

BACHELOR OF BUSINESS TRANSFORMATION

OFFSHORE PROMOTION

JAPAN, KOREA, TAIWAN, INDONESIA
& HONG KONG

TOTAL TUITION FEE

AUD ~~90,000~~

AUD 36,000*

The Bachelor of Business Transformation prepares students to implement and drive organisational change and successful transformation in a world of unprecedented disruption and market turbulence. The course prepares students for the use of data that help inform vision, drive strategy, measure outcomes, and respond to customer needs.

STUDY MODE

On-Campus

CAMPUS Location

Part Level 10, 601 Bourke St,
Melbourne

*Offer valid for **enrolment for 2025 intakes**

TRIMESTERS	ORIENTATION DATE	TRIMESTER START DATE
Trimester 3C	17 Jan 2025	20 Jan 2025
Trimester 01	07 March 2025	10 March 2025
Trimester 2A	04 July 2025	14 July 2025
Trimester 2B	05 Sept 2025	08 Sept 2025
Trimester 3	31 Oct 2025	3rd Nov 2025

This qualification is recognised under the
Australian Qualifications Framework



Full-time 3 years

- 8 units per year
- 2 trimesters per year



Fast track 2 years

- 12 units per year
- 3 trimesters per year



Fee Structure

- 1st year tuition fee: ~~\$30,000~~ **\$12,000***
- 2nd & 3rd year tuition fee: 12,000*

Administration Fee: \$250 (Non-refundable)
(fee structure varies for the Fast track student applications)

CAREER OUTCOME

As a AIA graduate, you'll have the business mindset and practical experience needed to meet this demand and you will be able to participate in a variety of roles including:

1. Business consultant
2. Business intelligence specialist
3. Investment analyst
4. Venture capitalist
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst

By using SAS in this course, AIA graduates will receive SAS certification (sas.com) as part of their qualification.



AIA is a proud member of



COURSE STRUCTURE

CORE UNITS

18

ELECTIVE UNITS

06

A typical study plan is shown below:

YEAR 01

ANA101
Fundamentals of
Business Statistics

CX101
Introduction to
Design in Business

ANA103
Data Analytics
Fundamentals
§sas

BUS103
Strategic
Management

BUS102
Fundamentals of
Management

ANA102
Tools for Data
Exploration
§sas

Elective 1

Elective 2

Elective 3

BUS101
The
Macroeconomy
in Business

BUS203
Project
Management

BUS205
Digital Ethics

ANA204
Predictive Analytics
(*ANA101, ANA103)
§sas

CX102
Introduction to
Customer
Experience Design
(*CX101)

ANA202
Visual Analytics
(*ANA101, ANA102)
§sas

Elective 4

Elective 5

BUS301
Business Process
Management
(*All Level 100 and
200 units)

BUS303
Measuring
Transformation
Success (*All Level
100 and 200 units)

CX201
Introduction to CX
Strategy Design
(*CX102)

CX301
CX Implementation
and Measurement
(*CX201)

ANA302
Consumer Analytics
(*ANA202,
ANA204) §sas

Elective 6

WIL301
Work Integrated
Learning (Capstone)
(*All Level 100 and
200 core units)

*Pre-requisite (s)

ELECTIVE BANK

BAN106 MIS and Business Systems Planning

BAN107 Software Engineering

BAN206 Systems Analysis and Design (*BAN106)

BAN207 Systems Development (*BAN107)

BAN306 Business Process Reengineering and AI
(*BAN206)

BAN307 Enterprise Architecture (*BAN207)

ANA104 Databases for Business Intelligence

ANA105 Data Analytics with R

ANA201 Statistical Applications in Data Science
(*ANA101)

ANA203 Data Wrangling and Analysis with Python
(*ANA105)

ANA301 Social Media Analytics (*ANA202, ANA203)

ANA303 Analytics Project 1 (*ANA202, ANA204,
BUS203)

WIL101 Work Integrated Learning (foundations)

BUS202 Target Operating Models

BUS201 Disruption and the Fourth Industrial
Revolution

EP201 E-Portfolio A

BUS304 Communication and Data Storytelling

EP301 E-Portfolio B (*EP201)

YEAR 02

YEAR 03

ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English (see below for score requirements) or equivalent

For Domestic Students

- 60 (minimum) ATAR score
- Victorian Certificate of Education (VCE) units 3 and 4 with a study score of at least 30 in English (EAL) or at least 25 in English other than EAL

For International Students

- English proficiency at IELTS 6.0 (no band less than 5.5) or equivalent
- Successful completion of international equivalent of VCE with equivalent ATAR score

*refer to AIA website for more information on entry requirement.

ASSESSMENT METHODS

Students learn through a variety of activities: In-class discussions, case study analysis, business report writing, research work, practical problem-solving, team building, role-play, debates and self-reflections.

In the final year of the course, students will undertake a work-integrated learning unit (120 hours of work placement), designed to be a capstone unit for the course.

Assessment types include case studies, projects, reports and presentations, problem-solving, reflections and journals, tests and quizzes and a small number of examinations.

