UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Master of Business Analytics

3026 Course study plan collection 3 variations 9 study sequences

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COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

This course requires the completion of 12 subjects (72 credit points) including:
a. 4 Foundation subjects, plus
b. 4 Business Analytics specialised subjects; plus
c. Capstone subject BUS 922 to ideally be completed in the final session of study; plus
d. 3 Elective subjects (18 credit points) chosen from either:
i. the list of Business Analytics specialised subjects, or
ii. subjects listed in the specialisation, or
iii. any School of Business postgraduate subject offering

1. Students commencing with no credit received

1.1 Commencing Trimester 1

2027 Trimester 1 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 1 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MBAS900 Foundations of Business Analytics and Applied AI	**6 cp**
	OPS 802 Operations Management	**6 cp**
2027 Trimester 2 18 cp	**MARK804 Principles of Marketing Management**	**6 cp**
	MBAS923 Big Data Management & Integration	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence	**6 cp**

2027 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence**	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
2028 Trimester 1 18 cp	**MBAS922 Applied Machine Learning & AI for Business**	6 cp
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp

1.2 Commencing Trimester 2

2027 Trimester 2 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and is a co-requisite for all other MBAS subjects.

2027 Trimester 2 18 cp	**ACCY801 Accounting and Financial Management**	6 cp
	MBAS900 Foundations of Business Analytics and Applied AI	6 cp
	OPS 802 Operations Management	6 cp
2027 Trimester 3 18 cp	**MARK804 Principles of Marketing Management**	6 cp
	MBAS920 Data Storytelling & Visual Intelligence	6 cp
	MBAS925 Prescriptive Analytics and Business Decision Making	6 cp
2028 Trimester 1 18 cp	**MBAS922 Applied Machine Learning & AI for Business**	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
2028 Trimester 2 18 cp	**MBAS924 AI-driven Customer Insights and Market Intelligence**	6 cp
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	6 cp
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp

1.3 Commencing Trimester 3

2027 Trimester 3 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and is a co-requisite for all other MBAS subjects.

2027 Trimester 3 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MBAS900 Foundations of Business Analytics and Applied AI	**6 cp**
	OPS 802 Operations Management	**6 cp**
2028 Trimester 1 18 cp	**MARK804 Principles of Marketing Management**	**6 cp**
	MBAS921 Predictive Analytics and Forecasting	**6 cp**
	MBAS922 Applied Machine Learning & AI for Business	**6 cp**
2028 Trimester 2 18 cp	**MBAS924 AI-driven Customer Insights and Market Intelligence**	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence**	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2. Students commencing with credit for ACCY801, MGNT803, MARK804 and OPS 802

2.1 Commencing Trimester 1

2027 Trimester 1 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 1 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS922 Applied Machine Learning & AI for Business	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 2 18 cp	**MBAS923 Big Data Management & Integration**	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 3 12 cp	**BUS 922 Business Research Capstone** Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	Session note: *2 subjects only*	

2.2 Commencing Trimester 2

2027 Trimester 2 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and is a co-requisite for all other MBAS subjects.

2027 Trimester 2 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 3 18 cp	**MBAS925 Prescriptive Analytics and Business Decision Making**	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 1 12 cp	**MBAS922 Applied Machine Learning & AI for Business**	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Session note: *2 subjects only*	

2.3 Commencing Trimester 3

2027 Trimester 3 Full-time
Students should complete MBAS900, MBAS922 and MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and is a co-requisite for all other MBAS subjects.

2027 Trimester 3 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS920 Data Storytelling & Visual Intelligence	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 1 18 cp	**MBAS922 Applied Machine Learning & AI for Business**	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	Electives Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 2 12 cp	**MBAS924 AI-driven Customer Insights and Market Intelligence**	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Session note: *2 subjects only*	

3. Students commencing as a second Masters degree as part of a UOW packaged Masters offering

3.1 Commencing Trimester 1

2027 Trimester 1 Full-time

The following study sequence assumes that the student has been granted credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922, and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 1 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS921 Predictive Analytics and Forecasting	**6 cp**
	MBAS922 Applied Machine Learning & AI for Business	**6 cp**
2027 Trimester 2 18 cp	**MBAS923 Big Data Management & Integration**	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence	**6 cp**
	* **Electives** Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	

3.2 Commencing Trimester 2

2027 Trimester 2 Full-time

The following study sequence assumes that the student has been granted credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922, and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 2 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS923 Big Data Management & Integration	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence	**6 cp**
2027 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence**	**6 cp**
	MBAS925 Prescriptive Analytics and Business Decision Making	**6 cp**
	* **Electives** Choose from either: i. the list of Business Analytics specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	

3.3 Commencing Trimester 3

2027 Trimester 3 Full-time

The following study sequence assumes that the student has been granted credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922, and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 3 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI**	**6 cp**
	MBAS920 Data Storytelling & Visual Intelligence	**6 cp**
	MBAS925 Prescriptive Analytics and Business Decision Making	**6 cp**

2028 Trimester 1 18 cp	**MBAS921 Predictive Analytics and Forecasting**	**6 cp**
	MBAS922 Applied Machine Learning & AI for Business	**6 cp**
	* **Electives** Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	