

Master of Business Analytics

Brochure

**Study full-time on
our Carlton campus**



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#1
Master of
Business Analytics
in Australia

*QS Business Master's Rankings, 2026

Unlock your analytics potential

In the decade through to 2030, the U.S. Bureau of Labour Statistics (BLS) predicts a 20% rise in analytics jobs.

In addition to this increasing demand for talent, Australia offers one of the highest paid business analytics sectors in the world, alongside the U.S. and U.K.

This reflects the increasing reliance of business on data, with companies seeking to build business analytics capability for competitive advantage.

Graduates with the analytics skills to derive those insights will be sought after by Australian and global employers. Melbourne Business School has designed an intensive program that will equip you with advanced skills in business analytics and accelerate your career.

Known internationally for our diverse faculty and research that is at the forefront of global business trends and knowledge, you can find our alumni making a difference across a range of industries in more than 90 countries.

Underpinning our success has been the unique partnership between business and academia, which continues to this day.

Our business pedigree distinguishes the Full-time Master of Business Analytics from other data science degrees and makes it so highly valued in the marketplace.

"Seeing AI develop, the potential it has, and the amazing directions it's going in, I wanted to be a part of it."

Jack Lin

Master of Business
Analytics Graduate

23%

growth in employment
opportunities for data
analysts in Australia over
the next five years.*

*Source: How to become a Data Analyst – Salary, Qualifications, Skills & Reviews – SEEK, 2024

Full-time Master of Business Analytics

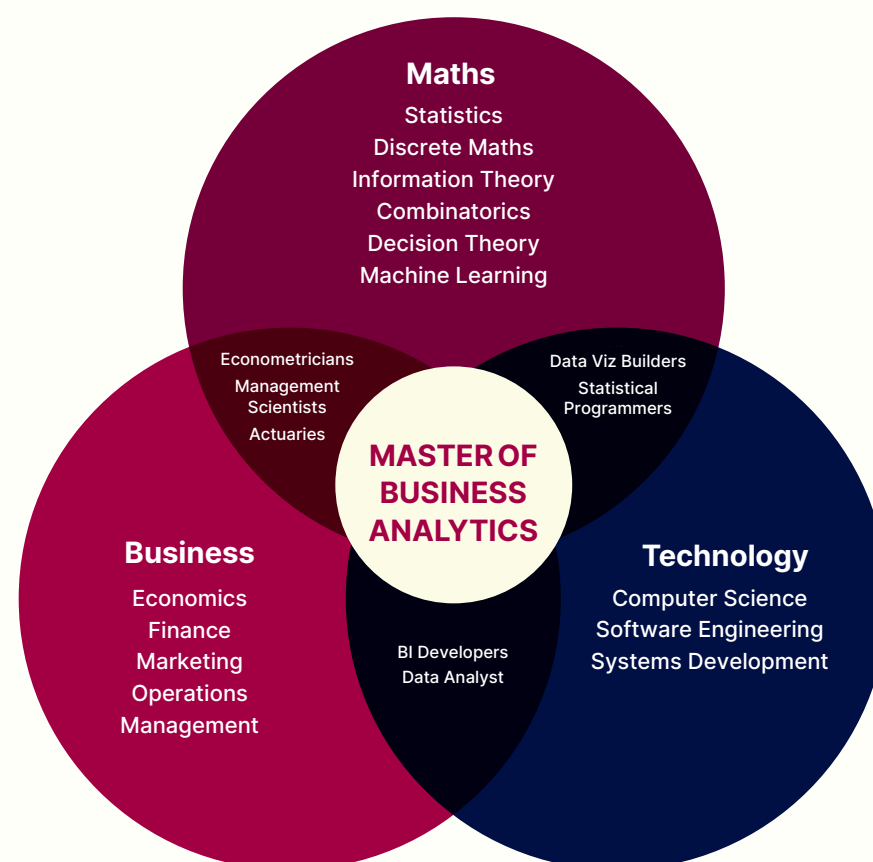
The digital age is generating a continuous flow of information and datasets for all aspects of business. To interpret and transform this data into valuable insights for business decision-makers, you need to speak the language of business.

The Full-time Master of Business Analytics degree offers the most integrated learning experience for future analytics leaders in the Asia-Pacific region. It provides you with a solid foundation in business alongside the maths and technology pillars of data science.

The program draws on expertise across Melbourne Business School and the University of Melbourne in business, mathematics, statistics and computer science. Students develop these capabilities through intensive coursework, applied projects, professional development activities and engagement with industry.

As this is an advanced business analytics degree program, you will focus on how quantitative methods – such as quantitative analysis, predictive modelling and fact-based management – can drive business decision making.

At the end of the program you will be prepared for your career as a business analytics professional.



Access Australia's premier Business School

#1 Business School in Australia

*Australian Financial Review, Best Business Schools 2026

#1 Master of Business Analytics in Australia

*QS Business Master's Rankings, 2026

What makes our program different?



One-year program

The Full-time Master of Business Analytics is offered at Melbourne Business School as an intensive program, allowing you to complete a 1.5-year degree in just one year of full-time study.

Classes are taught Monday to Friday, 9am to 5pm. It differs from undergraduate study, with smaller classes, students on campus each weekday for the full day and greater access to teaching faculty.



Interdisciplinary content

This program is interdisciplinary, incorporating maths and statistics, computer science and business. Many analytics degrees choose one of these areas as their primary focus with only minimal attention paid to the other two.

This degree is quantitatively rigorous, requiring you to become comfortable with programming while maintaining a focus on the business context of analytics work. This context is important because the purpose of business analytics is to ensure that the analysis of data is practical and applicable in a business environment.



Connection with industry

The program has a strong applied focus, with business problems addressed throughout the degree through cases, projects, professional development activities and engagement with employers.

Career Services supports students through industry events, recruitment preparation and building connections within organisations seeking analytics talent. The most intensive applied component is Prof Development & Application II, known within the program as the Analytics Lab or A-Lab.



Industry-based project

As part of Prof Development & Application II (also known as Analytics Lab or A-Lab), students may undertake a five-week group project using data in or from an industry setting, under academic supervision.

The project, typically undertaken as a five-week group internship, is designed to integrate academic learning with practical challenges in implementing data analytics, while developing employability skills, workplace knowledge and understanding of organisational contexts.

Our world-class faculty

Our faculty experts will help you approach problems in new ways and master the tools required to solve them.

Melbourne Business School will provide a blend of statistical, mathematical, and decision-making tools while computing and data-management skills will be provided by the Department of Computing and Information Systems at the University of Melbourne's School of Engineering. Together, we deliver an integrated program that will provide you with the skills to not only analyse the data but also use that information to formulate strategy.

We teach using a variety of techniques, including case studies, simulations and practical projects. These techniques allow you to work in a team, tackle real data, think critically and articulate your findings.

For a full list of our Faculty, please visit mbs.edu/faculty



Jamie Cross

Associate Professor
(Econometrics & Statistics)
PhD Economics (ANU)



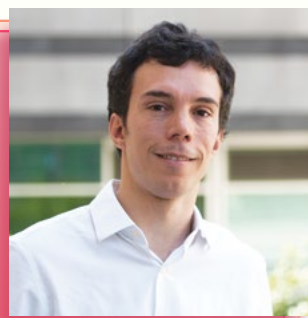
Sarah Erfani

Professor, School of Computing
and Information Systems, UoM



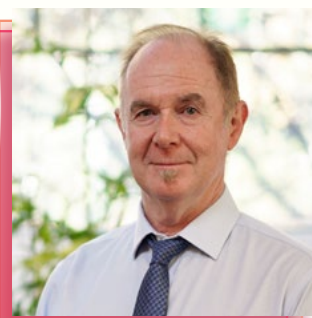
Michael Smith

Chair of Management
(Econometrics)
PhD (UNSW), BA Hons (UWA)



Gerardo Berbeglia

Associate Professor
(Operations Management)
PhD (HEC Montreal)
MSc and BSc (Buenos Aires)



Chris Lloyd

Professor of Statistics
PhD (UoM)



Wenying Yao

Associate Professor (Econometrics
and Business Statistics)
PhD (Monash)



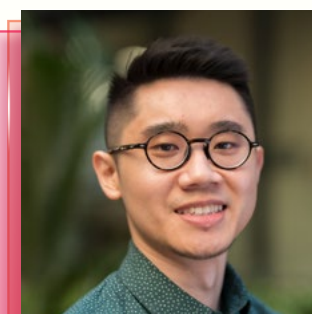
Tomohiro Ando

Professor of Management
PhD, B.S (Kyushu University)



Nico Neuman

Associate Professor (Marketing)
PhD (UNSW), Dipl. (Wirtschaftsing.
Uni Kaiserslautern)



Jey Han Lau

Associate Professor (Natural
Language Processing),
School of Computing and
Information Systems, UoM

Why business analytics



Strong and growing demand

Demand for analytics professionals continues to outpace supply, with a significant shortage of highly specialised and skilled talent. Analytics is quickly moving from a background role in business to the centre of many key decisions and processes.



An integrated learning experience

It provides you with a solid foundation in business alongside the maths and technology pillars of data science, which is the most integrated learning experience for future analytics leaders in the Asia-Pacific region.



Analytics in a business context

Gain the business acumen to unpack complex data and present insights to senior executives to drive business value, while developing the technical skills to analyse and interpret complex data.



Capability across industries

Many industries that never considered using data in their decision-making are now recognising analytics as a strategic capability. With companies spending a significant portion of their technology budgets on data analytics, the field is fast expanding from its traditional base in the US and Western Europe to the rest of the world.

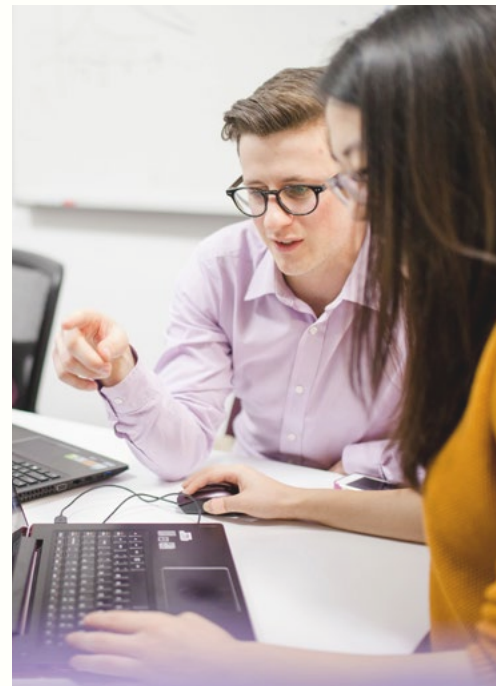
Preparing you for the working world

The Professional Development Program provides you with the soft skills needed to complete your transformation into the well-rounded analytics professional that employers want.

It is unique to Melbourne Business School and runs throughout the year as a part of our Full-time Master of Business Analytics program.

Soft skills are the personal qualities that allow you to effectively interact with people. They include attitudes, professional attributes, character traits and communication skills. A good set of soft skills develops your self-awareness, emotional intelligence, confidence with people and leadership qualities.

The soft skills you develop on the Professional Development Program are reinforced through the Analytics Lab, targeted workshops and subjects that put analytics in the business context.



The type of jobs the Master of Business Analytics could lead to:



“Through the Professional Development Program, we prepare you for the job market and facilitate the transition from the classroom into the workplace.”

John Gurskey
Director, Career Services

The Professional Development Program

Analytics professionals with a strong blend of soft and technical skills are in demand.

At the conclusion of the Professional Development Program (PDP), you will have a well-rounded understanding of the link between analytics, business and decision-making. The ability to communicate findings to guide decision-making is just as important as data manipulation for the analytics professional – because executives can make the wrong decision if good data is communicated to them poorly.

The PDP runs across the program. It identifies specific needs of each individual student and provides ongoing support, training and opportunities to practice and perfect these skills.

Academic experts and business leaders are invited to speak to the class about a range of subjects to increase knowledge and understanding of business environments.

SEMINARS AND WORKSHOPS DELIVERED THROUGH PDP MAY INCLUDE:

- Managing your career
- How to find and use a mentor
- Managing your next career transition
- Project management
- Difficult conversations and managing up
- Storytelling with data
- Presentation skills
- Networking skills
- Behavioural interviewing
- Case Interview Preparation platform
- Leading a team
- Technical writing for a non-technical audience
- Using LinkedIn for your job search.

The program focuses on four core areas:



Communication skills including effective presentations, oral communication, written communication, public speaking and communicating technical material to non-technical audiences



Career development skills including interview skills, CV writing, networking, and business etiquette



Team skills including managing conflict, cultural awareness, giving and receiving feedback, and resilience



Business knowledge including understanding the business and industry context in which analytics professionals operate, how different parts of organisations interact, and meeting and networking with business leaders.

“The structure of the morning lectures and afternoon workshops meant that you could take advantage of the afternoon sessions to absorb and reinforce the prior content.”

Jenny Filby

General Manager, Reporting and Analytics
Converge International
Master of Business Analytics Graduate

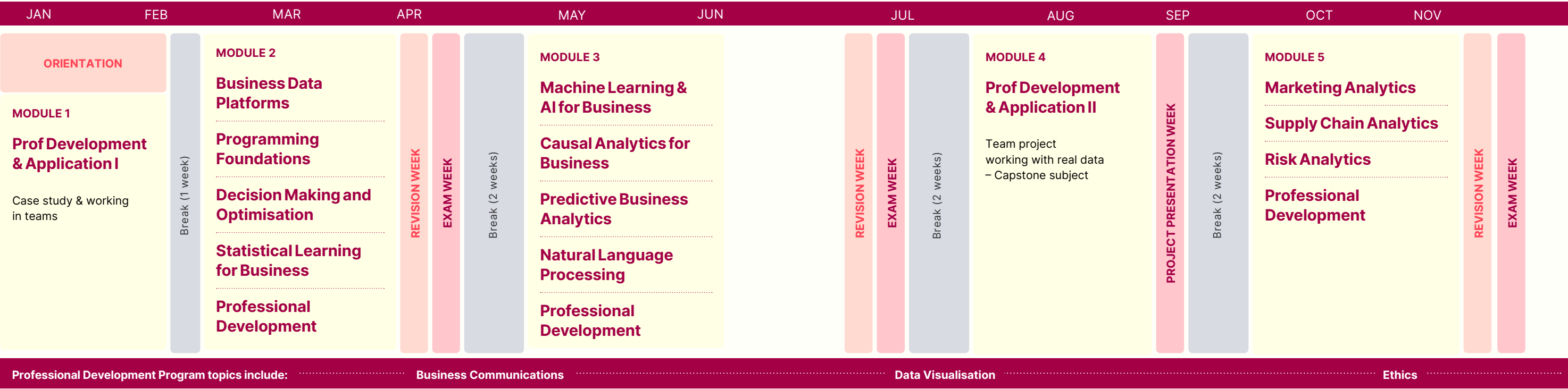
“The sessions ranged from workshops with an acting company to work on voice projection and body language, to networking and interview etiquette training – all of which were very useful at the many industry events held by the School.”

Rebecca Wilson

Manager, Analytics and Automation
Australian Venue Co.
Master of Business Analytics Graduate



Indicative program structure



The goal of this program is to equip its graduates with the capabilities to apply data-analytic techniques to a variety of business problems.

The knowledge and skills required to do this are multi-disciplinary, drawing on mathematics, statistics, computer science and business. The program will cover foundational and advanced data-analytic techniques, as well as frameworks for applying those techniques to a variety of business contexts.

The program is intensive. Content is organised into five modules, covering a whole calendar year.

“The program brings in a technology aspect and a business aspect that no other course or school can offer. Not only that, the Professional Development Program enabled me to refine those communication skills that a lot of other courses forget about.”

Christelle Young
Managing Director
T2 Tea
Master of Business Analytics Graduate



Typical week

Generally speaking, mornings are devoted to lectures, workshops and direct instruction. Afternoons are devoted to exercises, team assignments and tutorials.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9AM–12PM	Programming Foundations	Business Data Platforms	Statistical Learning for Business	Decision Making and Optimisation	Professional Development
12PM–2PM	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
2PM–5PM	Programming Foundations exercises	Business Data Platforms exercises	Statistical Learning for Business exercises	Decision Making and Optimisation exercises	Professional Development

Subjects overview

Module 1

Prof Development & Application I

This subject is designed to help students develop the skills and knowledge required to effectively manage the early stages of their career. This subject runs across roughly the first half of the full-time course and identifies specific needs of each individual student and then provides ongoing support, training, and opportunities to practice and perfect these skills.

Assessment of the subject includes a quiz on revisionary material, the writing of CVs, group work and group presentations as well as an essay involving ethical concerns within analytics.

THE PROGRAM FOCUSES ON FOUR AREAS:

- **Revisionary material:** Rudimentary technical knowledge for the course.
- **Communication skills:** These skills include effective presentations, verbal communication, written communication, public speaking, and communicating technical material to non-technical audiences.
- **Career development skills:** These skills include interview skills, CV writing, networking, and business etiquette.
- **Team skills:** These skills include managing conflict, cultural awareness, giving and receiving feedback, and resilience.

These areas are the preparation for industry placement occurring in Professional Development II.

Module 2

Business Data Platforms

Data warehouses are designed to provide organisations with an integrated set of high-quality data to support decision-makers. They should support flexible and multi-dimensional retrieval and analysis of data.

Topics covered include data warehousing and decision-making; data warehouse design; data warehouse implementation; data sourcing and quality; online analytical processing (OLAP); dashboards; data warehousing for customer relationship management; and case studies of data warehousing practice.

Programming Foundations

This component helps students, with little or no background in computer programming, learn how to design and write programs using a high-level procedural programming language, and to solve problems using these skills.

Topics covered include cyber security, cyber ethics and privacy, regarding the collection of individual data.

Decision Making and Optimisation

This component helps students formulate a business problem as a mathematical model and then use computational techniques to estimate and solve the model.

Topics covered include decision-making under uncertainty, optimal location/allocation of resources in business processes, decision trees, linear programming, integer linear programming, and Monte Carlo simulations.

Statistical Learning for Business

The aim of this component, and the follow-on component in Module 3, is to help students learn how to extract relevant information from large amounts of complex data to make improved business decisions.

Topics covered include data exploration; resampling methods; linear and nonlinear regression; parametric classification techniques; and model selection.

Module 3

Machine Learning and AI for Business

This component builds on the material in Module 2's Statistical Learning and covers advanced analytic methods. It extends the statistical-learning component of Module 2 in three ways.

First, new techniques, such as tree-based methods and neural networks, are introduced. Second, students are introduced to unsupervised statistical-learning techniques, and third, students learn how to combine models and techniques to produce ensembles with better predictive capabilities.

Causal Analytics for Business

Data Analytics models can be used to predict a performance variable. But many business decisions are not about predicting performance per se. They are about choosing the values of key inputs, such as price or advertising spend, to optimise performance. This requires that the effects of the inputs, as coded by the model, are causal. This typically requires further assumptions about how the data was generated.

The gold standard for establishing causality is a randomised experiment, which is becoming more common in business contacts. The course covers basic principles and practice of experimentation from A-B testing to randomised incomplete block designs. All these methods give rise to estimates of causal effects.

Predictive Business Analytics

Predicting key business and economic variables is increasingly important as it drives both objective decision-making and improved profitability.

This component aims to cover the main methods used to predict business and economic variables, based on historical data. These methods include traditional regression, time series, multivariate and econometric models, as well as emerging methods such as ensemble forecasts. Both point and density prediction will be considered, along with metrics for the quality of both. Throughout, the focus will be on introducing methods in the context of substantive business and economic problems using a wide range of prediction methods.

The importance of benchmarking different methodologies, and the use of prediction in decision-making frameworks, is also stressed.

Natural Language Processing

This component helps students develop an understanding of the key algorithms used in natural-language processing and text retrieval for use in a diverse range of applications, including search engines, cross-language information retrieval, machine translation, text mining, question answering, summarisation, and grammar correction.

Topics covered include text normalisation; sentence boundary detection; part-of-speech tagging; n-gram language modelling; sentiment analysis; web mining and analysis; network analysis (including social network analysis); and text classification.



Prof Development & Application II

This subject, known within the degree as the Analytics-Lab, or A-Lab, involves practical experience for teams of students working on analytics project using data in or from an industry setting, typically undertaken as a five-week group internship.

The five-week project integrates academic learning with practical challenges in implementing data analytics, while developing employability skills and attributes, and improving students' knowledge of organisations, workplace culture and career pathways.

The assessment week will involve the completion of a report for the subject and a project presentation.

SOME OF THE COMPANIES STUDENTS HAVE WORKED WITH:

Australian Venue Co.	Suncorp
Deloitte	QBE
Coles	Voicelytics
Innovior	St John of God Healthcare
Team Global Express	

TOPICS TO BE COVERED

Data analysis on datasets, investigating issues such as:

- Customer churn/loyalty
- Logistics and supply chain
- Forecasting demand
- Optimal product or category portfolio
- Marketing-mix optimisation
- Credit risk
- Employee selection, retention and training
- Analysis of social media or other unstructured data sources

Optimisation of processes, such as:

- Call centre operations
- Logistics and delivery routes
- Schedules
- Allocation of marketing resources across products
- Service delivery

“The most effective analytics leaders marry technical understanding, commercial acumen and strategic thinking – and that’s what Melbourne Business School teaches. Knowing the right talent, technical approaches and analytics tools to bring to the table is invaluable.”

Jason Widjaja

Executive Director of Artificial Intelligence, MSD (Singapore)
Master of Business Analytics Graduate



Marketing Analytics

It has become increasingly important to know how marketing actions translate into revenue and profit growth. The tools that enable this translation are part of the toolkit called 'marketing analytics'. Marketing analytics is a technology-enabled and model-supported approach to harness customer and market data and enhance marketing decision-making.

This component provides students with

- knowledge of marketing analytics;
- the ability to know which analytics tools to use for which marketing problems;
- the ability to use those tools to solve marketing problems, and;
- the ability to influence marketing outcomes such as satisfaction, choice, loyalty, word of mouth, and customer referrals;

Supply Chain Analytics

Rapid advancements in technology (particularly the Internet), combined with fast and cheap computing power, has enabled firms to radically transform their industries by developing business models and re-engineering their supply chains.

This component provides students with

- knowledge of mathematical modelling and analytic tools, relating to logistics and supply chain optimisation problems;
- the ability to use these tools and techniques to analyse strategic, tactical and operational decisions, pertaining to inventory management, facility location, logistics and other supply chain, management-related decisions, and
- exposure to real world logistics and supply chain decisions through case studies.

Risk Analytics

Quantitative analytics have become an invaluable part of managing financial institutions, not only for profitability but also for safeguarding the organisation against risk.

In this component, students will be applying data-analytic skills to finance applications.

Topics include financial performance benchmarking; modelling and computation of financial risks; dynamic portfolio management; computational derivative pricing; and modelling fixed income securities. The focus of the component will be on both theoretical development and practical implementation, using contemporary data from the financial market.

“What I learned here is very applicable to real-life scenarios in my workplace.”

Amy Ding

Master of Business Analytics Graduate



Entry requirements

You must submit:

- ☐ Academic transcript/s.
If you haven't yet completed your undergraduate degree but have one semester left, please provide results for as much as you have completed at the time of your application.
- ☐ Evidence of citizenship such as a passport or a birth certificate.
 - For non-Australian citizens residing in Australia: Evidence of residency status such as a visa.
- ☐ For non-native English speakers:
A copy of an approved English-language test with the required minimum scores.

English language requirements

All applicants to the University of Melbourne must satisfy the [English language requirements](#). This may be achieved in a number of ways, including recognised previous study taught and assessed entirely in English or an approved English language test.

Upon admission, certified copies of the documents showing that you meet the minimum scores within the past 24 months will be required.

Admissions criteria

In order to be considered for entry, applicants must have:

1. Completed an undergraduate degree of 3 or 4 years minimum in one of the relevant areas listed below, taken at a third-year university level from a recognised institution, with a minimum weighted average mark (WAM) of 65 or equivalent.
 - Commerce
 - Mathematics and/or Physics
 - Computer Science or Information Systems
 - Engineering and/or Science
2. Met the university's English-language requirements.

In ranking applications, the Selection Committee will consider:

- a. Prior academic performance;
- b. An interview for short-listed applicants;

Please note: Meeting these requirements does not guarantee selection.

Program fee

The program fees for the Master of Business Analytics program for the 2027 intake year are:

Domestic: AUD \$79,344*

International: AUD \$97,920*

Fees are paid per module in advance.

[FEE-HELP](#) is available to domestic students who meet the eligibility criteria.

*Fees are for 2027 intake only and subject to change.

How to apply

Interested in applying to study a Full-time Master of Business Analytics?

We're here to help with your application process.

How do we select students?

We want to provide you with the educational experience that will support you in fulfilling your personal goals and ambitions.

To achieve this, we take a holistic approach when assessing applications. Not only do we take your academic background into account, to assess how you are likely to perform in the classroom, we look for evidence of your ability to contribute to class learning as well as your potential.



01

Contact us

Our Program Advisers will be able to assist you with any queries you may have on the course structure or content. They can also help you assess whether this course is right for you and your career ambitions and provide additional information about other courses that may be available.

[Get in touch](#)

02

Prepare your documents

Our team of Program Advisers are on hand to assist you with the different document types you'll need to submit as part of your application. These often include academic transcripts, certificates and documents that support any past studies and your employment history.

03

Apply online

Applications are now open to study in January 2027.

If you have already spoken to a Program Adviser and have prepared your documents, head to our website to begin the application process.

Apply by key dates:

Offshore: October 19, 2026

Domestic: December 7, 2026

[Apply today](#)

Founded by business, for business, we are ranked:

#1 Business School in Australia

*Australian Financial Review,
Best Business Schools 2026

#1 Master of Business Analytics in Australia

*QS Global MBA Ranking 2026

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