Specialisation

Business Analytics

COMMJ1 | 48 Units of Credit

Overview

Business Analytics equips students with the technical and non-technical skills required to produce and communicate actionable findings and insights from an organisation’s data. Students will be introduced to descriptive, predictive and prescriptive analytics for business problems, evaluating policies, and understanding the interplay between financial and non-financial data. In addition to statistical modelling, programming and database management skills, students will be introduced to the ethical and legal issues of using data. Business Analytics equips graduates with a holistic framework to span the bridge between business-problem owners and technical experts, and to communicate the output of analysis to improve business decision making.
Faculty
UNSW Business School

Study Level
Undergraduate

Minimum Units of Credit
48

Specialisation Type
Major
Available in Program(s)

Program(s) in which this major is available

Bachelor of Commerce - BCom

3502 Commerce
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 144
Typical Duration: 3 Years

Bachelor of Economics - BEc

3543 Economics
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 144
Typical Duration: 3 Years

Bachelor of Commerce (Co-op) - BCom(Co-op)

3554 Commerce (Co-op)
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 192
Typical Duration: 4 Years

Bachelor of Commerce (International) - BCom(International)

3558 Commerce (International)
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 192
Typical Duration: 4 Years
Specialisation Structure

Students must complete 48 UOC.

Compulsory Core

Students must take 18 UOC of the following courses.

- **COMM1822** | 6 UOC
  Introduction to Databases for Business Analytics

- **COMM2050** | 6 UOC
  Data Use and Misuse

- **COMM2501** | 6 UOC
  Data Visualisation and Communication

Modelling 1

Students must take 6 UOC of the following courses.

One of the following:
- **ECON2206** | 6 UOC
  Introductory Econometrics

- **ECON2209** | 6 UOC
  Business Forecasting

- **RISK2002** | 6 UOC
  Risk Analytics

Modelling 2

Students must take 6 UOC of the following courses.

One of the following:
- **ECON3210** | 6 UOC
  Big Data Econometrics
MARK3054  |  6 UOC
Marketing Analytics and Big Data

MGMT3730  |  6 UOC
Human Resource Analytics

RISK3003  |  6 UOC
Risk Decision Analytics

**Capstone**

Students must take 6 UOC of the following courses.

One of the following:
COMM3500  |  6 UOC
Analytics Industry Project

COMM3501  |  6 UOC
Quantitative Business Analytics

**Prescribed Electives**

Students must take at least 12 UOC of the following courses.

One of the following:
ACCT2672  |  6 UOC
Accounting Analytics for Business Decision Making

COMM3500  |  6 UOC
Analytics Industry Project

COMM3501  |  6 UOC
Quantitative Business Analytics

ECON2112  |  6 UOC
Game Theory and Business Strategy
ECON2206  |  6 UOC  
Introductory Econometrics

ECON2209  |  6 UOC  
Business Forecasting

ECON3123  |  6 UOC  
Organisational Economics

ECON3206  |  6 UOC  
Financial Econometrics

ECON3210  |  6 UOC  
Big Data Econometrics

FINS3645  |  6 UOC  
Financial Market Data Design and Analysis

FINS3646  |  6 UOC  
Toolkit for Finance

INFS2608  |  6 UOC  
Database Management & Big Data Infrastructures

INFS3603  |  6 UOC  
Introduction to Business Analytics

INFS3830  |  6 UOC  
Social Media and Analytics

INFS3873  |  6 UOC  
Business Analytics Methods

MARK3054  |  6 UOC  
Marketing Analytics and Big Data
MARK3085 | 6 UOC
Digital Marketing and Web Analytics

MGMT2002 | 6 UOC
Managing Business Communication

MGMT2200 | 6 UOC
Thinking Skills

MGMT2726 | 6 UOC
Business Ethics and Sustainability

MGMT3001 | 6 UOC
Business and Corporate Strategy

MGMT3730 | 6 UOC
Human Resource Analytics

RISK2001 | 6 UOC
Fundamentals of Risk and Risk Management

RISK2002 | 6 UOC
Risk Analytics

RISK3003 | 6 UOC
Risk Decision Analytics

**Constraint Rule**

Students must not complete more than 60 UOC of Level 1 courses in their program.

**Enrolment Disclaimer**

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible
for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites for individual courses but not that a course will count towards your program requirements.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179