



BECOME A GLOBALLY RECOGNISED
BUSINESS ANALYTICS
PROFESSIONAL



BACHELOR OF BUSINESS ANALYTICS

A PATHWAY PROGRAM IN ASSOCIATION WITH



1 YEAR AT GREAT LAKES, INDIA &
2 YEARS AT DEAKIN UNIVERSITY, AUSTRALIA

DEAKIN UNIVERSITY CRICOS PROVIDER CODE: 00113B



INTRODUCTION

In a world that is becoming increasingly data-driven, analytics has become the juggernaut that is shaping the future of business. As companies march in this direction, the demand for qualified professionals is set to increase considerably. This presents a golden opportunity for students entering college. With the right skills and credentials, they can leverage the demand for analytics professionals and build a rewarding career for themselves.

It is to empower such students that Deakin University has collaborated with Great Lakes Institute of Management to offer the Bachelor of Business Analytics pathway. The program delivers a unique learning experience, where students who successfully complete their first year with a minimum WAM of 60% at Great Lakes in India will continue their studies at

Deakin University for their second and third year. This provides learners with a world-class learning experience with flexibility and cost-effectiveness while ensuring that learners need not postpone their dream of an Australian education due to the pandemic, as they can continue their Year 2 in Australia*.

Australia is a sought-after destination for quality education, lucrative employment opportunities and a high standard of living. This program and its global accreditations provide a clear path for all that, and sets the foundation for a rewarding career in Australia. Through a curriculum designed by top academicians & industry experts, hands-on learning with practical projects, dedicated placement assistance and post-study work opportunities, learners will experience a structured path towards flourishing in Australia, or anywhere else in the world.

The combination of an inclusive learning environment, state of the art facilities and strong focus on employability ensures that learners are equipped with skills to become job ready graduates. We look forward to empowering the next generation of professionals who will influence the future, and build the career of their dreams.



*Subject to international government visa and travel regulations.



“ As one of Australia’s largest universities, Deakin has strong global linkages, world-class research and, most importantly, an educational portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience. ”

WELCOME FROM THE VICE-CHANCELLOR

Professor Iain Martin
Deakin University Vice-Chancellor



ABOUT DEAKIN UNIVERSITY

With over 45 years of experience as one of Australia's leading tertiary education providers, Deakin has won numerous awards and teaches over 60,000 students each year. We offer our students world-class programs and endless opportunities.

Top 1% University

We are ranked in the top 1% of universities globally by the Academic Ranking of World Universities 2020. This rating indicates world-class facilities, research and teaching, as well as employability, innovation and inclusiveness.

A Leading Young University

Deakin is among the Top 50 young universities in the world, based on the QS Top 50 Under 50 rankings. This ranking recognises the best universities worldwide which are under 50 years old.





Excellence in Research for Australia

Excellence in Research Australia (ERA) is a comprehensive quality evaluation of all research produced in Australian universities. Of the research conducted at Deakin, 100% was rated at or above world standard in 2018.

Student Satisfaction

For 11 consecutive years Deakin's undergraduate students have been the most-satisfied students of all Victorian universities (Australian Graduate Survey 2010–2015, Graduate Outcomes Survey 2016–2020 (GOS), Quality Indicators for Learning and Teaching (QILT)).

Deakin Business School

Deakin Business School is an internationally accredited business school in the top 1% of business schools globally*. They are one of only 150 schools worldwide to hold both AACSB and EQUIS accreditations. International accreditation provides an assurance of quality for students and makes graduates more employable.

Professional Recognition

The Bachelor of Business Analytics is accredited by the Australian Computer Society (ACS), recognising that Deakin graduates will be qualified for professional practice in information and communications technology (ICT).

Graduate Employment

DeakinTALENT is Deakin's award-winning careers and employment service. Students and graduates can access programs and services that empower them to explore a broad range of career opportunities, build skills and experience that help them shape their careers to align with their interests, values and competencies.



*Accredited by EQUIS.



WHY STUDY IN AUSTRALIA

Gain a Competitive Advantage

Australian institutions provide an education designed to help you succeed in the global workforce. An Australian qualification will make you very attractive to potential employers in Australia, at home and around the world.

Gain Work Experience While You Study

Australian degrees such as this include work experience programs and internships so you can develop and enhance your understanding of the analytics profession, gain possible career outcomes, and the opportunity to establish valuable professional networks during your degree once you move to Australia.

Access Extensive Student Support Services

Australia's Education Services for Overseas Students (ESOS ACT) framework enforces by law the best-practice protection for the rights of international students studying in Australia.

Live and Study in Safety

Australian cities have some of the lowest crime rates in the world, and our streets and public spaces are open and safe. There are many options for accommodation: you can live in purpose-built student villages, homestays, private rentals, share-houses or boarding school accommodation.



Make the Most of Australia's Great Outdoors

With a unique mix of thriving cities and regional centres, vast open spaces and spectacular landscapes, it's no wonder Australia attracts people from all over the world.

Enjoy a High Standard of Living

Australian cities are consistently ranked as some of the most liveable in the world. The quality of education, healthcare, transport, infrastructure and government services are rated well above international averages.

Employment Opportunities

The educational institutions make students work-ready and understand what it takes to succeed in the global workforce. An Australian qualification will improve your employment prospects in Australia, at home and around the world.



ABOUT GREAT LAKES

Great Lakes has emerged as a top-ranking business school within a short span of 17 years, thanks to its exceptional academic faculty, eminent advisory council, and international collaborations. It is the youngest B-school in the country to receive the accreditation of the Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs in 2014.

RANKINGS 2017-2021

Consistently ranked among the top 10 business schools, Great Lakes has grown from strength to strength, while being the youngest institution to do so in the country.



Outlook and Business World have ranked the 1-year MBA program among the top 10 MBA programs in the country. Eminent faculty from prestigious international universities such as Harvard, Kellogg, and Stanford also contribute to Great Lakes' learning programs. The campus experience at Great Lakes also enables learners to learn along with some of the brightest minds from across the country.



**GREAT LAKES INSTITUTE OF MANAGEMENT
CHENNAI CAMPUS**



**GREAT LAKES INSTITUTE OF MANAGEMENT
GURGAON CAMPUS**



YOUR LEARNING JOURNEY



Deakin's Bachelor of Business Analytics pathway, offered in collaboration with Great Lakes Institute of Management, has been designed to transform you into a proficient business analytics professional.

You will start your journey at Great Lakes in India, where you spend the first year building the foundation and mastering core business principles. You will also get to experience the campus life at one of India's top B-schools.

Upon successful completion of your first year with a minimum WAM of 60%, you will be able to continue your studies at Deakin University in Melbourne, Australia for your second and third year*. You will study a range of units that will give you expertise in business analytics and take you closer to your career ambitions.

You'll learn practical commercial skills to interpret data and information, so you can solve complex organisational problems and create opportunities for businesses. Work on real-world projects, practise with the analysis tools used by professionals and get industry experience by translating insights into impact.

Better still, the strategic input of our industry partners, including IBM, Deloitte and PwC, feeds into the course content ensuring you graduate with a degree that's built for the needs of business, today and into the future.

During your time studying at Deakin you will have access to career support from Deakin University to obtain your dream job in Australia.



PROGRAM HIGHLIGHTS



**3 Years Full-Time
Undergraduate Program**



**Practical
Project-Based Learning**



**Developed in Partnership with IBM, Microsoft,
Deloitte, Ernst & Young and PwC**



**World-Class Curriculum
Developed by Academicians
and Industry Experts**



**Placement Support
From Deakin University**



**Australian Post-Study
Work Opportunities**

Who Is This Program For?

- Students wanting to study and build a career in Australia
- Aspirants looking for a world-class learning experience with a global pedagogy
- Students aspiring for a future-proof and hands-on bachelor's degree
- Students looking to gain global exposure and learn in-demand skill sets
- Students looking to become an internationally recognised job-ready professional
- Students wanting to experience campus life at two top educational institutes



Program Outcomes

This program will fine-tune your skill sets, develop your leadership qualities and kickstart a successful career. Successful graduates will get career assistance from our robust career support team. We help them prepare the resume and provide access to virtual job fairs, one-to-one career mentorship, and preparation support. The demand for good data analysts is rising every year and Deakin graduates have the required skills and practical experience to meet this demand. You can choose to be in a wide variety of roles including:

BUSINESS ANALYST

BUSINESS INTELLIGENCE SPECIALIST

BUSINESS ANALYTICS TRANSLATOR

COMPUTER SYSTEM ANALYST

DATA ANALYST

INFORMATION ANALYST

DIGITAL TRANSFORMATION CONSULTANT

MARKET ANALYST

PREDICTIVE MODELER





PROGRAM CURRICULUM

Year 1 at Great Lakes Institute of Management

Managing Information in the Digital Age

The Global Economy

Marketing Fundamentals

Management

Fundamentals of Finance

Economic Principles

Accounting for Decision Making

Years 2 & 3 at Deakin University

Managing Data and Information

Professional Ethics in the Digital Age

Business Intelligence and Data Warehousing

Data Science Concepts

Predictive Analytics

Information Security, Governance and the Cloud

Elective Unit

Strategic Supply Chain Management

AI for Business

Marketing Analytics

Project Management

Decision Analytics

Social Media Analytics and Data Driven Innovation

Applied Business Project

Work Integrated Learning Unit

Choose any 1 from:

- Consultancy Experience
- Entrepreneurship Experience
- Internship
- International Consultancy Experience



CAMPUS LIFE AT DEAKIN

Deakin wants you to make the most of your time while studying, and enjoy yourself in the process! They offer an extensive range of services and resources which are designed to cover every area of uni life – study, work and play.

Health and Wellbeing

Your health and wellbeing are important at Deakin – physically, mentally and spiritually. They offer a range of services to help both students and staff stay healthy and safe, including medical centres, multifaith rooms, counselling services and disability support services.

Clubs and Societies

One of the best ways to meet new people and immerse yourself in uni life is to join a club or society. From sport, health and personal development to religious, political and course-specific groups, there's more than 120 of them to choose from.

Sport and Fitness

When it comes to sport and fitness, Deakin's reputation matches their passion. From gyms and fitness classes to ovals, courts and stadiums, there's an abundance of facilities to help you reach your wellness goals.

Accommodation

Thinking about living on campus or nearby? Deakin's range of contemporary accommodation options provides a safe and welcoming home for the residential student community.



ELIGIBILITY CRITERIA

- Applicants must have obtained at least 70% in their 12th (or equivalent).
- Valid IELTS Score of 6.0 overall with no band less than 6.0 or equivalent, or TOEFL of overall 69 with writing not less than 21, or PTE of overall 50 with no individual band less than 50.
- No prior refusal of any visa for Australia.
- Meet the GTE requirements as described by the Department of Home Affairs.
- Students need to secure a minimum weighted average mark of 60% in the first year at Great Lakes Institute of Management to proceed to Deakin University, Australia for Years 2 and 3.

Program Fees

1st Year at Great Lakes Institute of Management

Tuition Fee : **7,50,000** INR

Hostel Fee : **2,50,000** INR

2nd & 3rd Year at Deakin University

Estimated tuition fee: **35,800** AUD per year

* The estimated tuition fee is given as a guide based on a typical enrollment of students undertaking the first year of this course. The cost can vary based on the units you choose, your study load, and the time you take to complete the course.

Scholarship Options

A Deakin scholarship could help you pay for your course fees, living costs and study materials. You could be eligible for a number of scholarships during your time at Deakin. Contact the Deakin admissions team at southasia@deakin.edu.au and they will advise you on the available opportunities.



Speak to a Program Advisor

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<https://www.deakin.edu.au/course/bachelor-business-analytics-international>
