

## BUS6016 Business Analytics

### Unit Description

This unit develops advanced capabilities in applying business analytics to support strategic, evidence-based decision-making. Building on the foundational concepts from digital transformation in business, it focusses on leveraging data, analytical techniques and visualisation tools to generate actionable insights. Students will critically explore analytics strategies, assess their organisational value and design data-driven solutions that address real-world business problems.

<b>Credit Points</b>	8 credit points
<b>Duration</b>	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

### Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Critically evaluate business analytics concepts, frameworks and methodologies in the context of organisational strategy.
2. Apply advanced analytical techniques to interpret and derive insights from complex business data.
3. Design and present data-driven solutions that address strategic and operational business challenges.
4. Assess the ethical, governance and risk considerations in the application of business analytics.
5. Integrate analytics insights into evidence-based recommendations for leadership decision-making.