

BUSINESS INFORMATION SYSTEMS: CAREER OUTLOOK

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Data is the new oil and when refined can provide high value to organisations. Business intelligence is now a key focus for organisations as they concentrate their efforts on analytics, data insights and discovery, reporting and governance. Organisations are transforming industries based on the power of data and business analytics – e.g. Amazon, Uber,

We understand that business analytics, data management and data security are in-demand capabilities and will continue to drive innovation across almost all industries, that's why we offer business analytics at Swinburne.



WHY STUDY BUSINESS ANALYTICS?

Business analytics - helping organisations to make sense of their proliferating data - is growing by leaps and bounds

- GROWING AND INNOVATING JOB MARKET – Global and Local
- NEW TECHNOLOGIES DRIVE NEW SKILLS – IoT, AI, AR, VR, Robotics, Blockchain, Cloud, Mobile ...
- HIGHER SALARIES – Shortage of key skills across technologies
- EXPANDING CAREER PATHWAYS – opportunities to move upwards and sideways
- REWARDING AND EXCITING CAREER – A globally transferable skill set

According to the *Economist* 2019:

“Data and technology will continue to be the main driver of employment in the future ”

DATA DRIVEN BUSINESS MODELS

The world's largest
accommodation provider



US\$30 Billion
Owns no real estate

The world's largest
taxi service



US\$52-68bn
Owns no vehicle

The world's most
valuable marketplace



US\$250 Billion
Owns no inventory

The world's most popular
media company



US\$350 Billion
Owns no content

BUSINESS ANALYTICS VS DATA SCIENCE?

- **BUSINESS ANALYTICS** - Focus on **people**, the use of **data/information**, building **dynamic capability** of the firm, better engagements with the **customers/clients/partners**, the use of **innovative technology**, etc..
- **BUSINESS ANALYTICS PROFESSIONALS** - blend **technology, data management, business analysis and management skills**
- **DATA SCIENCE** - focuses on the programming and algorithms behind analytical tools
- **DATA SCIENCE PROFESSIONALS** - design and structure datasets or design machine learning algorithms

JOB OUTLOOK – AUSTRALIA

- Graduate Business Analyst Position \$70k to \$100k package including super
- Snr Data Analyst \$160,000 - \$190,000 + super + bonus
- Business Analytics Specialist \$150,000 - \$190,000 + super + bonus
- Business Intelligence Specialist \$250,000 + super + bonus
- Snr Data Architect \$\$\$\$
- Snr Enterprise Architect \$\$\$\$

Demand for business analysis skills is expected to be very strong over the next 5 years.



BUSINESS ANALYTICS ROLES

VARIOUS COORDINATION, MANAGERIAL & CONSULTING RESPONSIBILITIES



Business Analytics



Data Architect



Data Governance



Data Security



Data Management



Consulting

BUSINESS ANALYTICS AND COVID-19

THE DIGITAL WORKFORCE

- Overnight we switched to telecommuting
- Working remotely drives new challenges for businesses
- Data Delivery
- Data management
- Data security
- Data governance
- Data analytics
- Business intelligence

RECONFIGURING CUSTOMER CHANNELS

- Face-to-face interaction was not possible
- Business models transformed into online models
- Demand on supply chains spiked
- Demand for connectivity increased exponentially
- Universities transitioned very quickly to a digital operating model and this will have a lasting impact on productivity and efficiency

E-COMMERCE GROWTH

“Online orders up 80% in North America since January”



“Lockdowns continuing to produce growth for Pure E-Commerce brands in Europe”



WHY STUDY AT SWINBURNE

- **INNOVATIVE CONTENT** (DATA-ORIENTED AND TECHNOLOGY)
- **INDUSTRY-ENGAGED** (SAP, Tableau, etc.)
- **EMPLOYMENT PATHWAYS** (INTERNSHIPS AND PLACEMENTS)
- **PERSONALISED TEACHING AND LEARNING** (SMALL CLASSES)
- **FLEXIBLE STUDY** (BLENDED AND ONLINE)

SW INBURNE FBL RESULTS

81.4% UG TEACHING QUALITY – HIGHEST IN MELBOURNE

SOURCE: GUG 2019: QILT STUDENT EXPERIENCE SURVEY 2016 AND 2017

82.2% 5-STAR RATING FOR EDUCATIONAL EXPERIENCE – HIGHEST IN VICTORIA

SOURCE: GUG 2019: QILT STUDENT EXPERIENCE SURVEY 2016 AND 2017

76.3% UG FULL TIME EMPLOYMENT– HIGHEST IN MELBOURNE

SOURCE: GUG 2019: QILT GRADUATE DESTINATION

\$60K UG GRADUATE SALARY– HIGHEST IN MELBOURNE (6.9% ABOVE THE NATIONAL AVERAGE)

SOURCE: GUG 2019: QILT GRADUATE OUTCOMES SURVEY 2016-2018

OUR BUSINESS ANALYTICS OFFERINGS

UNDERGRADUATE

Bachelor of Business
Information Systems

BBIS

Business analysis, data
analytics and data
management majors

POSTGRADUATE

Master of Business
Information Systems

Graduate
Certificate
MBIS
4 units

+

Graduate
Diploma
8 units

+

MBIS
16 units

Pre-Experience

Experience

Business Analysis and
Analytics Specialisation

Student Learning Experience

Learning at Swinburne is a combination of:

- Face to face lectures and tutorials
- Videos, discussions, readings
- Case studies
- Real world projects
- Assessment:
 - *UG- Examinations, Tests, Assignments, Portfolios*
 - *PG- Assignments, Portfolios*

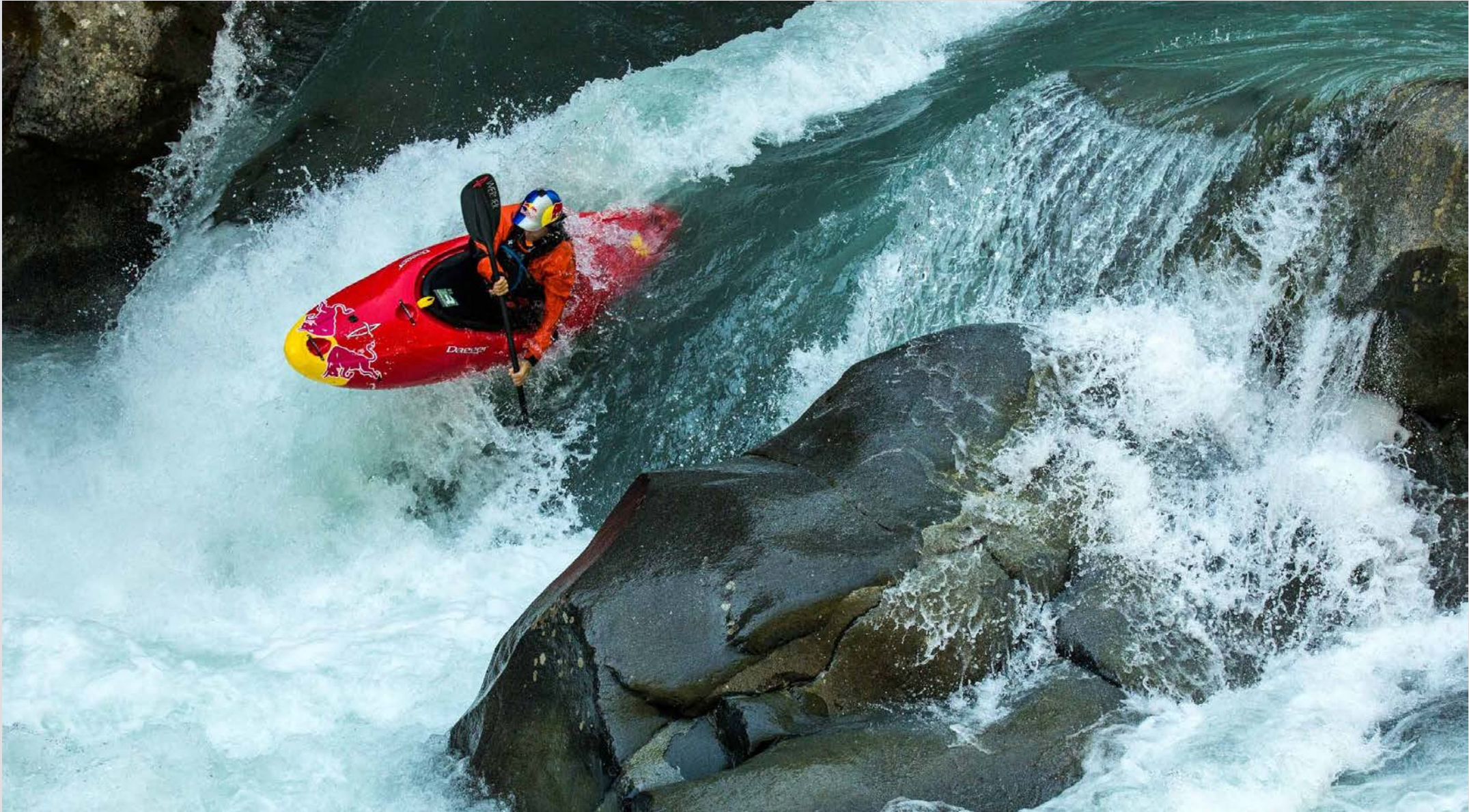


International study opportunities

**BUSINESS
INNOVATION
in EUROPE
STUDY TOUR**



Skills to understand and create opportunities



INDUSTRY ENGAGEMENT AND PARTNERS



THANK YOU

