



BUSINESS SCHOOL

Master of Business Analytics (MBusAn)

Grow the knowledge and skills to get work-ready as a business analytics professional in local and global business.

Quick facts

Programme type: Postgraduate

Points: 180

Duration: Full-time: 15 months, part-time available

Location: City Campus

Intake: April

What will I learn?

This practice-focused programme will equip you to interrogate business challenges and then source, manipulate and analyse data to address issues and inform organisational strategies.

You will also develop a strong portfolio of professional skills that will enable you to communicate effectively to a non-technical audience through the use of data visualisation tools and storytelling.

Specialisations

You will have a choice of three specialisations. These provide the opportunity to develop and apply analytical techniques in your field and engage in a project-based industry capstone that provide experience in responding to the challenges of working in a live business context with real data.

- Marketing
- Supply Chain Management
- FinTech

Is this programme for me?

Entry requirements:

- An undergraduate degree in business or a non-business degree² from a recognised university.
- A GPA/GPE of 5.0 in the most advanced courses taken.
- Pass in an undergraduate level course in business statistics i.e., STATS 108 or equivalent.

² May be in arts, engineering, technology, or science.

International students must have an IELTS score of 6.5 with no bands below 6.0, or equivalent.

A Postgraduate Certificate in Business Analytics is also available. It is a shorter qualification and can be used as a pathway to the MBusAn.

www.auckland.ac.nz/pgcertbusan

Career opportunities

You will be equipped with specialist knowledge and skills for entry into careers as business analytics professionals in your chosen specialisation. Relevant roles include:

- Business Analyst
- Business Insights Analyst
- Customer Insights Officer
- Digital Marketing Analyst
- Supply Chain Business Analyst
- Financial Analyst

Enquire now

Email: postgrad-com@auckland.ac.nz



No 1

In New Zealand for Employability¹



Top 10

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No 1

Most innovative university in New Zealand³

