Master of Business Analytics

Join the next generation of data-savvy professionals skilled in solving global problems through the emerging field of business analytics.

Why study business analytics at UQ?

Continuing business disruption has created an unprecedented demand for data analysis capabilities. With our innovative master's program, you'll gain a unique ability to bridge gaps in organisational functions and transform direction through data.

Prepare for a thriving career as a:

- Business intelligence analyst
- Data analytics translator
- Data governance manager
- Marketing analytics specialist

"This program provides the perfect blend of high-level business skills and the technical skills of an analyst. You'll gain the ability to understand data through a business lens to achieve better outcomes."

Tim Lien
Master of Business Analytics

GROUP OF EIGHT AUSTRALIA

U21 UNIVERSITAS 21

UNIVERSITIES AUSTRALIA

UQ is a world top 40 university
QS World University Rankings 2025

#1 in QLD #6 in Australia for business and management
QS World University Rankings by Subject 2024

#1 in QLD #5 in Australia for business and economics
Times Higher Education World University Rankings 2024

What you'll study

What makes this program unique is its focus on business analytics for social good. Organisations increasingly value graduates who are not only data savvy, but who can communicate and apply data insights in business contexts to create value. With strong industry partnerships and access to top business, data science and ethics experts, this program will help you develop the capabilities companies need now and prepare you to face emerging challenges.

You'll complete 12 courses including:

- Machine Learning in Business
- Social Analytics
- Monetising Business Data
- Competing with AI and Digital Technologies
- Visual Analytics
- Managing Analytics Projects

About you

This is the right program for you if you've completed any of the following and have a grade point average (GPA) of 4.5 on a 7-point scale:

- bachelor's degree (or equivalent) in a relevant discipline **OR**
- bachelor's degree (or equivalent) in any discipline, plus 3 years of full-time equivalent relevant work experience **OR**
- Graduate Certificate in Business Analytics from UQ (or equivalent).

Additional eligibility requirements apply.

How you'll learn

- Enjoy the flexibility of 100% online study with live, interactive sessions, simulations using real case studies and data sets, coding bootcamps and industry guest lectures, all from the comfort of home.
- Complete this master's program part time over 3 years.
- Benefit from tailored professional development opportunities in every course.
- Join a supportive community of passionate data professionals committed to your success from day one.
- Access regular academic support including a dedicated programming mentor who can help you with programming concepts, debugging skills and how to approach programming questions.

Learn from industry experts

UQ regularly ranks among the world's top universities and our inspiring teachers have won more national teaching awards than any other Australian university.

During the Master of Business Analytics, you'll learn from leading academics in business leadership, data science and ethics. They'll share their expertise and industry experience to prepare you for your next career move.

Financial support

Commonwealth supported places (CSPs) for domestic students are offered for this program, which cover a significant part of the tuition fee.

For program information and how to apply
business.uq.edu.au/mbusan

THE UNIVERSITY OF QUEENSLAND
AUSTRALIA
CREATE CHANGE