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 data governance. Business Analytics equips graduated 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.
<table>
<thead>
<tr>
<th><strong>Faculty</strong></th>
<th>UNSW Business School</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Study Level</strong></td>
<td>Undergraduate</td>
</tr>
<tr>
<td><strong>Minimum Units of Credit</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>Specialisation Type</strong></td>
<td>Minor</td>
</tr>
</tbody>
</table>
Available in Program(s)

Program(s) in which this minor 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 30 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:

- **ACCT2672 | 6 UOC**  
  Accounting Analytics for Business Decision Making

- **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

INFS3873  |  6 UOC
Business Analytics Methods

MARK3054  |  6 UOC
Marketing Analytics and Big Data

MGMT3730  |  6 UOC
Human Resource Analytics

RISK3003  |  6 UOC
Risk Decision Analytics

**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)

Pre-2019 Handbook Editions