

Bachelor of Business Analytics



 Victoria's #1 university for student support¹

 Among the top 1% of universities worldwide²

 Deakin Business School is in the top 1% of business schools globally by holding both AACSB and EQUIS accreditations

Course overview

Launch a career in the booming world of business insights with Deakin's Bachelor of Business Analytics. With hands-on experience in real-world projects, you will become a confident business analytics translator capable of unlocking innovative solutions for businesses using data insights.

In Victoria's longest running specialised business analytics course, you will learn practical commercial skills to interpret data and information, so you can solve complex organisational problems and create opportunities for businesses. Our industry leaders including IBM, Deloitte and PwC shape our course content ensuring you graduate with a degree aligned with current and future business needs.

Course structure*

To complete the Bachelor of Business Analytics, students must attain a total of 24 credit points plus completion of the compulsory 0-credit point module, DAI001 Academic Integrity Module. Most units (think of units as 'subjects') are equal to 1 credit point. Most students choose to study 4 units per trimester, and usually undertake 2 trimesters each year.

Course code	Years full-time	Trimester intake	Campus	2026 annual course fee
M340	3	T1, T2	 	\$44,800



Year 1	Trimester 1	Business Analytics	Managing Data and Information	Professional Ethics in the Digital Age	Introduction to Data Science and Artificial Intelligence
	Trimester 2	Digital Business Analysis	Predictive Analytics	Cyber Security and Governance	Elective Unit
Year 2	Trimester 1	Business Intelligence and Data Warehousing	Artificial Intelligence for Business	Project Management	Elective Unit
	Trimester 2	Decision Analytics	Social Media Analytics and Data Driven Innovation	Elective Unit	Elective Unit
Year 3	Trimester 1	Strategic Supply Chain Management	Marketing Analytics	Elective Unit	Unit from Work Integrated Learning Units
	Trimester 2	Applied Business Project	Elective Unit	Elective Unit	Elective Unit

 Core unit

 Major unit

 Elective unit

 Practicum experience

*Disclaimer: This course map is for illustrative purposes and should be used as a guide only. There may be additional 0-credit-point units required. Check the relevant course page on Deakin's website for unit details. Students must meet the course and unit requirements as set out in the Handbook (deakin.edu.au/handbook)

"I'm glad with my decision to study a Bachelor of Business Analytics at Deakin because it has helped me to get a Business Analytics job before I graduate. The company I did my required internship with has extended my contract and will make me a permanent employee when I graduate."

Sachika Sugiawan
Bachelor of Business Analytics



Career outcomes

As a Deakin business analytics graduate, you'll be set up for success in a variety of roles including:

- artificial intelligence specialist
- big data engineer
- business analytics translator
- business analyst
- business intelligence specialist
- computer system analyst
- data analyst
- digital transformation consultant
- information analyst
- information manager/officer
- market analyst
- predictive modeller
- social media analyst.

English language requirements

Overall IELTS score of 6.0 with no band less than 6.0 (or equivalent). More information is available at www.ielts.org.

Work Integrated Learning

The Business and Law team facilitate flexible Work Integrated Learning (WIL) programs for students in all levels and disciplines. These include online, local and international experiences including internships, consulting projects, international and domestic study tours, law clinics and much more. Work experience can make all the difference when you graduate and apply for jobs.

Scan to find out more about this course and its entry requirements



Career support

DeakinTalent International Student Careers (DISC) offers specialised careers and employment support for international students. With a range of services to empower you to develop your employability and marketability, DISC will help you achieve your desired employment outcomes.

Peer mentors

Student Peer Mentors meet weekly with small groups of students in the first five weeks giving you support to navigate your learning, meet other students, and make new friends.



Personalised career advice

Our committed career coaching team can help you plan and clarify your career direction, make informed decisions, and assist with marketing your skills and experience to potential employers or clients.



Career support after you leave

DeakinTALENT is available to Deakin graduates for life.



deakin.edu.au/international

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1. 2022 Student Experience Survey, QILT.
2. QS World University Rankings 2024
3. Trimester 3 admissions are for online study only.

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