBAL NETWORK



KAPLAN HAS RELATIONSHIPS AND PARTNERSHIPS WITH OVER
2,600
CORPORATIONS AND BUSINESSES



KAPLAN HAS
400
LOCATIONS IN
30
COUNTRIES



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



ENTRY REQUIREMENTS

Please find our entry requirements on kbs.edu.au/entry or scan the QR code.

2021 KEY DATES

TRIMESTER 2

ORIENTATION 8–16 JULY
START DATE 19 JULY
END OF TEACHING 8 OCTOBER







TRIMESTER 2 ACCELERATED

ORIENTATION 17 SEPTEMBER
START DATE 20 SEPTEMBER
END OF TEACHING 29 OCTOBER

TRIMESTER 3

ORIENTATION 4–12 NOVEMBER
START DATE 15 NOVEMBER
END OF TEACHING 1 FEBRUARY 2022

STAY CONNECTED

-  @studykbs
-  @studykbs
-  @studykbs
-  /kaplanbusinessschool
-  /school/kaplan-business-school
-  kbs.edu.au

© Our qualifications are recognised within the Australian Qualifications Framework. Kaplan Business School Pty Ltd. ABN 86 098 181 947. CRICOS Provider Code 02426B. Kaplan Business School is a registered higher education provider on the Tertiary Education Quality and Standards Agency's National Register (PRV12094) and all courses provided are accredited by the Tertiary Education Quality and Standards Agency. The information contained within this publication is correct at the time of production; however, information may change without notice in response to changing circumstances or for any other reason. You can find updated information on our website kbs.edu.au. Enrolment terms and conditions apply. Please visit kbs.edu.au/ apply for further details. Published May 2021. Version 1.

INTERNSHIPS AVAILABLE



[KBS.EDU.AU/INTERSHIP](https://kbs.edu.au/interhip)

**APPLY ONLINE [KBS.EDU.AU](https://kbs.edu.au)
[INFO@KBS.EDU.AU](mailto:info@kbs.edu.au)**

ADELAIDE

Level 1, 68 Grenfell Street
Adelaide SA 5000 Australia
+61 (0)8 8215 4100

Supplementary Location
132 Grenfell Street
Adelaide SA 5000 Australia

BRISBANE

Ground Floor, 369 Ann Street
Brisbane QLD 4000 Australia
+61 (0)7 3872 3800

MELBOURNE

Level 4, 370 Docklands Drive, Docklands
Melbourne VIC 3008 Australia
+61 (0)3 9626 4576

PERTH

1325 Hay Street
West Perth WA 6005 Australia
+61 (0)8 9322 4136

SYDNEY

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

Supplementary Location
98–104 Goulburn Street
Sydney NSW 2000 Australia

