



Analytics Institute
of Australia

PROSPECTUS

2024

ANALYTICSINSTITUTE.EDU.AU



For more information
contact marketing@analyticsinstitute.edu.au



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LOCATION

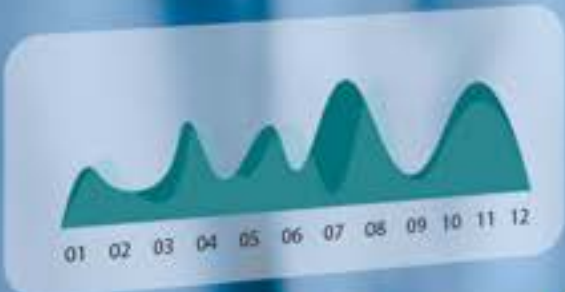
Part Level 10, 601 Bourke St
Melbourne VIC 3000, Australia



AIA Campus

is located in the heart of Melbourne's CBD





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 that 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 of Directors



**Emeritus Professor
Gary Smith**
Interim Chair of the
Academic Board



Mr. Pankaj Goel
Founder and Director



Dr. Dineli Mather
Director



Dr. Kamlesh Sharma
Director



Mr. Harish Rao
Director



**Emeritus Professor
Kim Watty**
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 is a Student focused low-moderate risk, dynamic, and growing boutique private education provider offering quality Bachelor 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 is 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.



RATIONALE

The World Economic Forum, the OECD and many other global bodies predict that the world of work will change rapidly, as new technologies come on the scene and intermingle. In turn, people's expectations of education and training are changing towards skills and knowledge that can help organisations pivot and grow as the 4th Industrial Revolution progresses. With machine and deep learning advances, many non-routine and non-repetitive tasks will be automated away. A new mix of skills, creativity and understanding will be required for many new and emerging occupations.

The global giants of the 4th Industrial Revolution and the new experience economy are platform and service-based companies whose business model is based upon insights from data and analytics. With data science itself becoming automated, what is needed are the skills to understand, synthesise and visualise data and then use that data to transform and create disruption. This is why creating insights for transformative decision-making is the central theme of the Analytics Institute of Australia.

The Analytics Institute of Australia will offer practical higher education, fully compliant with Australian Qualification Framework requirements and those of TEQSA.

VALUES

As an Institute we value:

- Academic excellence in our students and staff;
- A culture of scholarship amongst forward-thinking and well-grounded teaching staff;
- 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.

In our graduates we value:

- Analytical aptitude and appetite;
- Systems thinking;
- Digitally ethical, socially responsible, and adaptive 21st Century citizens;
- Independent and lifelong learning;
- Strong communication skills;
- Creative and innovative problem-solving.





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

In response to the shifting landscape of tertiary education, the Analytics Institute of Australia (AIA) has embraced a forward-thinking approach that seamlessly integrates online experiences into its curriculum. Unlike conventional approaches that merely tack on online components, AIA has pioneered a transformative pedagogical model that not only adapts to the digital era but thrives within it.

At AIA, we cater to the needs of inquisitive and time-constrained students, offering a trimester structure that fosters consistent progress through weekly assessments and project-based learning with clear milestones. Our innovative approach leaves no room for academic stagnation or procrastination, as we prioritise early intervention strategies and timely support to ensure every student's success.

Recognising the multifaceted aspirations of our students, the AIA curriculum is meticulously crafted to provide opportunities for deep exploration of subjects aligned with both personal interests and professional ambitions. Whether you are delving into captivating content or honing practical skills, our curriculum empowers you to pursue your passions while advancing towards your career goals.

From the outset, AIA has been meticulously designed to harness the full potential of educational technologies, catering to students both on-campus and in virtual environments. Our commitment to leveraging cutting-edge tools, including mixed reality technologies for immersive modelling and simulation, ensures that learning transcends traditional boundaries, preparing students for real-world challenges and opportunities.

Moreover, our emphasis on Work Integrated Learning and the creation of e-portfolios equips students with tangible advantages in the competitive job market, bridging the gap between academic excellence and professional success. In this dynamic learning environment, teachers serve as mentors, guides, and assessors, fostering a culture of self-directed learning that empowers students to take charge of their educational journey.

At AIA, we don't just embrace change—we lead it. Join us as we redefine the future of education, where innovation, engagement, and empowerment converge to shape the next generation of leaders in analytics and beyond.





COURSES AT AIA

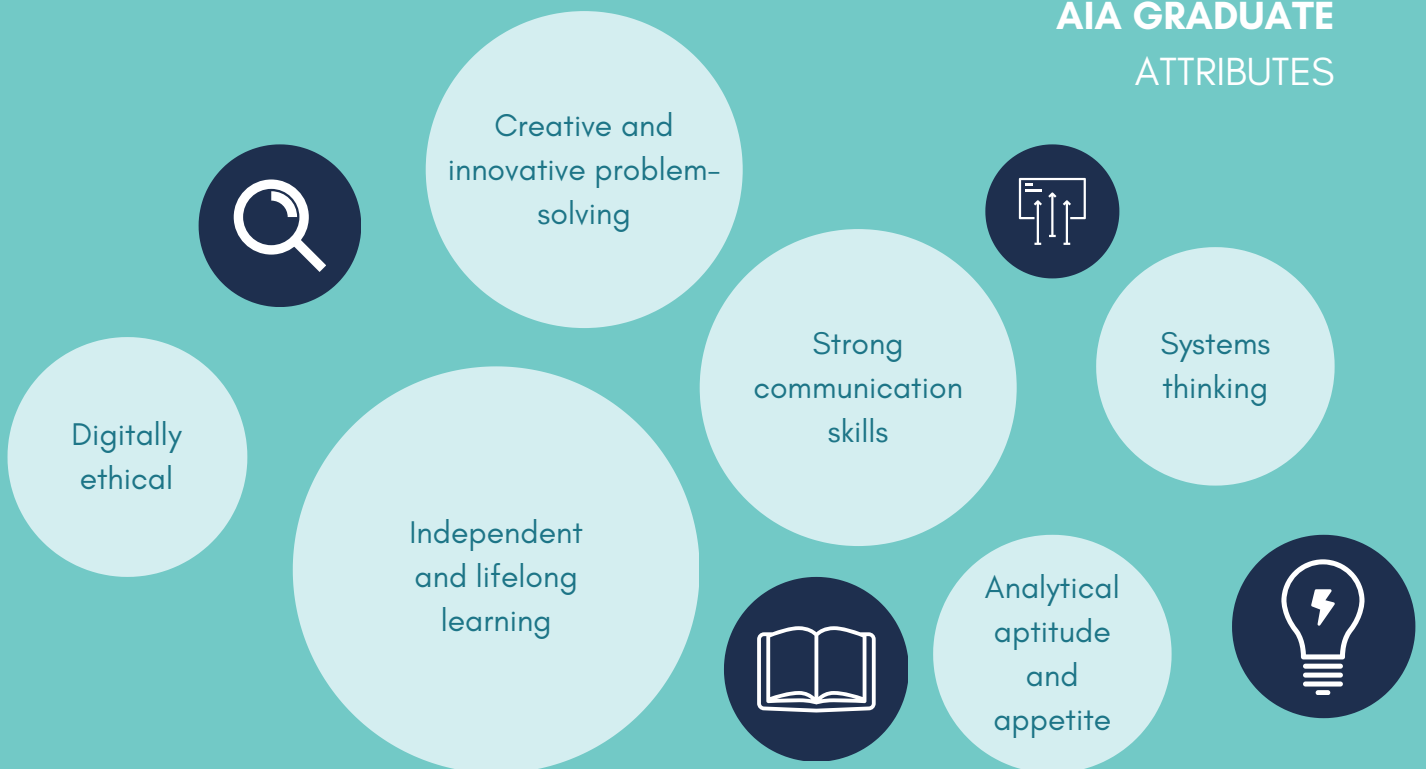


BACHELOR OF **BUSINESS**
TRANSFORMATION



BACHELOR OF
ANALYTICS

AIA GRADUATE ATTRIBUTES



BACHELOR OF BUSINESS TRANSFORMATION

COURSE CRICOS
Code: 111122M

TOTAL UNITS
24

TOTAL TUITION FEE
AUD 54,000

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

This qualification is recognised under the
Australian Qualifications Framework



TRANSFORM BUSINESSES BY HARNESSING INSIGHTS

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

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

- Full-time 3 years**
- 8 units per year
 - 2 trimesters per year
 - **Annual tuition fee:** \$18,000

Administration Fee: \$250 (Non-refundable)

- Fast track 2 years**
- 12 units per year
 - 3 trimesters per year
 - **Annual tuition fee:** \$27,000

Administration Fee: \$250 (Non-refundable)

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
YEAR 02	Elective 3	BUS101 The Macroeconomy in Business	BUS203 Project Management	BUS205 Digital Ethics
	BUS202 Target Operating Models	CX102 Introduction to Customer Experience Design (*CX101)	ANA202 Visual Analytics (*ANA101, ANA102) §sas	Elective 4
YEAR 03	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, ANA203) §sas	Elective 6	WIL301 Work Integrated Learning (Capstone) (*All Level 100 and 200 core units)

*Pre-requisite (s)

ELECTIVE BANK

ANA104 Databases for Business Intelligence
ANA105 Data Analytics with R
BAN106 MIS and Business Systems Planning
BAN107 Software Engineering
WIL101 Work Integrated Learning (foundations)

LEVEL 100

ANA201 Statistical Applications in Data Science
(*ANA101)
ANA203 Data Wrangling and Analysis with Python
(*ANA105)
ANA204 Predictive Analytics (*ANA101, ANA103)
BAN206 Systems Analysis and Design (*BAN106)
BAN207 Systems Development (*BAN107)
BUS201 Disruption and the Fourth Industrial Revolution
EP201 E-Portfolio A

LEVEL 200

ANA301 Social Media Analytics (*ANA202, ANA203)
BAN306 Business Process Reengineering and AI
(*BAN206)
BAN307 Enterprise Architecture (*BAN207)
BUS304 Communication and Data Storytelling
EP301 E-Portfolio B (*EP201)

LEVEL 300

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

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.

BACHELOR OF ANALYTICS

COURSE CRICOS
Code: 111123K

TOTAL UNITS
24

TOTAL TUITION FEE
AUD 54,000



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 optimise data assets, and to utilise predictive analytics to enhance business strategy and returns.

STUDY MODE
On-Campus

CAMPUS Location
Part Level 10, 601 Bourke St,
Melbourne

This qualification is recognised under the
Australian Qualifications Framework



SOLVE PROBLEMS BY UNLOCKING DATA


In this course, you will learn to gather and prepare data, extracting their meaning, and 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
2. Business intelligence specialist
3. Computer system analyst
4. Data analyst
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst
9. Predictive modeller
10. Business manager

-  **Full-time** 3 years
- 8 units per year
 - 2 trimesters per year
 - **Annual tuition fee:** \$18,000

Administration Fee: \$250 (Non-refundable)

-  **Fast track** 2 years
- 12 units per year
 - 3 trimesters per year
 - **Annual tuition fee:** \$27,000

Administration Fee: \$250 (Non-refundable)

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

ELECTIVE BANK

A typical study plan is shown below:

YEAR 01	ANA101 Fundamentals of Business Statistics	ANA104 Database for Business Intelligence	ANA103 Data Analytics Fundamentals §sas	BUS103 Strategic Management
	Elective 1	Elective 2	ANA102 Tools for Data Exploration §sas	ANA105 Data Analytics with R
YEAR 02	Elective 3	ANA201 Statistical Applications in Data Science (*ANA101)	BUS203 Project Management	BUS205 Digital Ethics
	Elective 4	ANA202 Visual Analytics (*ANA101, ANA102) §sas	ANA203 Data Wrangling and Analysis with Python (*ANA105)	ANA204 Predictive Analytics (*ANA101, ANA103) §sas
YEAR 03	Elective 5	BUS304 Communication and Data Storytelling	ANA301 Social Media Analytics (*ANA202, ANA203)	ANA303 Analytics Project 1 (*ANA202, ANA204, BUS203)
	ANA302 Consumer Analytics (*ANA202, ANA203) §sas	ANA304 Analytics Project 2 (*ANA303)	Elective 6	WIL302 Work Integrated Learning (Capstone) (*All Level 100 and 200 core units)

*Pre-requisite (s)

BAN106 MIS and Business Systems Planning
BAN107 Software Engineering
BUS101 The Macroevironment in Business
BUS102 Fundamentals of Management
CX101 Introduction to Design in Business
CX102 Introduction to Customer Experience Design (*CX101)
WIL102 Work Integrated Learning (foundations)

BAN206 Systems Analysis and Design (*BAN106)
BAN207 Systems Development (*BAN107)
BUS201 Disruption and the Fourth Industrial Revolution
BUS202 Target Operating Models
CX201 Introduction to CX Strategy Design (*CX102)
EP201 E-Portfolio A

BAN306 Business Process Reengineering and AI (*BAN206)
BAN307 Enterprise Architecture (*BAN207)
BUS301 Business Process Management (*All Level 100 and 200 units)
BUS303 Measuring Transformation Success
CX301 CX Implementation and Measurement (*CX201)
EP301 E-Portfolio B (*EP201)

LEVEL 100

LEVEL 200

LEVEL 300

ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English and Mathematics (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
- A study score of at least 20 in one of Mathematical Methods or Specialist Mathematics

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 and study scores in Mathematics

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.



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 equivalent¹

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

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



INTAKE DATES

	Trimester 1 - 2024	Trimester 2 - 2024	Trimester 3 - 2024
Orientation	06 March	05 July	01 November
Final enrolment and withdrawal date	22 March	19 July	15 November
Teaching period	11 March - 31 May	08 July - 27 September	04 November - 07 February '25
Census date	28 March	26 July	22 November
Study period	03 June - 05 June	30 September - 02 October	10 February '25 - 12 February '25
Exam period	06 June - 21 June	03 October - 18 October	13 February '25 - 28 February '25

	Trimester 1 - 2025	Trimester 2 - 2025	Trimester 3 - 2025
Orientation	07 March	04 July	31 October
Final enrolment and withdrawal date	21 March	18 July	14 November
Teaching period	10 March - 30 May	07 July - 26 September	03 November - 06 February '26
Census date	28 March	25 July	21 November
Study period	02 June - 04 June	29 September - 01 October	09 February '26 - 11 February '26
Exam period	05 June - 20 June	02 October - 17 October	12 February '26 - 27 February '26

	Trimester 1 - 2026	Trimester 2 - 2026	Trimester 3 - 2026
Orientation	06 March	03 July	30 October
Final enrolment and withdrawal date	20 March	17 July	13 November
Teaching period	09 March - 29 May	06 July - 25 September	02 November - 05 February '27
Census date	27 March	24 July	20 November
Study period	01 June - 03 June	28 September - 30 September	08 February '27 - 10 February '27
Exam period	04 June - 19 June	01 October - 16 October	11 February '27 - 26 February '27

NOTE:

- All dates are inclusive.
- Please note these dates are subject to confirmation. All updated dates are available at <https://analyticsinstitute.edu.au/academic-calendar/>



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

ACADEMIC CALENDAR

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

FEES AND REFUNDS

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

COURSE CONTENTS

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

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

AIA POLICIES AND PROCEDURES

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

ADMISSIONS TRANSPARENCY

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

ATAR CALCULATIONS

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

APPLICATION PROCESS

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

For more information
contact marketing@analyticsinstitute.edu.au


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