UTS Online

Master of Business Analytics

Meet the demand for business analytics

UTS RANKS AMONG AUSTRALIA'S TOP 10 UNIVERSITIES FOR BUSINESS AND MANAGEMENT

5 STARS FOR STUDENT RETENTION

TOP 100 UNIVERSITY GLOBALLY

QS Rankings, 2025

This brochure also includes information about the Graduate Certificate in Business Analytics

CRICOS 00099F TEQSA PRV12060

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The UTS Online difference

UTS Online
Get ahead.
Stay ahead.

In a world dominated by data, your future success will be determined by the skills you have, and your ability to get ahead and stay ahead of new challenges, new technology and new career environments.

You can learn to adapt

UTS Online not only gives you the specialist skills and knowledge you'll need to take a significant next step in your career, it will also ensure you have the ability to keep adapting. To stay relevant, and successful, whatever tomorrow brings.

100% online

Contemporary course content informed by strong industry partnerships

Personalised, ongoing support

Master of Business Analytics

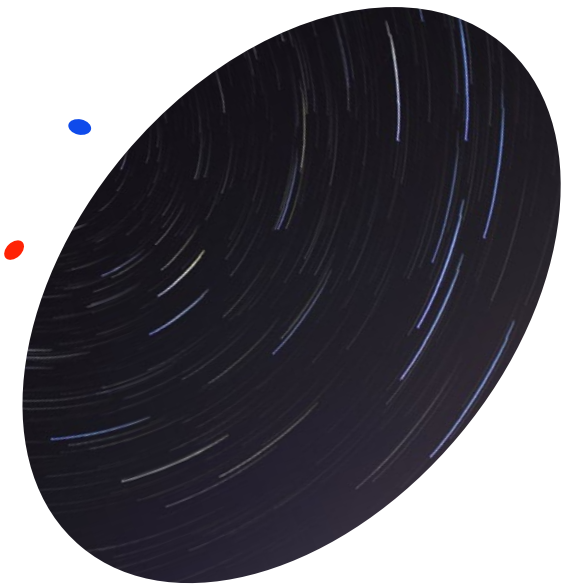
By 2030, it's estimated that the world could generate around 603 exabytes of data each day, totalling approximately 220 zettabytes annually. In Australia alone, it's predicted that by 2035, 30 billion terabytes of data will be downloaded each year[1]. This enormous surge in data generation is driving an exponential increase in demand for skilled business analytics professionals.

The UTS Online Master of Business Analytics is tailored to professionals who want to diversify their career options and gain the confidence, competence, and skills to influence organisational decisions through data.

Delivered 100% online, this course allows you to continue working full-time while gaining the analytics skills needed to take control of your career. You can apply the skills learned in the course immediately, no matter your industry.

Seek predicts a 27.7% growth in data analyst employment opportunities across Australia over the next five years, with demand spreading nationwide and many roles offering remote work flexibility. (Seek)

[1] CSRIO Tomorrow's Digitally Enabled Workforce



Tailored to you

Unique to UTS, you will apply industry-relevant skills to your context in **Innovation** and **Foundation** Studios. Regardless of the type of industry you are in, the studios provide a space to apply your learnings and identify, design and facilitate data-driven solutions to influence organisational change.

Broaden your career options

This course will enhance your learning agility, equipping you for a career in a world where harnessing the power of data is essential. As demand for business analytics professionals grows across industries, career opportunities are expanding like never before.

Gain competence and confidence

Learn essential business analytics skills to influence decisions and drive positive change. Whether or not you have prior experience in business analytics, this course will fill the gaps in your skillset, empowering you with the competence and confidence to lead decision-making in a data-driven enterprise.

According to the International Institute of Business Analysis, the top five industries for business analytics professionals are Information Technology, Finance/Insurance, Government and Public Sector, Business/ Professional Consulting, and Healthcare and Social Services.

Analytics Institute of Australia

Real-world learning environment

Going beyond textbook learning, the UTS Online Master of Business Analytics focuses on equipping you with the knowledge and skills to act on data and influence decisions in real-world settings. You'll apply what you learn to real-world analytics problems, supported by academics in the Innovation and Foundation Studios.

Technical analytics skills

Gain the analytics skills to inform data-driven decisions. Learn about the latest developments in software, customer analytics, data processing and financial analytics. Agile course content ensures you will learn the skills that are constantly emerging and in demand.

Data communication skills

Learn to navigate the complex world of data and develop the skills to communicate effectively and influence with confidence. Become fluent in the language of data analytics, enabling you to ask the right questions and find the best solutions. Integrate practical, theoretical, ethical, and legal approaches to capturing, storing, and using data.

Course structure

Each of the 12 study periods includes subjects totalling 6 credit points. The notable exception is the “Innovation Studio,” a comprehensive 12-credit-point subject that spans two study periods and allows for in-depth exploration and application.

Graduate Certificate

- Database (6CP)
- Financial Analysis for Decision Making (6CP)
- Business Analytics Foundations (6CP)
- Data Ethics and Regulation (6CP)

Graduate Diploma

- Foundation Studio (6CP)
- Python Programming for Data Processing (6CP)
- Data Visualisation and Visual Analytics (6CP)
- Customer Analytics (6CP)

Masters

- Machine Learning (6CP)*
- Innovation Studio (12CP)
- Financial Analytics (6CP)

Career outcomes

Upon successful completion of the Master of Business Analytics, graduates will have a broad scope of job roles available to them. The types of roles include:

1. Senior Digital Marketing Analyst
2. Market Research Analyst
3. Customer Analytics
4. Business Analyst
5. Business Analytics Consultant
6. Financial Analyst
7. Operations Business Analyst

***Pre-requisite:** Students must have passed the Python Programming for Data Processing (6CP).

Course details

Course	Number of subjects	Duration of every subject	Total course duration**	Total fees
Master of Business Analytics	12 subjects	7 weeks	2 years	$50,460*
Graduate Certificate in Business Analytics	4 subjects	7 weeks	8 months	$16,820*

*For domestic students only. Fees are correct for 2025 and are revised annually.

**Study plans and completion times might vary depending on commencement date, elective choice, leave and subject availability. For more information, please speak with a Student Advisor.

Duration

Each study period is only seven weeks long and you can complete the masters in just two years.

Course intakes

We offer six intakes per year: January, March, May, July, August and October.

Click here to view the study calendar

FEE-HELP

To assist with all or some of your tuition fees, FEE-HELP is available for eligible students. This government-supported loan scheme is designed to help eligible full-fee-paying students meet the costs of their tuition fees.

To check your eligibility, feel free to speak with an Enrolment Advisor today.

Book a 15-minute chat with our Student Enrolment Advisors.

Schedule a call

The UTS Online student experience

Designed with busy full-time working professionals in mind, when studying this 100% online course, you will feel accomplished and supported at the same time. A dedicated Student Success Advisor will give you the help you need to graduate with ease. With no compulsory lectures to attend, the online mode enables you to study when it works best for you. With six study periods delivered in seven-week blocks, study feels manageable, even mixed with your already busy working schedule and life commitments.

Study and complete a graduate certificate in under eight months, or continue to graduate with a master's degree after an additional 16 months without compromising your career or life commitments.

100% online and supported with no on-campus commitments

All students have access to a dedicated Student Success Advisor, who is with you from the start of study until graduation. You'll also have access to academics who want you to succeed and are passionate about providing students with mentoring support.

Meet the Director of Business Analytics

Dr. Matthew Grosse is a Senior Lecturer in Accounting at the UTS Business School, where he is the program director of the Master of Business Analytics and the accounting honours program coordinator. Matthew joined UTS in 2014, prior to joining UTS, Matthew completed a Bachelor of Business (Honours) in Finance and a Ph.D. in Accounting.

Dr. Matthew Grosse

Matthew excels at teaching a range of subjects covering introductory accounting, analytics, financial statement analysis, and business valuation to both undergraduate and postgraduate students. His international teaching experience includes stints at the London School of Economics (LSE) and the London Business School (LBS). Matthew is passionate about keeping up to date with the state of the art in AI and business analytics applications. In his role as the director of the Master of Business Analytics, Matthew is ensuring course content and assessments are rapidly adapting to the changing state of the analytics industry.

Matthew conducts empirical archival research focused on Australian listed companies with a particular interest on the intersection of accounting information and capital markets, as well as corporate governance, CEO compensation, and the economics of auditing. His research has been published in a number of peer-reviewed journals, including Contemporary Accounting Research, Auditing: A Journal of Practice and Theory, Accounting & Finance, International Journal of Auditing, Australian Journal of Management, and the Australian Accounting Review.

Entry requirements

Masters:

Applicants must have completed a UTS-recognised bachelor's degree, or an equivalent or higher qualification, or submitted other evidence of general and professional qualifications that demonstrates potential to pursue graduate studies.

Minimum academic requirement: The bachelor's degree should be in a related field within the business or information technology disciplines.

Note: Students that do not meet the entry requirements for the masters may use the successful completion of the graduate certificate as a pathway, provided they meet the specific entry requirements detailed below.

Graduate Certificate:

Applicants must have completed a UTS - recognised bachelor's degree, or an equivalent or higher qualification, or submitted other evidence of general and professional qualifications that demonstrates potential to pursue graduate studies.

Minimum academic requirement: The bachelor's degree should be in a related field, within the disciplines of business or information technology disciplines.

Applicants who do not meet the minimum academic requirement may still be considered on the basis of:

1. A minimum of at least four years, full-time, or equivalent, relevant work experience.
2. The relevant work experience must be demonstrated through a CV and a Statement of Service, confirming the dates of employment and the position held within the organisation.

English language requirements:

English language requirements apply to both international and domestic students. Please refer to the UTS English language requirements for further information on how to satisfy the requirements for the course/s.

The English proficiency requirement for international students or local applicants with international qualifications is: Academic IELTS: 6.5 overall with a writing score of 6.0; or TOEFL: paper based: 550-583 overall with TWE of 4.5, internet based: 79-93 overall with a writing score of 21; or AE5: Pass; or PTE: 58-64 with a writing score of 50; or C1A/C2P: 176-184 with a writing score of 169.

Schedule a call

How to apply

Interested in applying to study the Master of Business Analytics with UTS Online? Make sure you apply ahead of our application deadlines in the academic calendar.

Step 1: Prepare your documents

You will need academic transcripts and certificates and documents that support any past studies and employment history.

Our team of Student Enrolment Advisors are on hand to assist you with the different document types you'll need to submit as part of your application.

More info

Step 2: Apply

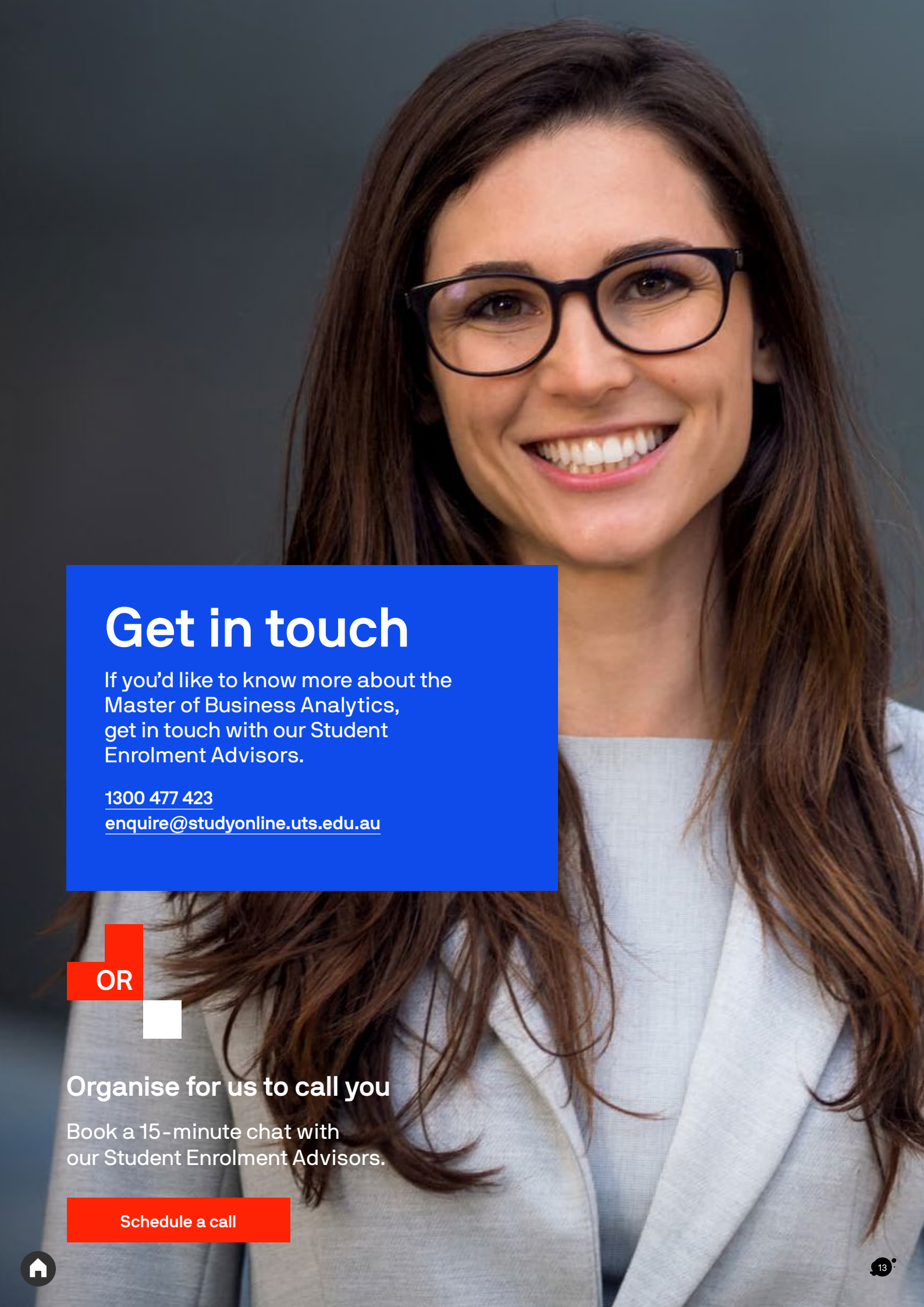
Once you have gathered your documents, head to our website to begin the application process.

Apply now

Have Questions?

Get in touch to schedule a 15-minute call at a time that suits you.

SCHEDULE A CALL



Get in touch

If you'd like to know more about the Master of Business Analytics, get in touch with our Student Enrolment Advisors.

1300 477 423
enquire@studyonline.uts.edu.au

OR

Organise for us to call you

Book a 15-minute chat with our Student Enrolment Advisors.

Schedule a call

Subject descriptions

Select a subject to explore further. To return to this page, simply click the ‘hamburger’ icon.

Enabling Enterprise Information Systems

Subject description

This subject introduces students to the uses of information systems in generating business value for organisations. It deals with the different types of enterprise information requirements, application of information systems to business problems, and recent developments and technologies in the marketplace. Emphasis is on organisational strategies for information systems, mobile, cloud and social computing, and design activities including working in design teams.

Learning outcomes

On successful completion of this subject students should be able to:

1. Evaluate different uses of Information systems in supporting organisational value;
2. Apply skills in information requirements gathering, business analysis and design;
3. Assess and identify management issues related to information systems activities within enterprise;
4. Evaluate responsibilities of Information systems professionals.

The above learning outcomes are subject to change

Database

Subject description

This subject introduces students to basic database design and implementation concepts, database design techniques, and using a relational design via an entity relationship diagram, including how to interpret an entity relationship diagram. Students learn how to access a database via structured query language (SQL) to retrieve data from the database. The code required to implement a database is also covered.

Learning outcomes

On successful completion of this subject students should be able to:

1. Design an Entity-Relationship (E-R) model from specifications and transform a conceptual model into corresponding logical data structures;
2. Construct Structured Query Language (SQL) statements and maintain a simple database;
3. Critically evaluate database designs and the role databases play in effective software applications;
4. Effectively communicate database designs.

The above learning outcomes are subject to change

Financial Analysis for Decision Making

Subject description

This subject focuses on the application of financial analysis and data visualisation techniques to support effective decision-making in organisations. Students gain a solid foundation in accounting and finance concepts, including financial statements, ratio analysis, budgeting, forecasting, cost analysis, and investment analysis. They learn to leverage industry-standard tools like Tableau to analyse, visualise, and communicate financial data effectively.

Throughout the subject, students develop practical skills in using data visualisation and analytics techniques to uncover insights, identify trends, and make data-driven financial decisions. They explore the role of financial analysis in strategic decision-making and learn to create visualisations that communicate complex financial information to diverse stakeholders.

By the end of the subject, students will be equipped with the knowledge and skills to apply financial analysis techniques, use data visualisation tools, and make informed, data-driven decisions in various business contexts. The subject prepares students to become proficient in leveraging financial data to drive organisational performance and create value.

The above learning outcomes are subject to change

Business Analytics Foundations

Subject description

Business analytics is a field that focuses on utilising data, quantitative analysis, predictive modelling, and evidence-based management to drive value creation and inform decision-making within organisations. With the exponential growth of data generated by businesses, governments, and society at large, it is imperative for future leaders to possess a solid understanding of the tools and techniques required to make data-driven decisions.

In this subject, students establish a strong foundation in business analytics and gain exposure to a wide range of analytical techniques and methods essential for tackling real-world business problems. The subject covers key concepts such as data manipulation, data visualisation, statistical analysis, and predictive modelling. Students learn to use industry-standard tools, to explore, analyse, and derive meaningful insights from complex datasets. Throughout the subject, students learn to identify relevant data sources, formulate analytical questions, and apply appropriate techniques to extract actionable insights. Emphasis is placed on developing the ability to communicate findings effectively to diverse stakeholders, including technical and non-technical audiences.

The above learning outcomes are subject to change

Data Ethics and Regulation

Subject description

This subject focuses on the regulation and ethics of data practices in the digital environment. Students gain a deeper appreciation of the moral and ethical foundations of privacy, security and accountability and apply them to topics such as the ethics and regulation of data collection activities, algorithmic accountability and the biases inherent in data analytic tools.

Learning outcomes

On successful completion of this subject students should be able to:

1. Distinguish between the characteristics and significance of ethics vs regulation;
2. Analyse the ethical considerations that have arisen from the widescale collection and processing of data from and about individuals and social groups;
3. Compare national and international data regulation;
4. Apply knowledge of ethics and regulation to understand the impact on organisations, individuals and society.

The above learning outcomes are subject to change

Foundation Studio

Subject description

The Foundation Studio provides an opportunity for students to put the skills learned in their initial programming and core subjects into practice. The studio will be managed by an academic and industry partner and will take place in real-world analytics setting, students will identify business problems and stakeholders. Students will collect information from stakeholders, present a business case for analysing information considering ethical, social and sustainable issues, analyse information and communicate the preliminary findings efficiently to stakeholders.

Learning outcomes

On successful completion of this subject students should be able to:

1. Apply analytics in specified contexts;
2. Utilise advanced skills in collaborating with colleagues of diverse technical backgrounds;
3. Convey analytical results effectively to professional audiences.

The above learning outcomes are subject to change

Customer Analytics

Subject description

This subject helps students understand the customer and the value they add to an enterprise as well as how an enterprise can benefit a customer. The subject introduces theories and techniques of marketing analytics in the context of various marketing decision-making environments. Students will explore the nature and role of digital and social marketing for generating customer value. The subject will introduce students to customer analytics and methods of segmentation to determine a customer's lifetime value to an enterprise. Topics in the subject are reinforced by the use of actual marketplace data and analytics to measure and estimate the effects of an enterprise marketing effort.

Learning outcomes

On successful completion of this subject students should be able to:

1. Identify customer acquisition and/or retention challenges and opportunities;
2. Analyse data to identify trends and generate insights;
3. Use customer data and insights for decision-making to deliver customer value;
4. Communicate the findings of analytical results effectively.

The above learning outcomes are subject to change

Data Visualisation and Visual Analytics

Subject description

This subject covers the core data visualisation and visual interaction (or navigation) technologies that support the visual analytics and decision-making processes. Students study the latest data visualisation articles and the practice of cutting-edge data visualisation and visual analysis software. The subject provides an essential understanding of the procedure (loop) and the methodology of visual data analytics. It discusses the human involvement (or input) in the loop of analytical reasoning facilitated by interactive visual interfaces. On successful completion of this subject, students are capable of designing and evaluating various advanced visualisation interfaces that can be directly applied into the loop of visual data mining or visual analytics to enable them to become data visualisation designers and visual data analysts.

Learning outcomes

On successful completion of this subject students should be able to:

1. Compare and contrast different data visualisation approaches;
2. Use data visualisation methods to represent and navigate large information spaces;
3. Apply multi-dimensional visualisation techniques to the process of visual data analytics;
4. Design and evaluate efficient visual interaction techniques.

The above learning outcomes are subject to change

Machine Learning

Subject description

Data analytics is an exciting new field combining databases, artificial intelligence, machine learning and visualisation, among others. It is applied in many fields of business, industry and science to discover new information and knowledge. Central to data analytics are the algorithms themselves. This subject builds on previous data analytics subjects to give an understanding of how basic as well as more powerful and subtle algorithms work. It takes a research-inspired approach so that students learn to apply state-of-the-art algorithms to their professional practice. It also introduces data analytics approaches for specific domains such as social network analysis and text mining.

Learning outcomes

On successful completion of this subject students should be able to:

1. Describe the scope, limitations and application of several machine learning methods;
2. Apply machine learning methods;
3. Design an approach to machine learning problems in specialised domains;
4. Critically assess the impact of machine learning.

The above learning outcomes are subject to change

Innovation Studio

Subject description

The Innovation Studio focuses on a self-directed industry project approached independently by multi-disciplinary teams. Students will identify business problems, designing an approach to build a solution that meets stakeholder needs. They will critically evaluate and reflect on their process, and effectively implement innovative outcomes to facilitate change.

Learning outcomes

On successful completion of this subject students should be able to:

1. Clearly define an industry problem with appropriate set of objectives;
2. Assess, adapt, and recommend the most suitable methodology to guide the industry project and plan to achieve defined objectives;
3. Synthesise a range of tools and techniques in order to design and develop creative and innovative solution to the identified industry problem;
4. Construct written, spoken, and visual communication with accuracy and clarity to effectively communicate innovative outcomes;
5. Critically evaluate, peer-review, reflect and communicate the learning process.

The above learning outcomes are subject to change

Financial Analytics

Subject description

Financial Analytics focuses on the application of data analytics techniques to derive valuable insights and drive decision-making utilising financial data. This subject equips students with the skills and knowledge necessary to analyse financial and non-financial data, uncovering patterns, trends, and relationships that can inform strategic business decisions. Throughout the subject, students explore the IMPACT analytics framework as a structured approach to conducting financial analytics projects. They learn to identify relevant business questions, preprocess, and analyse large datasets, apply appropriate analytical techniques, and effectively communicate insights to stakeholders. They gain hands-on experience with data analytics tools and techniques, including data visualisation and statistical analysis to tackle real-world financial analytics problems.

Learning outcomes

On successful completion of this subject students should be able to:

1. Apply data analysis methods using spreadsheets and other tools;
2. Evaluate the role and impact of business analytics for accounting, reporting and decision making;
3. Apply appropriate quantitative analytical techniques to organisational decision making using appropriate technology;
4. Effectively interpret results and assumptions of data analysis and analytical modelling and communicate them – verbally and in written form – to relevant stakeholders.

The above learning outcomes are subject to change

Python Programming for Data Processing

Subject description

The subject focuses on the basics of python programming with practical application to data processing and analysis. Students learn basic programming concepts, simple visualisation, how to write custom programs using iPython notebooks and perform exploratory data analysis. Additionally, this subject introduces the usage of the Numpy package to pre-process data, and machine learning techniques are introduced to facilitate further exploration of the Python language capabilities.

Learning outcomes

On successful completion of this subject students should be able to:

1. Write custom programs using the Python language for data analysis.
2. Source data from multiple sources and manipulate data for analysis and visualisation.
3. Apply statistical tests and data visualisation techniques to analyse data and interpret the results.

The above learning outcomes are subject to change