

# BACHELOR OF BUSINESS TRANSFORMATION

COURSE CRICOS Code: 111122M



The Bachelor of Business Transformation prepares students to implement and drive organisational change and successful transformation in a world of unprecedented disruption and market turbulence. The course prepares students in the use of data that help inform vision, drive strategy, measure outcomes and respond to customer needs. The course has a strong focus on the underlying operating models of traditional versus digital businesses, complemented with skills in the use of different analytics tools to build and analyse business intelligence. An understanding of customer experience methodologies and strategies is taught beside the business process management skills to effect and measure transformation.

## CAREER OUTCOME

Rapid business transformation has become a necessity for organisations to keep up with competition. What are the skills required for business transformation, to solve complex organisational problems and create opportunities for businesses?

You need to have an understanding of organisational change and development, system thinking, business process analysis, digital transformation and innovation.

Doing business today means navigating a complex landscape of interconnected and interdependent issues, and organisations need to understand how to manage them and win.

As a AIA graduate, you'll have the business mindset and practical experience needed to meet this demand and you will be able to participate in a variety of roles including:

1. Business consultant
2. Business intelligence specialist
3. Investment analyst
4. Venture capitalist
5. Digital transformation consultant
6. Information analyst
7. Information manager/officer
8. Market analyst

This qualification is recognised under the Australian Qualifications Framework

**TOTAL UNITS** 24 (4 Units per trimester)

**STUDY MODE** Online  
with an option to access from IBBM.

**Full-time** 3 years

- 8 units per year
- 2 trimesters per year

By using SAS in this course, AIA graduates will receive SAS certification (sas.com) as part of their qualification.



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March and July intakes.



## COURSE STRUCTURE

This course consists of 24 core units, 0 electives. A typical study plan is shown below:

<b>YEAR 1</b>	BUS101 The Macroenvironment in Business	ANA101 Fundamentals of Business Statistics	CX101 Introduction to Design in Business	WIL101 Work Integrated Learning (Foundation)
	BUS102 Fundamentals of Management	ANA102 Tools for Data Exploration	ANA103 Data Analytics Fundamentals	CX102 Introduction to Customer Experience Design (*CX101)
<b>YEAR 2</b>	BUS103 Strategic Management	BUS201 Disruption and the Fourth Industrial Revolution	ANA201 Statistical Applications in Data Science (*ANA101)	CX201 Introduction to CX Strategy Design (*CX101, CX102)
	BUS202 Target Operating Models	BUS203 Project Management	BUS205 Digital Ethics	ANA202 Visual Analytics (*ANA101, ANA102)
<b>YEAR 3</b>	BUS301 Business Process Management (*All Level 1 and 2 units)	ANA301 Social Media Analytics (*ANA103)	CX301 CX Implementation and Measurement (*CX101, CX102, CX201)	EP201 E-Portfolio A
	BUS303 Measuring Transformation Success (*All Level 1 and 2 units)	ANA302 Consumer Analytics (*ANA103)	EP301 E-Portfolio B	WIL301 Work Integrated Learning (Capstone) (*All Level 1 and 2 units)

\*Pre-requisite (s)

## EDUCATIONAL PATHWAYS

Year 12 / Vocational  
Education



Bachelor of Business  
Transformation



Post Graduate studies in  
Business / IT / other degrees

## ENTRY REQUIREMENTS

- Age 18 and above
- Successful completion of year 12 with studies in English or equivalent.

## ASSESSMENT METHODS

Students learn through a variety of activities: group discussions, case study analysis, business report writing, research work, practical problem solving, team building, role-play, debates and self-reflections. In the final year of the course, students will undertake a work integrated learning unit (120 hours of work placement), designed to be a capstone unit for the course. Assessment types include case studies, projects, reports and presentations, problem solving, reflections and journals, tests and quizzes and a small number of examinations.

## LEARN MORE

For further information about Bachelor of Business Transformation, visit <https://analyticsinstitute.edu.au/bachelor-of-business-transformation/> or contact [marketing@analyticsinstitute.edu.au](mailto:marketing@analyticsinstitute.edu.au)