GRADUATE DIPLOMA OF BUSINESS ANALYTICS
Course Features, Structure, Delivery, Sequencing of Core Units and Recommended Electives

Key features of the Deakin Business Analytics Program:

1. Breadth of core curriculum:

   Rather than focusing only on data analytics, the core curriculum aims to build knowledge and skills across three areas in order to prepare students for broader roles in the Business Analytics services industry:
   - Enterprise Information Management (which focuses on the capture, transformation and storage of the information to be analysed),
   - Data Analysis, Data Mining, Statistical Modelling and Decision Modelling (descriptive, predictive and prescriptive Analytics) and
   - Business Value of Analytics (Decision makings and benefits realisation) – not included in the Graduate Diploma.

   Students are also able to add mode breadth or depth to their program through the choice of electives units.

2. Strong practice focus:

   The course has been designed with significant input from Analytics practitioners. Course partners include Accenture, Altis Consulting, Deloitte, Ernst & Young, IBM, Microsoft, PBT Group, PwC and SAS.
   - 25% of the core curriculum is taught by expert Business Analytics practitioners.
   - Every core unit has a practice component in the form of a business case, a complete module or a project.
   - The course introduces students to a range of current industry software tools including IBM Cognos, SPSS Modeller, Cognos Insights, SAS Enterprise Miner, Microsoft Analytics, Tableau and SQL Server. Students are not required to purchase software licenses to access these tools.

3. Flexible, convenient and engaging study experience:

   - The course is designed for professionals in full-time work and hence is delivered after hours in modular format across three periods of study (Trimesters).
   - Students are able to enrol in between 1-4 units of study each Trimester and study in Campus or Cloud (online) mode. Cloud (online) enrolled students are welcome to attend Campus sessions with permission from unit chair.
   - All classes are webcast using an interactive webinar tool (Microsoft Lync) that enables students to engage with the classes online. These sessions are also recorded and made available on CloudDeakin for those who are unable to join the live sessions or want to review them later.
   - Academic staff are available for online consultation on MS Lync and/or Skype.

Course Structure & Enrolment Advise

The Graduate Diploma of Business Analytics consists of 8 credit points of study – 5 credit points of core (compulsory) units and 3 credit points of unspecified electives:

Compulsory units:

- MIS761 Enterprise Information Management[1]
- MIS771 Descriptive Analytics and Visualisation[1]
- MIS781 Business Intelligence[1]
- MIS762 Data Warehousing[2] *(corequisite: MIS761)*
- MIS772 Predictive Analytics[2] *(prerequisite: MIS771)*

[1] Level 1 core units; [2] Level 2 core units;

Highly recommended foundational electives:

- MIS770 Analytical Skills for Managers *(If you haven't completed an introductory Statistics unit)*
- MIS701 Business Requirements Analysis *(If you don't have work experience in Business Analysis)*

Core units:

As shown in the above table, the core (compulsory) units are divided into two groups based on the recommended order in which you should complete them. Students are strongly advised to undertake only level 1 units in their first Trimester of study.

Elective units:

For the four elective units in this course students can choose from any general postgraduate elective units (unit codes that start with a 7: e.g. ABC720) that they wish to undertake. However, if you haven't completed an introductory statistics unit in your prior studies (or can't remember much of it!) it is strongly recommended that you take MIS770 Analytical Skills for Managers as one of your first electives. Similarly, students who haven't had any exposure to business analysis, should take MIS701 Business Requirements Analysis as one of their early units. Electives can be fitted into any Trimester of study.

Plus 3 credit points of general postgraduate elective units

For the remaining electives, there are four approaches to consider when choosing your electives:

1. "Cherry pick" units from areas of interest or to fill knowledge gaps.
2. Add more depth in Data Analytics/Statistical Modelling or Information Systems.
3. Add a specialised elective stream by picking all units from an area such as Finance or Health.
4. Add an international study experience through study abroad/exchange or study tours.

A list of recommended electives is provided below (page 4).

Course Delivery:

Classes and Seminars:
Core units are delivered at Deakin's Burwood Campus across three Trimesters. Units offered in Trimesters 1 and 2 are delivered using a weekly 3-hour session consisting of a mix of class/seminar/lab from 6-9pm. Some of the Trimester 3 units may be offered in block mode for Intensive study. Please note that this format only applies to core units of the Analytics program.

Learning Resources:
Each unit has a dedicated site on CloudDeakin, the University's online learning management system All. Learning resources are available on this site along with a discussion forum, assignment submission portals, key dates and news. Learning material provided includes pre-reading, class slides, webinar recordings, media clips of topics, assignments.

Webinars:
Classes and seminars are webcast live using Microsoft Lync allowing Cloud (online) students to join sessions live and interact with the class. All Deakin students are Lync enabled so there is no need to purchase the software. Students will be sent an invitation to the webinars for their units each week and these are posted on the CloudDeakin site for the unit. These webinars are also recorded and made available to all students on the CloudDeakin site for the unit. Webinar recordings are saved in a device independent format (mp4) for hassle-free viewing on any mobile/desktop platform.

Mobile-friendly Learning:
Keeping in mind that the course is designed for full-time employed professionals who will most often refer to classes on-the-go, the online learning management system, CloudDeakin can be conveniently accessed via your smartphone or tablet computer. The CloudDeakin mobile app is available on all platforms with free download from iTunes (Apple), Playstore (Android) and Appworld (Blackberry). CloudDeakin provides another mobile app, Binder, to allow students download resources for offline viewing and annotations. It's currently available only via the iTunes Store, the Android version is in beta development.

Course Site:
There is a dedicated Master of Business Analytics course site on CloudDeakin for students enrolled in this program. This site contains information about the course, the course partners, internships, enrichment programs, careers, current business publications and reports and other course level resources.

Business Analytics Residential Program:
This program aims to facilitate networking between students, Faculty and industry partners. The 2 day program consists of a mix of seminars, industry meetings and networking events to enable students to develop a broader understanding of career opportunities in Analytics and connect students with Analytics employers.

The program is based at Deakin's Burwood Campus and Melbourne City Centre and is included in the course fees. This covers one night's accommodation, seminars, meals, and transport during the program and airport transfers. Travel to Melbourne is not included. Students are expected to participate in one residential program per year. It is highly recommended that students attend a residential in their first or second Trimester of study and again in the Trimester in which they complete their capstone project, if they progress to the Masters degree.

Recommended Electives

Discipline/Elective Stream	Recommended units to choose as electives	
Accounting	MPA701	Accounting
	MAA703	Accounting for Management
	MAA705	Corporate Auditing
	MAA716	Financial Accounting
	MAA744	Strategic Management Accounting
	MAA763	Governance and Fraud
Computer Science (Information Technology)	SIT717	Enterprise Business Intelligence
	SIT740	Research and Development in Information Technology
	SIT783	Linux and Open Source Software
	SIT775	IT Services in Organisations
Economics	MPE781	Economics for Managers
	MPT781	Economics for Managers (Tour)
	MPE707	International Banking and Finance
	MPE711	Global Trade and Markets
Finance	MPF753	Finance
	MPT753	Finance (Tour)
	MAF704	Treasury and Risk Management
	MAF711	Modelling Techniques for Finance
	MAF723	Business and Financial Econometrics
	MAF759	Quantitative Methods for Finance
	MAF765	Financial Planning and Analysis
Health	HSH702	Contemporary Health Issues and Policies
	HSH717	Health Economics 1
	HSH719	Economic Evaluation 1
	HSH739	International Perspectives on Health Policy and Planning
Information Systems	**MIS770**	**Analytical Skills for Managers**
	MIS701	**Business Requirements Analysis**
	MIS711	IS Services and Emerging Technologies
	MIS721	Social Media and Mobile Strategies
	MIS731	Information Security and Governance
	MIS762	Data Warehousing
	MIS798	Project Management
Law	MLC703	Principles of Income Tax Law
	MLC707	Commercial and Corporations Law
	MLC710	Sport and the Law
	MLC771	Law for Managers
Management	MMH702	Human Resource Planning
	MMH704	Human Resource Performance Management
	MPM722	Human Resource Management
	MPR722	Human Resource Management (Residential)
	MMH707	Managing Transitions and Change
	MMR707	Change Management (Residential)
	MMM792	Operations Management
	MPM703	Business Strategy and Analysis
Marketing	MPK732	Marketing Management
	MPT732	Marketing Management (Tour)
	MMK737	Online Marketing
	MMK751	Services Marketing
	MMK733	Strategic Marketing
	MPK712	Advertising and Consumer Behaviour
Public Policy	AIP740	Public Policy Analysis
	AIP747	Policy and Program Evaluation

More information about these and other post-graduate units including Trimester of offer can be obtained from the University Handbook (http://www.deakin.edu.au/students/university-handbook . Approval for other elective options and proposals for study abroad/exchange should be submitted to the course team at businessanalytics@deakin.edu.au.

Sample Study Plans

Deakin offers three study periods (Trimesters) a year. Students are able to undertake between 1-4 units of study each Trimester. All core units in Business Analytics are offered in Campus and Cloud (online) modes with some offered twice a year. Below is a list of when each of the core units are available this year

	Level 0		Level 1			Level 2	
	MIS770	MIS701	MIS761	MIS771	MIS781	MIS762	MIS772
T1	X	X	X	X			X
T2	X	X			X	X	X
T3	X		X	X	X		

Note, this sample study plan is for illustrative purposes only. Students must meet the course rules as set out in the Handbook for the year they commence their course and the unit requirements as set out in the year of enrolment.

Your course plan will vary depending on the number of units you study each Trimester and the electives you wish to undertake. The sample course plan below shows a student starting in trimester 2 and studying two units at a time (and has chosen information systems subjects as electives).

Sample Course Plan

Year: 2014	**Units**			
T1				
T2	MIS770 (E)	MIS701 (E)		
T3	MIS771 (C)	MIS781 (C)		
Year: 2015	**Units**			
T1	MIS761 (C)	MIS798 (E)		
T2	MIS772 (C)	MIS762 (C)		
T3				

(C) Core unit (E) Elective unit

You can customise your course plan depending on your personal circumstances. Choose the trimesters you wish to study and the number of units in each trimester. You can make changes to your study plan each Trimester as needed. Complete your own proposed study plan on the following page to ensure you complete all the course requirements and take units in the correct sequence.

My Course Plan

Year:	Units			
T1				
T2				
T3				
Year:	**Units**			
T1				
T2				
T3				
Year:	**Units**			
T1				
T2				
T3				

(C) Core unit (E) Elective unit

For assistance with your study plan contact either the course team businessanalytics@deakin.edu.au or course advisors postgrad-students@deakin.edu.au (off campus students) or postgrad-enquiries@deakin.edu.au (on campus students)