

COURSE DELIVERY PLAN 2025

Master of Business Analytics

COURSE CODE: BMBU

Commencing 1B1 2025

| | |
|---------------------|---|
| CAMPUS | City Campus (CC), VU Brisbane (VUB) and VU Sydney (VUS) |
| COLLEGE | College of Arts, Business, Law, Education and IT |
| STUDY MODE | Full Time or Part Time |
| DURATION | 2 years Full Time or Part Time equivalent |
| FEE TYPE | For information on course fees, refer to http://vu.edu.au/fees |
| APPLICATION METHOD | Direct Application - https://gotovu.custhelp.com/app/landing |
| TIMETABLE | vu.edu.au/timetables |
| COURSE REQUIREMENTS | To attain the Master of Business Analytics, students will be required to complete 192 credit points consisting of: <ul style="list-style-type: none">• 48 credit points college core units• 96 credit points professional core units• 12 credit points BMO5501 Business Ethics and Sustainability; and,• 12 credit points BMO7006 Applied Business Project (Capstone); and,• 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling. |
| FURTHER INFORMATION | Unit and course information is available from the University course search site at http://vu.edu.au/course-search or go to https://askvu.vu.edu.au or Phone VUHQ on 03 9919 6100 |
| COURSE CHAIR | Omid Ameri Sianaki |
| COURSE ADVICE | AskVU https://askvu.vu.edu.au/app/askcua |

Note: Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

Core/Elective Core (a unit that must be completed) & Elective (you have some choice in what you select).

Prerequisites A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

Date of Publication: This information is current at the publication date: 24/10/2024. It is provided as information only and does not form part of a contract between any person and Victoria University.



VICTORIA UNIVERSITY

For further course information phone 1300 VICUNI/vu.edu.au
Victoria University CRICOS Provider No. 00124K (Melbourne), 02475D (Sydney and Brisbane)

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COURSE DELIVERY PLAN 2025

YEAR 1

| UNIT CODE | UNIT TITLE | UNIT TYPE | SEM | CREDIT POINTS | CAMPUS | PRE-REQUISITES |
|---------------------|--------------------------------------|-----------|------|---------------|--------|----------------|
| Semester One | | | | | | |
| BEO6000 | Data Analysis for Business | Core | 8WB1 | 12 | CC | |
| BEO6600 | Business Economics | Core | 8WB1 | 12 | CC | |
| BAO6504 | Accounting for Management | Core | 8WB2 | 12 | CC | |
| BMO6506 | Work and Organisation Systems | Core | 8WB2 | 12 | CC | |
| Semester Two | | | | | | |
| BCO7000 | Business Analytics and Visualisation | Core | 8WB3 | 12 | CC | |
| BCO7006 | Coding for Business Analytics | Core | 8WB3 | 12 | CC | |
| Business Elective 1 | | Elective | 8WB4 | 12 | | |
| BCO7005 | Data Security and Governance | Core | 8WB4 | 12 | CC | |

Students should be enrolling in the above sequence patterns only. Unit offerings have been created by your discipline for your specific course. If the unit quota is full, please contact [AskCUA](#) for course advice



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COURSE DELIVERY PLAN 2025

YEAR 2

| UNIT CODE | UNIT TITLE | UNIT TYPE | SEM | CREDIT POINTS | CAMPUS | PRE-REQUISITES |
|---------------------|---|-----------|------|---------------|--------|---|
| Semester One | | | | | | |
| BCO7004 | Business Data Mining and Warehousing | Core | 8WB1 | 12 | CC | |
| BCO6008 | Predictive Analytics | Core | 8WB1 | 12 | CC | BCO7000; and BCO7006 |
| | | | | | | |
| BCO7003 | Analytics Project Management | Core | 8WB2 | 12 | CC | |
| BMO7006 | Applied Business Project | Core | 8WB2 | 12 | CC | BEO6000; and 3 other VUBS 12CP Master Units |
| | | | | | | |
| Semester Two | | | | | | |
| BCO7002 | Experience Management | Core | 8WB3 | 12 | CC | |
| BCO7007 | Artificial Intelligence and Machine Learning for Business | Core | 8WB3 | 12 | CC | BCO7006 |
| | | | | | | |
| BMO5501 | Business Ethics and Sustainability | Core | 8WB4 | 12 | CC | |
| Business Elective 2 | | Elective | 8WB4 | 12 | | |
| | | | | | | |

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COURSE DELIVERY PLAN 2025

Business Elective Unit

Select 24 Credits Points (2 Units) from:

| UNIT CODE | UNIT TITLE | UNIT TYPE | SEM | CREDIT POINTS | CAMPUS | PRE-REQUISITES |
|-----------|--|-----------|------------|---------------|--------|----------------|
| BMO6050 | Art and Practice of Leadership | Elective | 8WB1, 8WB2 | 12 | CC | |
| BHO5504 | Brand and Product Management | Elective | 8WB3 | 12 | CC | |
| BLO5540 | Business and Company Law | Elective | 8WB2 | 12 | CC | |
| BMO7005 | Business Consulting | Elective | 8WB3 | 12 | CC | |
| BAO5534 | Business Finance | Elective | 8WB1 | 12 | CC | |
| BHO5574 | Consumer Behaviour | Elective | 8WB3 | 12 | CC | |
| BHO6001 | Digital Marketing | Elective | 8WB2 | 12 | CC | |
| BAO5734 | Financial Analysis | Elective | 8WB4 | 12 | CC | |
| BAO5525 | Financial and Corporate Accounting | Elective | 8WB1 | 12 | CC | |
| BEO5307 | Global Procurement | Elective | 8WB3 | 12 | CC | |
| BEO5305 | International Supply Chain Structure | Elective | 8WB2 | 12 | CC | |
| BBB7000 | Internship | Elective | 8WB1, 8WB2 | 12 | CC | |
| BAO5522 | Managerial Accounting | Elective | 8WB3 | 12 | CC | |
| BMO6622 | Managing Innovation and Entrepreneurship | Elective | 8WB3 | 12 | CC | |
| BHO5503 | Marketing Communication | Elective | 8WB1 | 12 | CC | |
| BHO6505 | Marketing Management | Elective | 8WB2 | 12 | CC | |
| BHO5525 | Marketing Strategy | Elective | 8WB1 | 12 | CC | |
| BMO6508 | Operations Management | Elective | 8WB1 | 12 | CC | |
| BMO7007 | Planning and Control Through ERP Systems | Elective | 8WB3 | 12 | CC | |
| BMO6511 | Strategic Management and Business Policy | Elective | 8WB4 | 12 | CC | |
| BMO5574 | Supply Chain and Logistics Management | Elective | 8WB1 | 12 | CC | |



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