



BACHELOR OF BUSINESS TRANSFORMATION



The Bachelor of Business Transformation prepares students to implement and drive organizational change and successful transformation in a world of unprecedented disruption and market turbulence. The course prepares students in the use of data that help inform vision, drive strategy, measure outcomes and respond to customer needs. The course has a strong focus on the underlying operating models of traditional versus digital businesses, complemented with skills in the use of different analytics tools to build and analyse business intelligence. An understanding of customer experience methodologies and strategies is taught beside the business process management skills to effect and measure transformation.

CAREER OUTCOME

Rapid business transformation has become a necessity for organizations to keep up with competition. What are the skills required for business transformation, to solve complex organisational problems and create opportunities for businesses?

You need to have an understanding of organisational change and development, system thinking, business process analysis, digital transformation and innovation.

Doing business today means navigating a complex landscape of interconnected and interdependent issues, and organizations need to understand how to manage them and win.

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:

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

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



AIA is a member of



This qualification is recognised in the Australian Qualifications Framework



COURSE CRICOS CODE:

111122M



STUDY MODE:

On-Campus (Melbourne)



INTAKES:

March / July / November



DURATION:

Full-time 3 years (24 units)
Fast track 2 years (24 units)
(if required units are scheduled)



CAMPUS LOCATION:

Part Level 10,
601 Bourke Street,
Melbourne VIC Australia 3000



TUITION FEE: \$54,000.00 (Total Fee) or \$9,000.00 (per trimester)

Administration Fee: \$250.00 (Non-refundable)



CAREER STRUCTURE

This course consists of 24 core units, 0 electives. A typical study plan is shown below:

YEAR 1	BUS101 The Macroenvironment in Business	ANA101 Fundamentals of Business Statistics	CX101 Introduction to Design in Business	WIL101 Work Integrated Learning (Foundation)
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration	ANA103 Data Analytics Fundamentals	CX102 Introduction to Customer Experience Design (*CX101)
YEAR 2	BUS103 Strategic Management	BUS201 Disruption and the Fourth Industrial Revolution	ANA201 Statistical Applications in Data Science (*ANA101)	CX201 Introduction to CX Strategy Design (*CX101, CX102)
	BUS202 Target Operating Models	BUS203 Project Management	BUS205 Digital Ethics	ANA202 Visual Analytics (*ANA101, ANA102)
YEAR 3	BUS301 Business Process Management (*All Level 1 and 2 units)	ANA301 Social Media Analytics (*ANA103)	CX301 CX Implementation and Measurement (*CX101, CX102, CX201)	EP201 E-Portfolio A
	BUS303 Measuring Transformation Success (*All Level 1 and 2 units)	ANA302 Consumer Analytics (*ANA103)	EP301 E-Portfolio B	WIL301 Work Integrated Learning (Capstone) (*All Level 1 and 2 units)

*Pre-requisite (s)

ENTRY REQUIREMENTS

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

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

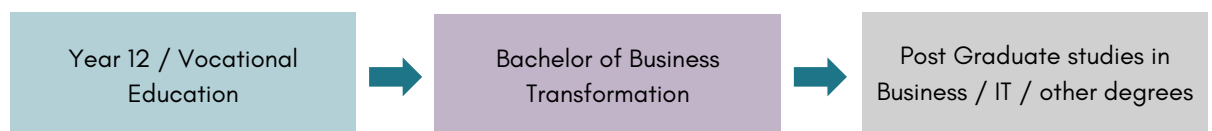
For International Students

- 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

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.

EDUCATIONAL PATHWAYS



LEARN MORE

For further information about Bachelor of Business Transformation, visit <https://analyticsinstitute.edu.au/bachelor-of-business-transformation/> or contact marketing@analyticsinstitute.edu.au