

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

Location

Campus	Mode	Advice	
Parramatta City	Internal	Program	
Campus-Macquarie Street		Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)	
Surabaya Campus, Indonesia (commenced Sept 2025)	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)	Students enrolled in 3744 Bachelor of Information Systems/Bachelor of Business or 3745 Bachelor of Information Systems Advanced/Bachelor of Business must complete the following subjects in the Business Analytics Testamur major:
			Total Credit Points 80

Inherent Requirements

There are inherent requirements for this major that you must meet in order to complete the major and graduate. Make sure you read and understand the requirements for this major online.

Inherent Requirements (http://www.uws.edu.au/ir/inherent_requirements/inherent_requirements_for_accounting_courses/)

Major Structure 2026

This structure applies to students who commenced in 2026 or later. If you commenced in 2025 or earlier, please refer to the relevant Structure tab for details.

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

2786 Bachelor of Business (Business Analytics) Testamur major students must complete the following subjects. Please refer to the recommended sequence in the Sequence tab.

Please note: Excludes students enrolled in 3687 Bachelor of Information Systems OR 3688 Bachelor of Information Systems Advanced OR 3744 Bachelor of Information Systems/Bachelor of Business OR 3745 Bachelor of Information Systems Advanced/Bachelor of Business):

Subject	Title	Credit Points	
BUSM 1042	Introduction to Business Analytics	10	
COMP 1013	Analytics Programming	10	
			Total Credit Points 80

FINC 3021	Financial Modelling and FinTech	10
COMP 1014	Thinking About Data	10
COMP 3032	Machine Learning	10
COMP 3002	Applications of Big Data	10
COMP 3020	Social Web Analytics	10
BUSM 3081	Business Analytics Project	10
		Total Credit Points 80

Bachelor of Business Core

Students undertaking the Accounting major take the following subjects to satisfy the core requirements of the Bachelor of Business program.

Subject	Title	Credit Points
BUSM 1050	People and Organisations	10
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
ECON 1016	Evidence-Based Decision Making	10
BUSM 2050	Digital Transformation for Business	10
ECON 1017	The Future of Business	10
BUSM 1048	Professional Careers and Employability	10
BUSM 3084	Professional Business Experience	10
		Total Credit Points 80

Core Subjects for 3744/3745:

Students enrolled in 3744 Bachelor of Information Systems/Bachelor of Business or 3745 Bachelor of Information Systems Advanced/Bachelor of Business must complete the following subjects in the Business Analytics Testamur major:

Subject	Title	Credit Points
COMP 1014	Thinking About Data	10
COMP 1013	Analytics Programming	10
COMP 2025	Introduction to Data Science	10
COMP 2026	Visual Analytics	10
COMP 3002	Applications of Big Data	10
COMP 3020	Social Web Analytics	10
COMP 3032	Machine Learning	10
BUSM 3004	Contemporary Management Issues	10
		Total Credit Points 80

Core Subjects for 3687/3688:

Students enrolled in 3687 Bachelor of Information Systems or 3688 Bachelor of Information Systems Advanced must complete the following subjects in the Business Analytics Testamur major:

Subject	Title	Credit Points
COMP 1014	Thinking About Data	10
COMP 1013	Analytics Programming	10
COMP 2025	Introduction to Data Science	10
COMP 2026	Visual Analytics	10
COMP 3002	Applications of Big Data	10
COMP 3020	Social Web Analytics	10
COMP 3032	Machine Learning	10
BUSM 3081	Business Analytics Project	10
		Total Credit Points 80

Recommended Sequence 2026

This sequence applies to students who commenced in 2026 or later. If you commenced in 2025 or earlier, please refer to the relevant Sequence tab for details.

(Note: Students in 3687/3688/3744/3745 will complete the specified core subjects for this major listed in the Structure tab)

Full-time, start year intake (2786 Bachelor of Business (Business Analytics) Testamur Major students only)

Course	Title	Credit Points		Credit Points
Year 1				
Autumn session				
BUSM 1050	People and Organisations	10		
FINC 1005	Financial Foundations	10		
MKTG 1014	Marketing in Action	10		
ECON 1017	The Future of Business	10		
	Credit Points	40		
Spring session				
ECON 1016	Evidence-Based Decision Making	10		
BUSM 1048	Professional Careers and Employability	10		
BUSM 1042	Introduction to Business Analytics	10		
Select one elective		10		
	Credit Points	40		
Year 2				
Autumn session				
COMP 1013	Analytics Programming	10		
BUSM 2050	Digital Transformation for Business	10		
Select two electives		20		
	Credit Points	40		
Spring session				
COMP 1014	Thinking About Data	10		
Select one elective		10		
	Credit Points	20		
Year 3				
Autumn session				
BUSM 2050	Digital Transformation for Business	10		
Select one elective		10		
	Credit Points	20		
Year 4				
Autumn session				
FINC 3021	Financial Modelling and FinTech	10		
COMP 1014	Thinking About Data	10		
Select two electives		20		
	Credit Points	40		
Year 3				
Autumn session				
COMP 3002	Applications of Big Data	10		
BUSM 3084	Professional Business Experience	10		
Select two electives		20		
	Credit Points	40		
Spring session				
COMP 3020	Social Web Analytics	10		
BUSM 3081	Business Analytics Project	10		
COMP 3032	Machine Learning	10		
Select one elective		10		
	Credit Points	40		
Year 5				
Autumn session				
COMP 3002	Applications of Big Data	10		
Select one elective		10		
	Credit Points	20		
Year 6				
Autumn session				
COMP 3020	Social Web Analytics	10		
Select one elective		10		
	Credit Points	20		

Part-time, start year intake (2786 Bachelor of Business (Business Analytics) Testamur Major students only)

Spring session

BUSM 3081	Business Analytics Project	10
Select one elective		10
	Credit Points	20
	Total Credit Points	240

Core Subjects for this Major

2786 Bachelor of Business (Business Analytics) Testamur major students must complete the following subjects. Please refer to the recommended sequence in the Sequence tab.

Please note: Excludes students enrolled in 3687 Bachelor of Information Systems OR 3688 Bachelor of Information Systems Advanced OR 3744 Bachelor of Information Systems/Bachelor of Business OR 3745 Bachelor of Information Systems Advanced/Bachelor of Business):

Surabaya Campus, Indonesia Intake (commences Sept 2025)

This sequence is for Surabaya students ONLY and available from September 2025

Subject	Title	Credit Points	Subject	Title	Credit Points
Year 1					
Surabaya Semester 1					
BUSM 1050	People and Organisations	10	BUSM 1042	Introduction to Business Analytics	10
FINC 1005	Financial Foundations	10	COMP 1013	Analytics Programming	10
MKTG 1014	Marketing in Action	10	COMP 2026	Visual Analytics	10
ECON 1017	The Future of Business	10	COMP 2025	Introduction to Data Science	10
CULT 1030	Pancasila	5	ECON 3006	Economic and Financial Modelling	10
			INFO 3003	Human-Computer Interaction	10
			COMP 3002	Applications of Big Data	10
			COMP 3020	Social Web Analytics	10
				Total Credit Points	80

Surabaya Semester 2

Subject	Title	Credit Points	Subject	Title	Credit Points
Year 2					
Surabaya Semester 1					
BUSM 2050	Digital Transformation for Business	10	BUSM 3006	Design Thinking for Creativity	10
COMP 1013	Analytics Programming	10	BUSM 3081	Business Analytics Project	10
FINC 2003	Corporate Finance (UG)	10	MATH 1030	Statistics for Business	10
LANG 1036	Indonesian Language	5	BUSM 2041	Working in Professions	10

Surabaya Semester 2

Subject	Title	Credit Points	Subject	Title	Credit Points
Year 3					
Surabaya Semester 1					
COMP 3032	Machine Learning	10	COMP 1014	Thinking About Data	10
BUSM 3084	Professional Business Experience	10	COMP 1013	Analytics Programming	10
FINC 3017	Property Investment and Finance	10	COMP 2025	Introduction to Data Science	10
			COMP 2026	Visual Analytics	10
			COMP 3002	Applications of Big Data	10
			COMP 3020	Social Web Analytics	10
			COMP 3032	Machine Learning	10
			BUSM 3004	Contemporary Management Issues	10
				Total Credit Points	80

Total Credit Points

240

Major Structure 2025

This structure applies to students who commenced in 2025. If you commenced in 2026 or in 2024 or earlier, please refer to the relevant Structure tab for details.

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

Core Subjects for 3744/3745:

Students enrolled in 3744 Bachelor of Information Systems/Bachelor of Business or 3745 Bachelor of Information Systems Advanced/Bachelor of Business must complete the following subjects in the Business Analytics Testamur major:

Subject	Title	Credit Points
COMP 1014	Thinking About Data	10
COMP 1013	Analytics Programming	10
COMP 2025	Introduction to Data Science	10
COMP 2026	Visual Analytics	10
COMP 3002	Applications of Big Data	10
COMP 3020	Social Web Analytics	10
COMP 3032	Machine Learning	10
BUSM 3004	Contemporary Management Issues	10
	Total Credit Points	80

Core Subjects for 3687/3688:

Students enrolled in 3687 Bachelor of Information Systems or 3688 Bachelor of Information Systems Advanced must complete the following subjects in the Business Analytics Testamur major:

Subject	Title	Credit Points
COMP 1014	Thinking About Data	10
COMP 1013	Analytics Programming	10

COMP 2025	Introduction to Data Science	10	Select two electives	20
COMP 2026	Visual Analytics	10	Credit Points	40
COMP 3002	Applications of Big Data	10		
COMP 3020	Social Web Analytics	10	Total Credit Points	240
COMP 3032	Machine Learning	10		
BUSM 3081	Business Analytics Project	10		
Total Credit Points		80		

Recommended Sequence 2025

This sequence applies to students who commenced in 2025. If you commenced in 2026 or in 2024 or earlier, please refer to the relevant Sequence tab for details.

(Note: Students in 3687/3688/3744/3745 will complete the specified core subjects for this major listed in the Structure tab)

Full-time, start year intake (2786 Bachelor of Business (Business Analytics) Testamur Major students only)

Course	Title	Credit Points		Credit Points
Year 1				
Autumn session				
BUSM 1010	Financing Enterprises	10		
LAWS 1001	Enterprise Law	10	Credit Points	20
Spring session				
BUSM 1042	Introduction to Business Analytics	10		
MATH 1030	Statistics for Business	10	Credit Points	20
	Credit Points	40		
Year 2				
Autumn session				
BUSM 1008	Enterprise Leadership	10		
COMP 2026	Visual Analytics	10	Credit Points	20
Spring session				
BUSM 1006	Enterprise Innovation and Markets	10		
COMP 2025	Introduction to Data Science	10	Credit Points	20
	Credit Points	40		
Year 3				
Autumn session				
COMP 1013	Analytics Programming	10		
Select one elective		10	Credit Points	20
	Credit Points	40		
Year 4				
Autumn session				
Select two electives		20		
	Credit Points	40		
Year 5				
Autumn session				
INFO 3003	Human-Computer Interaction	10		
COMP 3002	Applications of Big Data	10	Credit Points	20
	Credit Points	40		
Year 6				
Autumn session				
COMP 3020	Social Web Analytics	10		
BUSM 3081	Business Analytics Project (Enterprise Engaged Subject)	10	Credit Points	20
	Credit Points	40		

Part-time, start year intake (2786 Bachelor of Business (Business Analytics) Testamur Major students only)

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
	Credit Points	20
Spring session		
BUSM 1042	Introduction to Business Analytics	10
MATH 1030	Statistics for Business	10
	Credit Points	20
Year 2		
Autumn session		
BUSM 1008	Enterprise Leadership	10
COMP 2026	Visual Analytics	10
	Credit Points	20
Spring session		
BUSM 1006	Enterprise Innovation and Markets	10
COMP 2025	Introduction to Data Science	10
	Credit Points	20
Year 3		
Autumn session		
COMP 1013	Analytics Programming	10
Select one elective		10
	Credit Points	20
Year 4		
Autumn session		
Select two electives		20
	Credit Points	40
Year 5		
Autumn session		
INFO 3003	Human-Computer Interaction	10
COMP 3002	Applications of Big Data	10
	Credit Points	20
Year 6		
Autumn session		
COMP 3020	Social Web Analytics	10

Select one elective	10
Credit Points	20
Spring session	
BUSM 3081	Business Analytics Project (Enterprise Engaged Subject)
Select one elective	10
Credit Points	20
Total Credit Points	240

Surabaya Campus, Indonesia Intake (commences Sept 2025)

This sequence is for Surabaya students ONLY and available from September 2025

Subject	Title	Credit Points
Year 1		
Surabaya Semester 1		
LAWS 1001	Enterprise Law	10
BUSM 1010	Financing Enterprises	10
BUSM 1042	Introduction to Business Analytics	10
MATH 1030	Statistics for Business	10
CULT 1030	Pancasila	5
Surabaya Semester 2		
BUSM 1008	Enterprise Leadership	10
BUSM 1006	Enterprise Innovation and Markets	10
COMP 2025	Introduction to Data Science	10
COMP 1013	Analytics Programming	10
CULT 1031	Civic Education	5
Year 2		
Surabaya Semester 1		
INFO 3003	Human-Computer Interaction	10
COMP 2026	Visual Analytics	10
ECON 1003	Financial Institutions and Markets	10
LANG 1036	Indonesian Language	5
Surabaya Semester 2		
ECON 3006	Economic and Financial Modelling	10
BUSM 2041	Working in Professions	10
ECON 2002	Corporate Financial Management	10
PHIL 1008	Religion	5
Year 3		
Surabaya Semester 1		
BUSM 3006	Design Thinking for Creativity	10
COMP 3020	Social Web Analytics	10
INFS 2001	Database Design and Development	10
ECON 3014	International Finance	10
Surabaya Semester 2		
COMP 3002	Applications of Big Data	10
BUSM 3081	Business Analytics Project	10
FINC 3015	Security Analysis and Business Valuation	10
BUSM 3036	Leadership and Entrepreneurship	10
Total Credit Points	240	

Major Structure 2024

This structure applies to students who commenced in 2024 or earlier. If you commenced 2025 or later, please refer to the relevant Structure tab for details.

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
Total Credit Points		80

Equivalent Subjects

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

BUSM 1008	Enterprise Leadership	10
BUSM 1006	Enterprise Innovation and Markets	10
COMP 2025	Introduction to Data Science	10
COMP 1013	Analytics Programming	10
CULT 1031	Civic Education	5

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 2024

This sequence applies to students who commenced in 2024 or earlier. If you commenced 2025 or later, please refer to the relevant Sequence tab for details.

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

Full-time (2786 Bachelor of Business (Business Analytics) Testamur Major students only)

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
BUSM 1042	Introduction to Business Analytics	10

MATH 1030	Statistics for Business	10	Year 2	
	Credit Points	40	Autumn session	
Spring session			BUSM 1008	Enterprise Leadership 10
BUSM 1008	Enterprise Leadership	10	COMP 1005	Programming Fundamentals 10
COMP 1005	Programming Fundamentals	10		Credit Points 20
BUSM 1006	Enterprise Innovation and Markets	10	Spring session	
Select one elective		10	BUSM 1006	Enterprise Innovation and Markets 10
	Credit Points	40	Select one elective	10
Year 2				Credit Points 20
Autumn session			Year 3	
COMP 1013	Analytics Programming	10	Autumn session	
COMP 3032	Machine Learning	10	COMP 1013	Analytics Programming 10
Select two electives		20	Select one elective	10
	Credit Points	40		Credit Points 20
Spring session			Spring session	
COMP 2025	Introduction to Data Science	10	BUSM 2041	Working in Professions 10
BUSM 2041	Working in Professions	10	Select one elective	10
Select two electives		20		Credit Points 20
	Credit Points	40	Year 4	
Year 3			Autumn session	
Autumn session			COMP 2025	Introduction to Data Science 10
COMP 2026	Visual Analytics	10	COMP 3032	Machine Learning 10
COMP 3002	Applications of Big Data	10		Credit Points 20
BUSM 3006	Design Thinking for Creativity	10	Spring session	
Select one elective		10	Select two electives	20
	Credit Points	40		Credit Points 20
Spring session			Year 5	
COMP 3020	Social Web Analytics	10	Autumn session	
BUSM 3081	Business Analytics Project (Enterprise Engaged Subject)	10	COMP 2026	Visual Analytics 10
Select two electives		20	COMP 3002	Applications of Big Data 10
	Credit Points	40		Credit Points 20
	Total Credit Points	240	Spring session	
Equivalent Subjects			BUSM 3006	Design Thinking for Creativity 10
The subjects listed below count towards completion of this program for students who passed these subjects in 2021 or earlier.			Select one elective	10
MATH 1002 Analytics Programming, replaced by COMP 1013 Analytics Programming				Credit Points 20
MATH 2009 Introduction to Data Science, replaced by COMP 2025 Introduction to Data Science			Year 6	
MATH 2014 Visual Analytics, replaced by COMP 2026 Visual Analytics			Autumn session	
Part-time (2786 Bachelor of Business (Business Analytics) Testamur Major students only)			COMP 3020	Social Web Analytics 10
Course	Title	Credit Points	Select one elective	10
Year 1				Credit Points 20
Autumn session			Spring session	
BUSM 1010	Financing Enterprises	10	BUSM 3081	Business Analytics Project (Enterprise Engaged Subject) 10
LAWS 1001	Enterprise Law	10	Select one elective	10
	Credit Points	20		Credit Points 20
Spring session				Credit Points 20
BUSM 1042	Introduction to Business Analytics	10	Total Credit Points	240
MATH 1030	Statistics for Business	10	Equivalent Subjects	
	Credit Points	20	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/archives/2024-2025/programs/bachelor-arts-bachelor-business/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/>)

Bachelor of Business/Bachelor of Laws (2788) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws/>)

Bachelor of Business/Bachelor of Laws (Honours) (2840) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws-honours-/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/>)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-engineering-honours-bachelor-business/>)

Bachelor of Information Systems/Bachelor of Business (3744) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-bachelor-business/>)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-business/>)

Bachelor of Information Systems (3687) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems/>)

Bachelor of Information Systems Advanced (3688) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-advanced/>)

Bachelor of International Studies/Bachelor of Business (1820) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-international-studies-bachelor-business/>)

Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-business/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/>)