DEAKIN UNIVERSITY | Lancaster University

INDONESIA

Bachelor of Business Analytics/Bachelor of Science (Honours) Business Analytics

DLI Program and Module Handbook

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Program Information

Award Granted	Bachelor of Business Analytics and Bachelor of Science (Honours) Business Analytics
Program title	Bachelor of Business Analytics and Bachelor of Science (Honours) Business Analytics
Campus	Bandung
Program Duration	3 Years

Program Map

Your program map is available via the Student Portal.

Program Overview

Bachelor of Science (Honours) Business Analytics – Lancaster University

The purpose of this program is to provide graduates with a strong foundation in a range of analytics techniques that can help organisations to reach well-informed decisions. The modules taught on the program have a practical focus, as the aim is to provide preparation for a wide range of careers.

The program helps students become proficient in using a range of analytical tools and techniques and to acquire problem-solving skills. The program also seeks to develop the professional skills that are needed to implement ideas and strategies.

Bachelor of Business Analytics – Deakin University

Launch a career in the booming world of business insights with Deakin's Bachelor of Business Analytics, now available in Bandung through Deakin Lancaster Indonesia (DLI). This unique joint initiative between Deakin University, Lancaster University and Navitas offers you a world-class education delivered locally, blending the strengths of both universities with the convenience of studying close to home.

You will become a confident business analytics translator capable of unlocking innovative solutions for businesses using data insights. Delivered in English and aligned with the Bandung academic calendar, this program combines Deakin’s industry-leading curriculum with Indonesian National Subjects, giving you a truly global and local education experience.

You will develop practical commercial skills to interpret data and information, creating solutions that drive business performance. Work on projects, practice with the analysis tools used by professionals, and gain industry experience translating insights into impact. The strategic input of our industry partners, including IBM, Deloitte, and PwC, ensures program content stays current and aligned with the needs of business today and tomorrow.

You will gain an understanding of how organisations structure information architecture and how technology can enhance processes, products, and services by practicing with state-of-the-art data management and analytics tools.

Through your program studies, you will develop critical thinking and analysis skills in topics such as:

- Artificial intelligence
- Business intelligence and data warehousing
- Data analysis
- Information architecture
- Information security and governance
- Planning commercial systems
- Processes and workflows
- Professional and business ethics
- Project management

Learn to find meaning and extract value from data by applying creativity to practical problems. We will equip you with strong data analysis skills and teach you how to apply problem-solving and creative thinking to meet the needs of business, science, and society.

Grow your professional network before you graduate and gain valuable experience through work-integrated learning opportunities, including community-based volunteering, team projects, and business internships. Plus, our world-class business analytics program is taught by teachers who are active professionals, giving you access to the latest industry knowledge.

Discover how studying through DLI in Bandung can give you the same quality education as students at Deakin and Lancaster's home campuses, with the added benefit of learning locally.

Program Learning Outcomes

Bachelor of Science (Honours) Business Analytics – Lancaster University

On successfully completing this programme you will be able to:

- Demonstrate a critical understanding of the business context in which analytics can be applied, and a knowledge of business operations;
- Identify the essentials of problems and structure them in an appropriate mathematical or logical form, to facilitate their analysis;
- Demonstrate knowledge of sources of data and techniques of data handling, analysis and interpretation;
- Demonstrate knowledge and understanding of developments in descriptive, predictive and prescriptive analytics;
- Identify and employ a range of analytical techniques, software and programming tools to model and solve business problems;
- Apply project management principles to the development and execution of business models;
- Communicate professionally with a range of audiences in business or organisational contexts, including those with a limited background in business analytics;
- Deliver analytics projects and solutions, individually and in teams, in realistic problem situations, with due regard to ethical considerations.

Bachelor of Business Analytics – Deakin University

Deakin Graduate Learning Outcomes	Program Learning Outcomes
Discipline-specific knowledge and capabilities	Develop and apply broad and coherent knowledge of the foundation theories, concepts and practice of business analytics within organisational or social settings.
Communication	Communicate ideas and concepts, with consideration to impacts and outcomes, to specialist and non-specialist audiences (using appropriate tools, technologies and techniques).
Digital literacy	Use appropriate business analytics technologies to collect, evaluate and analyse information relevant to organisational or social settings.
Critical thinking	Apply critical and creative thinking skills in a variety of business analytics settings.
Problem solving	Identify and model problems and articulate broad business analytics solutions related to authentic situations in organisational or social settings.

Self-management	Demonstrate intellectual independence and reflect on self performance to identify and plan future professional development.
Teamwork	Work collaboratively in diverse teams to produce and share business analytics solutions to problems in organisational or social settings.
Global citizenship	Apply ethical frameworks and principles in the development and deployment of business analytics solutions to meet stakeholder needs.

Workload/Study Commitment

Trimester and other key dates for the academic year are in the important dates section on the DLI website. Students will on average spend 150 hours for each standard module (15 credit points) undertaking the teaching, learning and assessment activities for this program.

You can expect to participate in a range of teaching and learning activities each week. This could include lectures, seminars, practicals and online interaction. More details are provided in the information provided for each module.

Career Opportunities

Bachelor of Science (Honours) Business Analytics – Lancaster University

Business Analytics is one of the most important areas of modern business as the volume of data both created and employed increases. As a business data analyst, students will play a key role in ensuring organisations achieve real impact from analytics initiatives.

This program will equip students to manage and interrogate data, be that in operations or logistics and supply chain management. We believe that graduates of this program will be highly sought after by employers in Indonesia and beyond, as our graduates will have the business mindset and practical experience needed to meet employers' needs. We expect our graduates to be able to fill a variety of roles including Business Analysts, Quantitative analysts, Operational Research analysts and Market Researchers.

Bachelor of Business Analytics – Deakin University

As a business data analyst, you will play a key role ensuring organisations achieve real impact from analytics initiatives. You will have the business mindset and practical experience needed to meet this demand. You'll be set up for success in a variety of roles including:

- Artificial Intelligence Specialist
- Big Data Engineer
- Business Analytics Translator
- Business Analyst
- Business Intelligence Specialist
- Computer System Analyst
- Data Analyst
- Digital Transformation Consultant
- Information Analyst
- Information Manager/Officer
- Market Analyst
- Predictive Modeller
- Social Media Analyst

Work Experience

This program provides students the opportunity to complete the work integrated learning module, MWL305 Business for Social Impact which will provide you with the opportunity to develop your professional networks and work practices while completing your program.

Program Completion rules/Program Structure

To complete the Bachelor of Business Analytics/Bachelor of Science (Honours) Business Analytics students must pass 420 Deakin Lancaster Indonesia credit points and meet the following program rules to be eligible to graduate:

This is a 3-year undergraduate program. The program takes modules directly from the equivalent Lancaster program and combines them with modules from a Deakin program to create a single, joint study program that satisfies the learning outcomes of both individual programs.

Information is accurate at the time of publication and may change in response to ongoing program review and improvement.

DAI001 Academic Integrity and Respect Module (0-credit-point compulsory module) in their first study period
210 credit points of core modules (Deakin)
210 credit points of core modules (Lancaster)
4 Indonesian National Subjects (0 credit points; delivered by Telkom University; mandatory for Indonesian students only)

Year 1
• DAI001 Academic Integrity and Respect Module (0-credit point compulsory module)
• MSCI102 Introduction to Operations Management
• MSCI151 Tools and Techniques for Business Analytics
• MIS171 Business Analytics
• MIS140 Machine Learning for Business
• MIS202 Managing Data and Information
• MIS203 Managing Information in the Digital Age

• Indonesian national subjects
  ○ INS001 Religion
  ○ INS002 Bahasa Indonesia
  ○ INS003 Pancasila
  ○ INS004 Citizenship

Year 2
• MIS211 Cyber Security and Governance
• MIS231 Professional Ethics in the Digital Age
• MIS271 Business Intelligence and Data Warehousing
• MIS272 Predictive Analytics
• MIS398 Project Management
• MSCI203 Digital Business and Organisational Transformation
• MSCI222 Optimisation
• MSCI224 Techniques for Management Decision Making

• MSCI242 Spreadsheet Modelling for Management
• MSCI252 Consultancy Skills
Year 3
• MIS313 Strategic Supply Chain Management
• MIS362 Social Media Analytics and Data Driven Innovation
• MIS373 Artificial Intelligence for Business
• MIS384 Marketing Analytics
• MSCI223 Business Modelling and Simulation
• MSCI342 Advanced Spreadsheet Modelling
• MSCI352 Project Management: Negotiation & Decision Support
• MSCI391a Business Analytics Project
• MSCI391b Business Analytics Project
• MWL305 Business for Social Impact

Participation requirements

Reasonable adjustments to participation and other course requirements will be made for students with a disability. For more information, please contact Student and Academic Services. Email: studentsupport@dli.ac.id

Further information

Contact Student and Academic Services for assistance in program planning and explaining program rules and requirements. Email: studentsupport@dli.ac.id

Standard fee information disclaimer

Fees and charges vary depending on the type of fee place you hold, your course, your commencement year, the modules you choose to study, and their study discipline or your study load.

Fees are reviewed annually and may be increased to reflect increases in cost of delivery of the programs in line with increases in the consumer price index and to reflect changes required by regulatory, professional, or academic bodies resulting in additional costs. All fees quoted are in Indonesian Rupiah (IDR). Tuition fees do not include textbooks, computer equipment or software, other equipment or costs such as mandatory checks, travel and stationery.

Estimate your fees

For further information regarding tuition fees, other fees and charges, invoice due dates, withdrawal dates, payment methods visit our current students website.