

# 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

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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/archives/2023-2024/programs/bachelor-arts-bachelor-business/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business/>)

Bachelor of Business/Bachelor of Laws (2788) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business-bachelor-laws/>)

Bachelor of Business/Bachelor of Laws (Honours) (2840) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business-bachelor-laws-honours/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-business/>)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-engineering-honours-bachelor-business/>)

Bachelor of Information Systems/Bachelor of Business (3744) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-bachelor-business/>)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-communications-technology-bachelor-business/>)

Bachelor of Information Systems (3687) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems/>)

Bachelor of Information Systems Advanced (3688) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-advanced/>)

Bachelor of International Studies/Bachelor of Business (1820) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-international-studies-bachelor-business/>)

Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-science-bachelor-business/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-business-bachelor-business/>)