

Handbook 2020

Coursecode

C1147

GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

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Group	Course	Offerings
Graduate Coursework Degrees and Professional Doctorates		
Business	Graduate Certificate in Business Analytics (GradCertBusAnalyt)	• Murdoch campus (internal)

BUSINESS

GRADUATE CERTIFICATE IN BUSINESS ANALYTICS (GRADCERTBUSANALYT)

Employment Prospects:

Within business disciplines there are wide variety of opportunities including sales/marketing analyst, human resource analyst, payroll analyst, operations/logistics analyst or working within research and development teams in general analyst roles.

Admission Requirements (Onshore):

Recognised Bachelor's degree (AQF Level 7 or equivalent) or higher; or satisfactory preparation for the course through previous study or professional experience.

Management

Availability:

- Murdoch campus (internal)

Duration: 1 semester full-time

Admission Requirements (Offshore):

Recognised Bachelor's degree (AQF Level 7 or equivalent) or higher; or satisfactory preparation for the course through previous study or professional experience.

Graduate Certificate in Business Analytics (GradCertBusAnalyt)

Main Research Areas:

Business analytics, research and development, big data

Restriction: All graduate courses are subject to restriction.

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Large volumes of data get collected in various domains. The data collection rate is increasing and with the continued proliferation of digital technology, this data collection rate will continue to increase. This course focusses on developing

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competencies to make informed decisions as well as to construct prediction models based on existing multi-level data to get a competitive edge.

Course Structure - 12 credit points**Core Units**

MBS603 Data, Metrics, Reporting and Analytics - 3 points

MURDOCH: S2-internal, S2-external

KAPLAN-SGP: TSA-internal

MBS659 Quantitative Research for Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal

ICT601 Business Analytics - 3 points

MURDOCH: S2-internal

WEB564 Web Research - 3 points

MURDOCH: S2-internal

of programming and database theory and practice would be helpful.

Data, Metrics, Reporting and Analytics (MBS603)

Nil

Quantitative Research for Business (MBS659)

Enrolment in a graduate-level course.

Web Research (WEB564)

Enrolment in a graduate-level course.

PREREQUISITES

Business Analytics (ICT601)

Enrolment in a graduate-level Information Technology course. No specific unit prerequisites, but some familiarity with fundamentals