

# BUSINESS ANALYTICS, TESTAMUR MAJOR (T130)

Effective from: 2022

Western Sydney University Major Code: T130

Previous Code: MT2041.1

Available to students in other Western Sydney University programs?  
No

Generating and communicating information and insight from increasingly diverse and growing sources of data for business decision-making is a crucial asset for any organisation. Starting with a framework for applying the tools of business analytics, this major develops a blend of skills from mathematics, statistics and computing. Students will acquire knowledge and understanding in the continually developing areas of artificial intelligence, data visualisation and applications of big data.

## Location

| Campus                  | Mode     | Advice   |
|-------------------------|----------|--|
| Parramatta City         | Internal | Program  |
| Campus-Macquarie Street |          | Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> ) |

## Major Structure

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

### Core Subjects for this Major

(Note: Students enrolled in 3687/3688 will complete the core subjects for this major in their elective spaces)

| Subject  | Title                              | Credit Points |
|--|------------------------------------|---------------|
| BUSM 1042  | Introduction to Business Analytics | 10            |
| COMP 1005  | Programming Fundamentals           | 10            |
| Note: Students enrolled in 3687/3688 must complete BUSM 1008 Enterprise Leadership instead of COMP 1005 Programming Fundamentals in this major |                                    |               |
| COMP 1013  | Analytics Programming              | 10            |
| COMP 2025  | Introduction to Data Science       | 10            |
| COMP 3032  | Machine Learning                   | 10            |
| COMP 2026  | Visual Analytics                   | 10            |
| COMP 3002  | Applications of Big Data           | 10            |
| COMP 3020  | Social Web Analytics               | 10            |
| <b>Total Credit Points</b>   |                                    | <b>80</b>     |

### Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2021 or earlier.

MATH 1002 Analytics Programming, replaced by COMP 1013 Analytics Programming

MATH 2009 Introduction to Data Science, replaced by COMP 2025 Introduction to Data Science

MATH 2014 Visual Analytics, replaced by COMP 2026 Visual Analytics

## Professional Subjects

Students undertaking the Business Analytics major are advised to take the following four subjects to satisfy the requirements for their professional core:

| Subject   | Title                          | Credit Points |
|-----------|--------------------------------|---------------|
| BUSM 3006 | Design Thinking for Creativity | 10            |
| BUSM 3081 | Business Analytics Project     | 10            |
| MATH 1030 | Statistics for Business        | 10            |
| BUSM 2041 | Working in Professions         | 10            |

## Recommended Sequence

(Note: Students in 3687/3688 will only complete the core subjects for this major listed in the Structure tab)

### Full-time (Bachelor of Business students only)

| Course                     | Title   | Credit Points |
|----------------------------|---|---------------|
| <b>Year 1</b>              |   |               |
| <b>Autumn session</b>      |   |               |
| BUSM 1010                  | Financing Enterprises                                   | 10            |
| LAWS 1001                  | Enterprise Law  | 10            |
| BUSM 1042                  | Introduction to Business Analytics                      | 10            |
| MATH 1030                  | Statistics for Business                                 | 10            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Spring session</b>      |   |               |
| BUSM 1008                  | Enterprise Leadership                                   | 10            |
| COMP 1005                  | Programming Fundamentals                                | 10            |
| BUSM 1006                  | Enterprise Innovation and Markets                       | 10            |
| Select one elective        |   | 10            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Year 2</b>              |   |               |
| <b>Autumn session</b>      |   |               |
| COMP 1013                  | Analytics Programming                                   | 10            |
| COMP 3032                  | Machine Learning  | 10            |
| Select two electives       |   | 20            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Spring session</b>      |   |               |
| COMP 2025                  | Introduction to Data Science                            | 10            |
| BUSM 2041                  | Working in Professions                                  | 10            |
| Select two electives       |   | 20            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Year 3</b>              |   |               |
| <b>Autumn session</b>      |   |               |
| COMP 2026                  | Visual Analytics  | 10            |
| COMP 3002                  | Applications of Big Data                                | 10            |
| BUSM 3006                  | Design Thinking for Creativity                          | 10            |
| Select one elective        |   | 10            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Spring session</b>      |   |               |
| COMP 3020                  | Social Web Analytics                                    | 10            |
| BUSM 3081                  | Business Analytics Project (Enterprise Engaged Subject) | 10            |
| Select two electives       |   | 20            |
| <b>Credit Points</b>       |   | <b>40</b>     |
| <b>Total Credit Points</b> |   | <b>240</b>    |

### Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2021 or earlier.

MATH 1002 Analytics Programming, replaced by COMP 1013 Analytics Programming

MATH 2009 Introduction to Data Science, replaced by COMP 2025 Introduction to Data Science

MATH 2014 Visual Analytics, replaced by COMP 2026 Visual Analytics

### Part-time (Bachelor of Business students only)

| Course                | Title                              | Credit Points |
|-----------------------|------------------------------------|---------------|
| <b>Year 1</b>         |                                    |               |
| <b>Autumn session</b> |                                    |               |
| BUSM 1010             | Financing Enterprises              | 10            |
| LAWS 1001             | Enterprise Law                     | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Spring session</b> |                                    |               |
| BUSM 1042             | Introduction to Business Analytics | 10            |
| MATH 1030             | Statistics for Business            | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Year 2</b>         |                                    |               |
| <b>Autumn session</b> |                                    |               |
| BUSM 1008             | Enterprise Leadership              | 10            |
| COMP 1005             | Programming Fundamentals           | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Spring session</b> |                                    |               |
| BUSM 1006             | Enterprise Innovation and Markets  | 10            |
| Select one elective   |                                    | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Year 3</b>         |                                    |               |
| <b>Autumn session</b> |                                    |               |
| COMP 1013             | Analytics Programming              | 10            |
| Select one elective   |                                    | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Spring session</b> |                                    |               |
| BUSM 2041             | Working in Professions             | 10            |
| Select one elective   |                                    | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Year 4</b>         |                                    |               |
| <b>Autumn session</b> |                                    |               |
| COMP 2025             | Introduction to Data Science       | 10            |
| COMP 3032             | Machine Learning                   | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Spring session</b> |                                    |               |
| Select two electives  |                                    | 20            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Year 5</b>         |                                    |               |
| <b>Autumn session</b> |                                    |               |
| COMP 2026             | Visual Analytics                   | 10            |
| COMP 3002             | Applications of Big Data           | 10            |
| <b>Credit Points</b>  |                                    | <b>20</b>     |
| <b>Spring session</b> |                                    |               |
| BUSM 3006             | Design Thinking for Creativity     | 10            |

|                            |   |            |
|----------------------------|---|------------|
| Select one elective        |   | 10         |
| <b>Credit Points</b>       |   | <b>20</b>  |
| <b>Year 6</b>              |   |            |
| <b>Autumn session</b>      |   |            |
| COMP 3020                  | Social Web Analytics                                    | 10         |
| Select one elective        |   | 10         |
| <b>Credit Points</b>       |   | <b>20</b>  |
| <b>Spring session</b>      |   |            |
| BUSM 3081                  | Business Analytics Project (Enterprise Engaged Subject) | 10         |
| Select one elective        |   | 10         |
| <b>Credit Points</b>       |   | <b>20</b>  |
| <b>Total Credit Points</b> |   | <b>240</b> |

### Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2021 or earlier.

MATH 1002 Analytics Programming, replaced by COMP 1013 Analytics Programming

MATH 2009 Introduction to Data Science, replaced by COMP 2025 Introduction to Data Science

MATH 2014 Visual Analytics, replaced by COMP 2026 Visual Analytics

### Related Programs

Bachelor of Arts/Bachelor of Business (1818) (<https://hbook.westernsydney.edu.au/programs/bachelor-arts-bachelor-business/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/programs/bachelor-business/>)

Bachelor of Business/Bachelor of Laws (2788) (<https://hbook.westernsydney.edu.au/programs/bachelor-business-bachelor-laws/>)

Bachelor of Business/Bachelor of Laws (Honours) (2840) (<https://hbook.westernsydney.edu.au/programs/bachelor-business-bachelor-laws-honours-/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/programs/bachelor-communication-bachelor-business/>)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (<https://hbook.westernsydney.edu.au/programs/bachelor-engineering-honours-bachelor-business/>)

Bachelor of Information Systems/Bachelor of Business (3744) (<https://hbook.westernsydney.edu.au/programs/bachelor-information-systems-bachelor-business/>)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/programs/bachelor-information-communications-technology-bachelor-business/>)

Bachelor of Information Systems (3687) (<https://hbook.westernsydney.edu.au/programs/bachelor-information-systems/>)

Bachelor of Information Systems Advanced (3688) (<https://hbook.westernsydney.edu.au/programs/bachelor-information-systems-advanced/>)

Bachelor of International Studies/Bachelor of Business (1820) (<https://hbook.westernsydney.edu.au/programs/bachelor-international-studies-bachelor-business/>)

Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/programs/bachelor-science-bachelor-business/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/programs/diploma-business-bachelor-business/>)