



**Analytics Institute**  
of Australia

# PROSPECTUS

## 2023

[www.analyticsinstitute.edu.au](http://www.analyticsinstitute.edu.au)







For more information  
contact [marketing@analyticsinstitute.edu.au](mailto:marketing@analyticsinstitute.edu.au)





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# LOCATION

**Part Level 10, 601 Bourke St**  
Melbourne VIC 3000, Australia

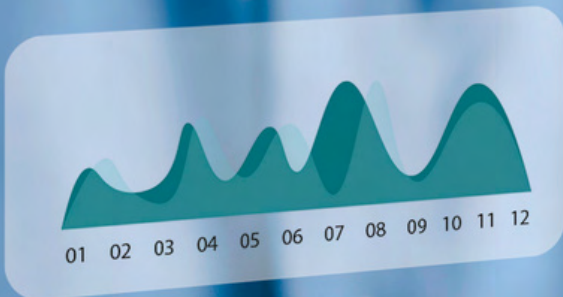


## **AIA Campus**

is located in the heart of Melbourne CBD







LOREM IPSUM  
LOREM IPSUM







# FROM THE DIRECTORS



## FOREWORD FROM THE AIA FOUNDER – MR. PANKAJ GOEL

Establishing the Analytics Institute of Australia has been a long held dream for me. Analytics is the pulse of future private and public sector organisations. I am pleased to make a long-term investment in a boutique higher education provider which operates at the forefront of new disciplines that will change the world and people's lives.

With advisers, governance and staff of the highest quality, we are creating something that is unique and lasting.

## WELCOME FROM THE CHAIR OF THE INDUSTRY ADVISORY BOARD – PROFESSOR PHIL BOLTON

As organisations grapple with the exponential growth of data, and the possibilities this represents, they will need access to the best analytics skills possible to make better and more informed business decisions.

I'm proud to be part of this Institute which aims to arm some of the best Analytics and Transformation talent in the country with the necessary skills to navigate this fast paced data and analytics world.



## MEET OUR DIRECTORS



**Professor  
Andrew Flitman**

Interim Chair of the Board



**Emeritus Professor Gary  
Smith**

Interim Chair of the  
Academic Board



**Mr. Pankaj Goel**

Director



**Dr. Dineli Mather**

Director









# MISSION

Our mission is to develop creative, ethical leaders and entrepreneurs who put a deep understanding of human behaviour and analytics to best use in the transformation of organisations.

We focus on the interface between human and machines- a space that has been called 'data-humanism'- preparing graduates for where many future jobs will be.

# VISION

AIA will be a Student focused low-moderate risk, dynamic and growing boutique private education provider offering quality Bachelor and Masters qualifications in state-of-the-art facilities. AIA graduates will be making a contribution within the global workplace and will be recognised as creative, practical and ethical.

An employer of choice, AIA will harness the talent and passion of its people to be rated as a top five private higher education provider within its discipline area based on industry quality indicators.

The Institute will be well-established in Melbourne and in a strong position to expand domestically and internationally via both self-managed campuses and strategic partnerships.

Everything that AIA does is working towards the long-term goal of becoming Australia's Premier Institution for Analytics Education. This will be achieved when:

- AIA has the highest (IHE) brand association with Analytics education in Australia;
- AIA is the IHE market leader for Australian Analytics degrees;
- AIA is the top provider of analytics credentials and short courses for industry in Australia;
- AIA leads certification of Analytics practitioners in Australia.











# WHY STUDY AT AIA

Academic excellence  
in our students and  
staff



A culture of  
scholarship amongst  
forward-thinkers and  
well-grounded  
individuals

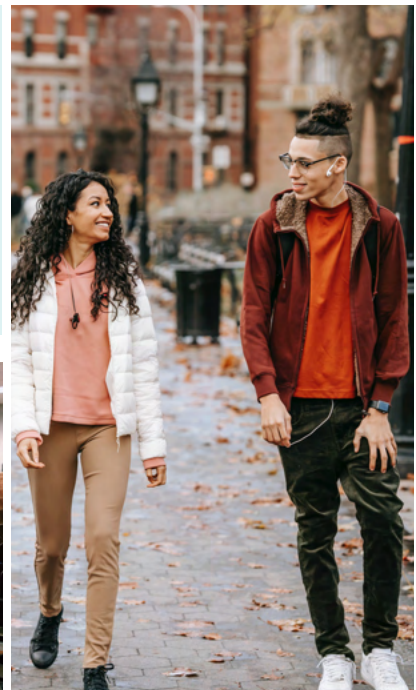


High quality, industry  
relevant and  
practical courses

Agility and  
responsiveness to the  
needs of students  
and industry

Experiential learning  
that integrates the  
theory, techniques  
and practical context  
of each course area

The ethical use of  
analytics in society



The continuous  
improvement of  
customer, citizen and  
student experience  
through the human  
centred use of data





# STUDENT LIFE AT AIA

## COURSE RELEVANCE AND CURRENCY

Many tertiary education providers have been adding online experiences to their curriculum, but most have done so by grafting them onto a traditional starting point of lecture and tutorial. The Covid-19 crisis forced providers to do more, and to breakthrough the cultural and skills barriers which had kept online learning at the margins. Now, it will be the new normal for many.

At AIA, our pedagogy is suited to curious and busy students. Work through each trimester by completing assessments weekly and in many units you will be working systematically on projects with weekly milestones. There is no falling through the cracks or procrastinating. We have early intervention strategies and on-time support to give you the best chance of succeeding. We understand that you are intellectually curious as well as excited to begin on a new career. The AIA curriculum is designed to give you opportunities to deep dive into content and areas that interest you and that further your professional goals.

The Analytics Institute of Australia is planned from the outset to make the best use of educational technologies, for students who come into the Institute's facilities and for those who learn online and in the workplace. All curriculum is prepared on the basis that effective and engaged learning is promoted through online content and assessment, including the use of mixed reality technologies in modeling and simulation. Work Integrated Learning and the production of e-portfolios create real-world employment advantages. The role of the teacher is as an advisor, supporter, counselor, tutor, and assessor; guiding students in learning which is more self-directed than the traditional passive model.



# COURSES AT AIA

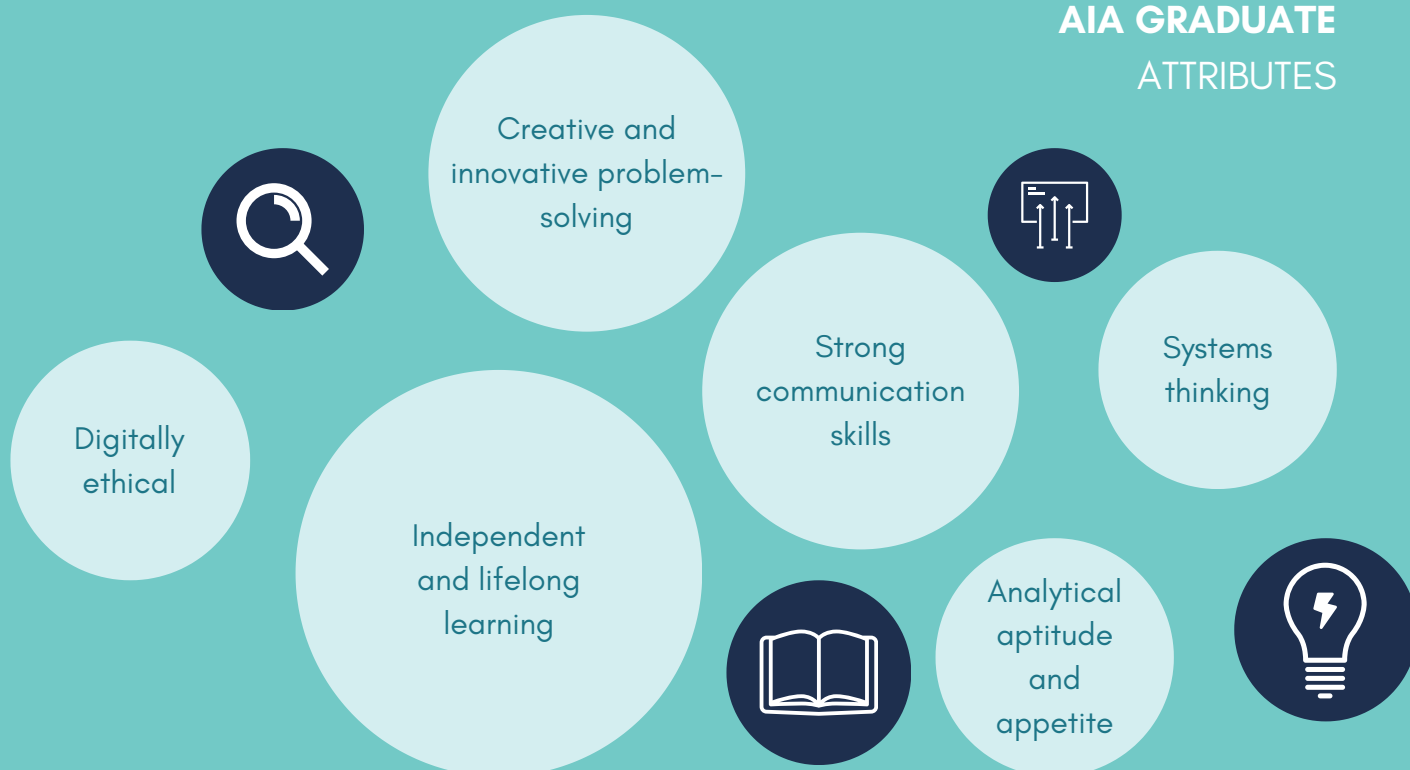


BACHELOR OF **BUSINESS  
TRANSFORMATION**



BACHELOR OF  
**ANALYTICS**

## AIA GRADUATE ATTRIBUTES







# 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:

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 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:

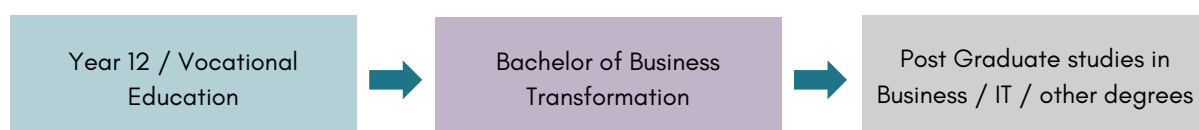
YEAR 1	BUS101 The Macroenvironment in Business	ANA101 Fundamentals of Business Statistics	CX101 Introduction to Design in Business	WIL101 Work Integrated Learning (Foundation)
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration	ANA103 Data Analytics Fundamentals	CX102 Introduction to 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)

## 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](mailto:marketing@analyticsinstitute.edu.au)





# BACHELOR OF ANALYTICS

The Bachelor of Analytics prepares students with the knowledge and skills to evaluate and apply different analytic tools to support decision making, including for organisational transformation. Students will have hands-on training in the use of different analytics tools, to optimize data assets, and to utilize predictive analytics to enhance business strategy and returns.

## SOLVE PROBLEMS BY UNLOCKING DATA

In this course, you will learn to gather and prepare data, extracting their meaning, to shape business strategy. You will gain skills in the use of analytical tools and techniques, to discover how data analytics can be applied in marketing, accounting, human resources management, logistics, manufacturing – just some examples of how business decisions can be disrupted by data-driven insights.

For professionals looking to the future, now is the time to invest in learning the language of data.

## 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 analyst                  | 6. Information analyst         |
| 2. Business intelligence specialist  | 7. Information manager/officer |
| 3. Computer system analyst           | 8. Market analyst              |
| 4. Data analyst                      | 9. Predictive modeller         |
| 5. Digital transformation consultant | 10. Business manager           |

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:

111123K



### 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:

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601 Bourke Street,  
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**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	BUS103 Strategic Management	WIL102 Work Integrated Learning (Foundation)
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration	ANA103 Data Analytics Fundamentals	ANA104 Database for Business Intelligence
YEAR 2	ANA105 Data Analytics with R	BUS201 Disruption and the Fourth Industrial Revolution	ANA201 Statistical Applications in Data Science (*ANA101)	ANA203 Data Wrangling and Analysis with Python (*ANA101, ANA103)
	ANA204 Predictive Analytics (*ANA101, ANA103)	BUS203 Project Management	BUS205 Digital Ethics	ANA202 Visual Analytics (*ANA101, ANA102)
YEAR 3	BUS304 Communication and Data Storytelling (**ANA202)	ANA301 Social Media Analytics (*ANA103)	ANA303 Analytics Project 1 (*ANA101, ANA105, ANA202, ANA204)	EP201 E-Portfolio A
	ANA304 Analytics Project 2 (*ANA101, ANA105, ANA203, ANA204)	ANA302 Consumer Analytics (*ANA103)	EP301 E-Portfolio B	WIL302 Work Integrated Learning (Capstone) (*All Level 1 and 2 units)

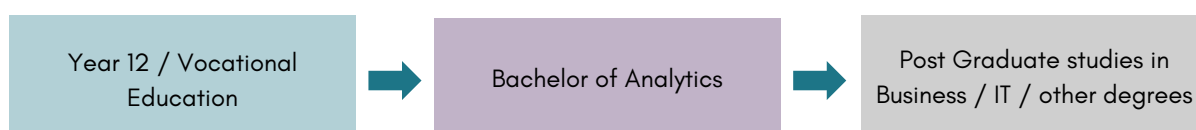
\*Pre-requisite (s)

\*\*Preferred preceding units

## 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 Analytics, visit <https://analyticsinstitute.edu.au/bachelor-of-analytics/> or contact [marketing@analyticsinstitute.edu.au](mailto:marketing@analyticsinstitute.edu.au)

# ENTRY REQUIREMENTS

## Applicant

Successful completion of Australian Year 12 or equivalent  
Age 18 and above

## Pre-requisites

**Bachelor of Analytics:** 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 and units 3 and 4 with a study score of at least 20 in one of Mathematical Methods or Specialist Mathematics, or equivalent studies

**Bachelor of Business Transformation:** 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

## ATAR

60 (minimum) or equivalent<sup>1</sup>

## Rankings and Adjustment Factors

Entry to this program is competitive. Eligible applicants are ranked and selected in order of merit based on their academic achievement plus any adjustment factors, including Educational Access Scheme and/or subject adjustments. We will consider your entire academic record to determine your eligibility for entry. The highest level of education you have previously completed will usually determine how you are ranked.

## Credit and Recognition of Prior Learning

Credit, recognition of prior learning, professional experience and accreditation from a professional body can reduce the duration of our study by acknowledging your earlier, relevant experience.

## English Language Requirements

English proficiency can be demonstrated by prior study in English or by an English proficiency test. The minimum requirement is IELTS 6.0 with no band less than 5.5.

**NOTE:** STUDENTS MUST HAVE THEIR OWN LAPTOPS

<sup>1</sup> For International students, ATAR calculation is available at <https://analyticsinstitute.edu.au/atar-calculations/>





# ESSENTIAL INFORMATION

## STUDENT SUPPORT

The Learning Management System is accessible 24/7 and students have access to course material from anywhere, anytime. There is an e-Library which contains online resources to support students with their readings and assignments. Academic support is provided by faculty staff and lecturers are available for consultations during pre-determined periods. For more information, visit <https://analyticsinstitute.edu.au/student-support/>

## MODE OF DELIVERY

- On-Campus (Melbourne)
- Online

## AIA POLICIES AND PROCEDURES

<https://analyticsinstitute.edu.au/policies-and-procedures/>

## INTAKE DATES

<https://analyticsinstitute.edu.au/academic-calendar/>

## ADMISSIONS TRANSPARENCY

<https://analyticsinstitute.edu.au/admissions-transparency/>

## FEES AND REFUNDS

<https://analyticsinstitute.edu.au/fees-and-charges/>

## ATAR CALCULATIONS

<https://analyticsinstitute.edu.au/atar-calculations/>

## COURSE CONTENTS

<https://analyticsinstitute.edu.au/bachelor-of-analytics/>

<https://analyticsinstitute.edu.au/bachelor-of-business-transformation/>

## APPLICATION PROCESS

<https://analyticsinstitute.edu.au/application-process/>

For more information  
contact **[marketing@analyticsinstitute.edu.au](mailto:marketing@analyticsinstitute.edu.au)**





**Analytics Institute**  
of Australia



ABN: 18 640 236 380 | CRICOS CODE : 04059D | TEQSA PROVIDER NUMBER PRV: 14346

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