

# Welcome to the Master of Business Analytics



# Acknowledgement of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.

*The Brisbane River pattern from A Guidance Through Time  
by Casey Coolwell and Kyra Mancktelow.*



Your host  
today



Summer Feng  
Master of Business Analytics

# In this session:

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**Get to know your cohort**

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**Getting started**

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**Get the full experience**

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# Getting started



# Dr Ida Asadi Someh

Master of Business Analytics  
Program Convenor



# What you should expect

- The program is delivered fully-online, part-time.
- Courses are designed for asynchronous delivery (pre-recorded content offered through learning platform). You are still encouraged to attend live sessions for coding bootcamps and case study analysis and to engage with the teaching team and your fellow peers. We focus a lot on engagement.
- Courses are delivered in 13-week semesters, and students can expect 39 class contact hours.
- Students are expected to complete additional study outside of class content including reading and completing assignments.



# Graduate Certificate in Business Analytics

Understand your program structure

Complete 8 units comprising:

- 2–4 units from **GCBusAn Flexible Core Courses,**
- and
- 4–6 units from **GCBusAn Advanced Courses**



Part A



Part B

Statistical Learning

Business Analytics Foundations

Business Data Management

Managing Analytics Projects

Social Analytics

Responsible AI

Visual Analytics

Monetizing Business Data

Machine Learning in Business

Competing with Artificial Intelligence



# Master of Business Analytics

Understand your program structure



Part A



Part B



Part C

Statistical Learning

Business Analytics Foundations

Business Data Management

Managing Analytics Projects

Social Analytics

Responsible AI

Visual Analytics

Monetizing Business Data

Business Analytics Applications

Business Analysis Project

Machine Learning in Business

Competing with Artificial Intelligence

# The ins and outs of the Master of Business Analytics



Industry guest speakers



Engaging live sessions, case studies and simulations



Connect with peers to share code, analysis and insights



Learn via readings, videos, quizzes and personal reflection



Coding boot camps and programming mentoring



Regular check-ins with teaching experts



Tailored professional development opportunities



Lively data ethics debates

# Preparing to enrol

- Students can elect to complete part-time (1-2 courses). You can elect to complete additional coursework however this will be considered full-time study.
- Refer to [business.uq.edu.au/students/program-course-advice](https://business.uq.edu.au/students/program-course-advice) or scan the QR code for program planning advice.
- Statistical Methods in Business (BSAN7204) & Business Analytics Foundations (BSAN7205) will set the foundation for more advanced coursework.



# Course offerings for 2024 academic year

Semester 1, 2024	Semester 2, 2024
Statistical Methods in Business (BSAN7204)	Statistical Methods in Business (BSAN7204)
Business Analytics Foundations (BSAN7205)	Business Analytics Foundations (BSAN7205)
Social Analytics (BSAN7207)	Business Data Management (BSAN7206)
Responsible AI (BSAN7210)	Visual Analytics (BSAN7208)
Monetizing Business Data (BSAN7211)	Managing Analytics Projects (BSAN7209)
	Machine Learning in Business (BSAN7212)
	Competing with AI and Digital Technologies (BSAN7214)

*\* Please be aware of any prerequisite course requirements prior to enrolment*

CRICOS 00025B • TEQSA PRV12080

# BEL Student Centre

Contact us for help

Visit: Level 2 Colin Clark Building (39)

Email: [info@businesss.uq.edu.au](mailto:info@businesss.uq.edu.au)

Call: +61 7 3346 8100



# Programming assistance



# Programming Mentor

Business Analytics students will have access to a dedicated programming mentor

## The mentor will be able to help students mainly with:

- Programming concepts
- Debugging skills
- Approaching a programming question

## Your mentor will have technical skills in:

- Programming languages (Python, R)
- Big data tools (PySpark)
- Query language (SQL)
- BI tools (Tableau, Qlik Sense)

Details to be made available to you following commencement of your program

# Upcoming Event

## Data Monetization Fundamentals: Decoding Three Decades of Academic Research about Data Value for Practice Success

**Date:** Monday 26<sup>th</sup> February 2024

**Time:** 8:30am-12:00pm

**Venue:** Room 227, UQ Brisbane City,  
308 Queen Street, Brisbane, QLD

### Speakers:

- Dr Barbara Wixom
- Professor Shazia Sadiq
- Dr Ida Asadi-Someh



Find out more and  
register by scanning  
the QR code above



# Master of Business Analytics

Buddy Nuku

Senior Postgraduate Student Liaison Officer  
Student Administration Team

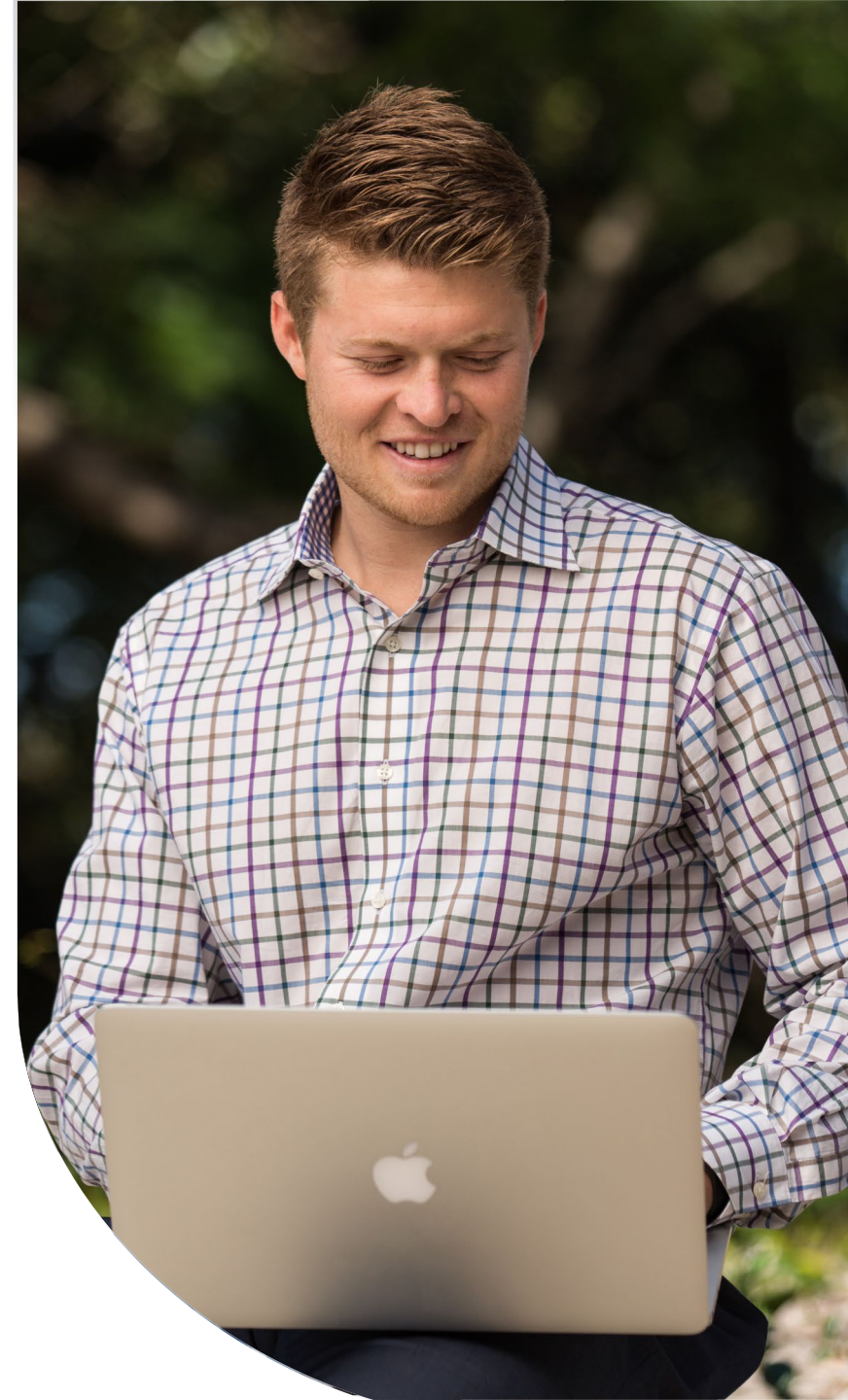
# Business Analytics postgraduate community

- Access the Business Analytics Postgraduate Community, 2024
- Information and resources to plan your program, understand your program requirements and how to contact our team for assistance.
- Orientation module – you will have access to your program orientation module to review prior to commencement.
- To access the student hub, login to [learn.uq.edu.au](https://learn.uq.edu.au) and locate community in ‘My Organisations’.



# What do I need to do?

- You should have enrolled in your coursework via mySI-net [sinet.uq.edu.au](http://sinet.uq.edu.au)
- Ensure you have completed your Orientation module by **Friday 16 February**
- Access to Learn.UQ course sites are available within 24 hours of enrolment.
- Contact our **Business School Student Administration Team** if you require further assistance: [info@business.uq.edu.au](mailto:info@business.uq.edu.au) or call +61 7 3346 8100



# Important dates

## Friday 16 February

- enrol in your courses,
- complete your orientation module

## Monday 19 February

- semester 1 classes commence

## Friday 1 March

- last day to add changes/courses

## Sunday 31 March

- last day to withdraw without academic and financial penalty

## Tuesday 30 April

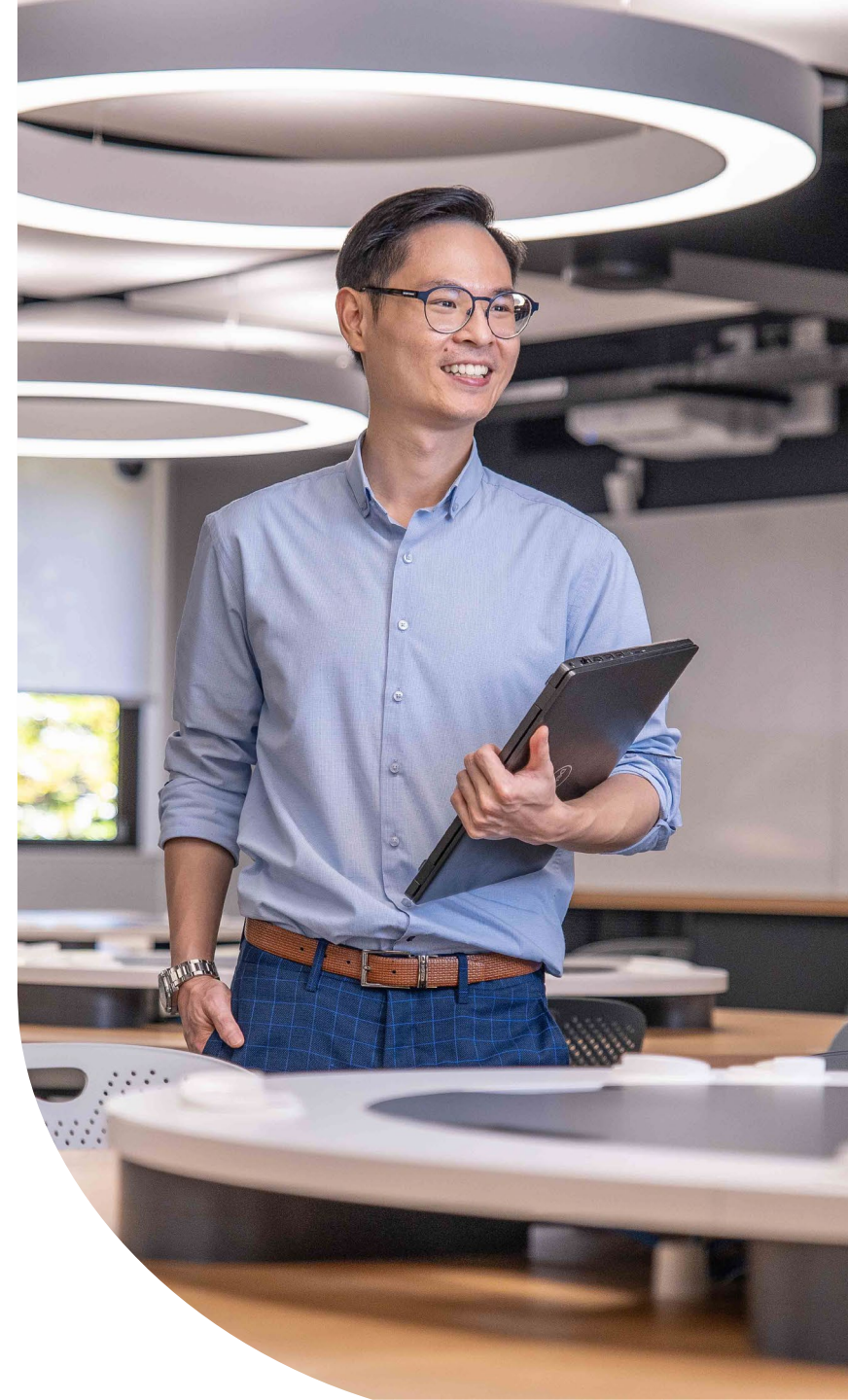
- last day to withdraw without academic penalty

## Saturday 25 May

- semester 1 classes end

# Commonwealth Supported Places (CSPs) for domestic students

- Eligible domestic students commencing in 2024 will receive a CSP for the duration of their program.
- To accept your CSP, you must enrol according to your program plan.
- Once enrolled, our Student Fees team will provide a HECS-HELP electronic Commonwealth assistance form (eCAF) via your mySI-net financial tab. This can take up to 48 business hours.
- Please complete this by **1 March 2024**



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Get the full  
experience



# Clubs and Societies

Join a club or society to make heaps of new friends, attend fun events and broaden your network

There are more than 220 clubs and societies on campus, including:

- UQ Business School Postgraduate Association
- UQ Business Analytics Networking Association
- UQ Wine & Cheese Club



# Business, Economics and Law Student Base

Level 1, Colin Clark Building

Your space to hang out, study and connect on campus!

The airconditioned study rooms, social courtyard and kitchenette are yours to enjoy.

Plus, keep an eye out for fun activities and giveaways happening in the space.

See you there!

Scan me!





# Health and wellbeing

UQ provides a range of programs and counselling services to help improve your overall physical and mental wellbeing, including:

- Mental Health Champions Network
- UQ Ally Network
- UQ Sport
- UQ Psychology Clinic
- health clinics
- counselling



# Join the **Get Set** mentoring program

**Get Set mentoring is a fantastic opportunity for you to be mentored by your fellow BEL students!**

Make friends, find out tips and tricks for success while your mentors help you get settled into uni life.

Whether you are in Brisbane or abroad, if you would like a student mentor to help you navigate your first semester at UQ, this mentoring program is for you.

**Sign up:** [bit.ly/3IXBDiT](https://bit.ly/3IXBDiT)



# Get career ready

**Your career starts now!**

Explore career possibilities, develop employability skills, engage with industry, build your professional profile and much more with your dedicated Careers and Employability team.



Thank you!