COURSE HANDBOOK

OVERVIEW

FROM SUCCESS TO SIGNIFICANCE		
The Bachelor of Business (Business Analytics) is designed to provide graduates with a solid core of skills in business, business analytics, leadership and management.	Program Director	Pratima Durga
	AQF Level	AQF Level 7 (Undergraduate)
	Qualification	Bachelor degree
	Subjects	24
	IELTS	6.0
	Languages of Instruction	English
	CRICOS Code	116462F
	ASCED Code	080301
	Accreditation	Self-accredited
	Course Length	3 years full-time; up to 10 years part-time

The Alphacrucis University College (AC) Bachelor of Business (Business Analytics) is designed to equip graduates with the skills and knowledge required to thrive in a data-centric business environment, and to provide them with a solid core of competencies in business, business analytics, leadership and management, together with innovative electives that distinguish this AC degree from others available in Australia. This course will develop graduates who will be able to provide evidence-based and innovative real world solutions, by integrating their Christian worldview with business acumen, to a range of contemporary issues such as social and environmental responsibility. Business analytics bridges the gap between business and technology. This course blends traditional business disciplines, such as finance, marketing, and management, with advanced data analytics techniques, including statistical analysis, data mining, and predictive modelling.

While there is some focus on the context of Christian organisations, graduates will be equipped for professional life in the public and private sectors, not-for profit sector and commercial enterprises. The program also lays a strong foundation for those interested in pursuing advanced studies or certifications in related fields as the versatility of the skills acquired allows them to pursue careers as data analysts, business intelligence analysts, operations analysts, and more.

ALPHACRUCIS
UNIVERSITY COLLEGE

**BACHELOR OF BUSINESS
(BUSINESS ANALYTICS)**

AC GRADUATE ATTRIBUTES

Christian Worldview

A knowledge of the Christian story, derived from the Scriptures and tradition of the church. An awareness of the implications of this story for self-identity in the context of local and global communities. This includes a commitment to engage with alternate worldviews, showing appreciation of the values and perspectives of others.

Leadership

The ability to provide effective Christian leadership to individuals, groups and organisations, demonstrated in the capacity to influence and enable others to accomplish worthwhile objectives which contribute to the human good and the kingdom of God. This includes seeking to emulate the example of Jesus Christ in serving and empowering others.

Integrity and Justice

The ability to apply a Christian worldview in the diverse situations and responsibilities of life, and to exercise faith, hope, love and generosity as prevailing attitudes. This includes the active promotion of the gospel, social justice, equality, mutual respect and an ecological ethos.

Communications

The ability to communicate effectively to a range of audiences, in appropriate contexts using high levels of verbal, written and technological skills. This includes visual and media literacy, numeracy, rhetoric and persuasion.

Personal and Social Skills

Demonstrate relational skills that incorporate the flexibility for both independent and collaborative situations. This includes personal and group organizational skills, conflict management and resolution, as well as the ability to value and respect the opinions of others.

Critical and Creative Thinking

A capacity for critical and reflective thinking that is explored not only individually but within a community context. This includes a capacity to be creative and to research, analyse and resolve problems in innovative and prophetic ways.

Professional Knowledge

Maintenance and use of knowledge about a discipline or field, involving theoretical, conceptual and methodological elements. This includes striving continually and independently to secure further knowledge and where appropriate, defined professional skills.

COURSE HANDBOOK

ALPHACRUCIS UNIVERSITY COLLEGE

BACHELOR OF BUSINESS (BUSINESS ANALYTICS)

LEARNING OUTCOMES

Specification	AQF Level 7	AC Learning Outcomes	AC Graduate Attributes
Knowledge	Graduates of a bachelor's degree will have a broad and coherent body of knowledge, with depth in the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning	Demonstrate: • a broad knowledge of fundamental theories and concepts in key business disciplines; • knowledge of principles, practices and operational methodologies, with depth in the area of Business Analytics • knowledge of various approaches used across a broad and coherent body of knowledge within the Christian worldview framework.	Christian Worldview Critical and Creative Thinking Professional Knowledge
Skills	• Cognitive skills to review critically, analyse, consolidate and synthesise knowledge • Cognitive and technical skills to demonstrate a broad understanding of knowledge with depth in some areas • Cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems with intellectual independence • Communication skills to present a clear, coherent and independent exposition of knowledge and ideas	Demonstrate: • skills to analyse, synthesise, and apply theoretical concepts, principles and practical methodologies within the realm of business; • skills to understand and communicate the Christian worldview; • ability to provide evidence based and innovative solutions, by integrating the Christian worldview to complex issues in multifaceted business contexts; • cognitive and technical skills required for operations in business settings, with depth in the area of specialisation; • ability to identify and assess emerging challenges, and the impact of global, economic, social, political, and technological factors on business operations, strategy formulation, and sustainability;	Christian Worldview Integrity and Justice Communication Personal and Social Skills Critical and Creative Thinking Professional Knowledge

LEARNING OUTCOMES

		• skills in critical thinking and self-directed learning, using a range of sources and methods; • proficiency to identify trends and opportunities and communication skills to present theories, ideas and proposals to specialist and non-specialist audiences using appropriately selected communication methods.	
Application of knowledge and skills	Demonstrated: • With initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship • To adapt knowledge and skills in diverse contexts • With responsibility and accountability for own learning and professional practice and with collaboration with others within broad parameters	Demonstrate • ability to integrate Christian values and principles into their operations and practices, recognising their role as stewards of resources and talents to fulfill organisational goals; • ability to analyse and discuss contemporary topics, issues and challenges impacting on business in Australian and international contexts, and create solutions to these challenges. This includes the ability to apply knowledge and skills to new and diverse contexts; • proficiency in applying quantitative and qualitative methods to propose solutions to complex business challenges, make informed decisions, and optimise organisational performance; • skills to collaborate and lead effectively in interdisciplinary teams, demonstrating cultural competence, ethical awareness, and professionalism in diverse business environments; • ability to identify opportunities for innovation,	Christian Worldview Leadership Integrity and Justice Communication Personal and Social Skills Critical and Creative Thinking Professional Knowledge

LEARNING OUTCOMES

		entrepreneurship, and strategic growth, and develop comprehensive plans with consideration for risk management, resource allocation, and financial sustainability; • ability to apply principles of corporate social responsibility and sustainable business practices to address environmental, social, and governance concerns; • self-reflection, independent learning and evaluation of own performance by staying abreast of emerging trends and best practices in the dynamic field of business management for the purpose of vocational development.	

COURSE STRUCTURE (CURRENT)

This course structure applies to students who commenced from Semester 1 2025	
The course structure is based on six semesters (each of 12 weeks duration, plus an exam week), with four subjects taught in each semester. It comprises: • 10 compulsory core • 10 subjects Business Analytics specialisation • 4 electives To qualify for award of the degree of Bachelor of Business (Business Analytics) a candidate shall accrue an aggregate of at least 240 credit points, including satisfactory completion of the core subjects noted below.	
CONTENT OF THE COURSE OF STUDY	**CREDIT POINTS**

COURSE HANDBOOK

CORE SUBJECTS	ACA101 Faith and Purpose ACC101 Accounting for Decision Making BUS101 Business Law BUS102 Economics BUS104 Introduction to Business Analytics BUS105 Quantitative Skills BUS202 Financial Decision Making BUS225 Business Ethics MAN101 Introduction to Management MKT101 Foundations of Marketing	10 x 10
SPECIALISATION	**<u>Business Analytics</u>** BUS120 Business Information Systems BUS205 Business Analytics and Artificial Intelligence BUS210 Business Intelligence and Data Visualisation BUS220 Excel and Data Analysis BUS251 Ethics in Data Analysis BUS260 Business Finance BUS320 Data Mining and Machine Learning BUS321 Predictive Analytics BUS322 Financial Analytics BUS323 Marketing Analytics	10 x 10
ELECTIVES	4 subjects taken from an accredited Level 7 subjects offered by AC	10 x 4
RULES OF PROGRESSION	Maximum of 10 subjects (100 credit points) at 100 level and at least four subjects (40 credit points) at 300 level.	
PRE-REQUISITES FOR SPECIFIC SUBJECTS	Pre-requisites are noted on the subject outline. Students must have completed the pre-requisite to enrol in the subject.	

For information on the teaching faculty for course, please visit our [website](#)*.*

Enrolment Advice

If you have completed the requirements of a Specialisation, any additional units completed within the Bachelor of Business is classified as an Elective Subject. Any unit that is not within the Bachelor of Business award is classified as an Elective Subject. Before enrolling into an elective subject, ensure that you have met the pre-requisite for that unit. For example, THE320 Theology and Popular Culture is a unit outside of the Bachelor of Business award. You must meet the pre-requisite of 80 credit points and completed THE101 Christian Worldview.

Graduate Pathways

Students who have successfully completed this course may progress into AC's Bachelor of Advanced Studies (Honours) or one of AC's postgraduate courses. Graduates are advised to contact the Future Students Team for information on eligibility requirements for further study.

Career Opportunities

Graduates of this course are prepared with a Christian worldview and relevant skills to work in a variety of settings - from small business and community organisations to multinational companies and large-scale industries, as well as the not-for-profit sector. Graduate employment opportunities include, but are not limited to:

- Business Development Manager
- Sales and Marketing Executive
- Finance and Administration Manager
- Financial and Business Analyst
- Data and Business Systems Analyst
- Business Entrepreneur
- Consultant

Work-Integrated Learning

Work-Integrated Learning may be undertaken through various Professional Practice and Professional Experience subjects at AC. These subjects seek to create a direct linkage between the learning, skills and values engaged in lectures, and the reflection which occurs when these are applied in real-life settings. These work-based training subjects comprise of instruction, academic assessments, and a placement in a workplace for a minimum of 100 hours of voluntary unpaid work for each subject.

Students are usually required to find their own workplace/ employer/ mentor to be approved by AC. In some cases, a new aspect within a student's current paid employment may be suitable as a work placement.

For further information related to Work-Integrated Learning please see the Professional Practice Handbook on Moodle or contact our Student Support team.

ADMISSION CRITERIA

Academic Entry Requirements

Applicants with Recent Secondary Education

Applicants admitted on the basis of their *recent secondary education* must demonstrate the completion of NSW Higher School Certificate with an ATAR of no less than 60 (or the completion of the International Baccalaureate or interstate or overseas equivalent qualification and result) for admission into this course.

Special admission is also available for Year 12 students whose ATAR (or equivalent) falls within 5 points of the published guaranteed ATAR but have done well in subjects relevant to the course of study. These Special Admission Pathways are evaluated on a case-by-case basis by the Program Director and then tabled for approval by the Admissions Committee.

Applicants with Vocational Education and Training Study

Applicants whose highest level of study enrolment since leaving secondary education is a *Vocational Education and Training (VET) qualification* must demonstrate the completion of a Certificate III or higher qualification awarded by an authorised institution or registered training organisation (RTO).

The Program Director will conduct a pre-admission interview (either face-to-face or phone or via Zoom) with all applicants seeking entry into the course on the basis of a Certificate III qualification. This interview aims to assess academic suitability and preparedness of the applicant for undergraduate level study.

Applicants with Higher Education Study

Applicants whose highest level of study enrolment since leaving secondary education is a higher education qualification must demonstrate the completion of an AQF Level 5 Higher Education Diploma (or higher) by an authorised institution for admission into this course.

Applicants with Work and Life Experience

Applicants who are over the age of 21 at the time of commencement may apply for admission into this course on the basis of provisional entry and complete the provisional entry qualifying period to become a full candidate.

For further information about AC's provisional entry criteria, please see:

- *AC's Admissions Requirements*
- *Higher Education Provisional Entry Policy*
- *Admissions Policy*

Last updated: February 2025

English Language Proficiency

Overseas students are required to demonstrate their English proficiency skills. Such students admitted into our programs must attain an overall IELTS (or equivalent) score of 6.0 (with no score below 5.5 in any of the four skills areas). IELTS (or equivalent) is not required for applicants who have undertaken five years of required higher education study (or equivalent) in English from an approved country or who have completed a Certificate IV or higher qualification awarded in English under the Australian Qualification Framework by an authorised institution or registered training organisation.

Applicants are encouraged to contact the International Student Office if they are unsure of the equivalence of their English language proficiency test scores.

Special Admissions Pathways

AC's Admissions Policy details the special admission pathways for our courses of study. The Special Admission Pathways are evaluated on a case-by-case basis by the Program Director. A student's admission requirements may be reconsidered on educational disadvantage grounds, including but not limited to:

- Aboriginal or Torres Strait Islander descent, where the normal HSC entry path has not been followed;
- socioeconomic reasons (such as low-family income or poor living conditions);
- learning or language difficulties;
- disrupted schooling;
- physical disability;
- serious family illness or excessive family responsibility;
- geographical isolation of home and/or school;
- completion of a prescribed program of non-award study (four subjects or 40 credit points) with an overall GPA of 1.8 or better.

For a full list of educational disadvantage grounds, please see AC's Admissions Policy.

DIVERSITY AND EQUITY

AC is committed to providing a learning environment that is free from discrimination on the basis of income, age, disability, social and ethnic background, location or gender. AC endeavours to increase opportunities for people of all backgrounds to participate in training programs, and implement programs that take into account the specific needs of participants. AC encourages students to inform AC of any disability, medical condition or learning need that may impact on their studies to arrange a study plan that best suits their needs.

HOW TO APPLY

Once you have chosen your course of study, you will need to apply direct to AC. Applications typically close 3 weeks before semester commences.

All AC application forms are completed online. There are different forms depending on the level of study you are applying for and the location of your course.

Further information on How to Apply and access to AC's Application Forms is available on our website.

Credit transfers and recognised prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

For further information about credit and recognition of prior learning please see AC's Credit Transfer and Recognition of Prior Learning Policy or contact our Student Support team.

HOW TO ENROL

Once you have returned a signed copy of your Letter of Offer to accept your place at AC, you will be invited to enrol in your specific subjects in the next academic period. Students are advised to consult their timetable (can be found here), and contact the Student Support Team for tailored academic advice before completing the enrolment form. Students enrol through the Student Gateway.

Applications for credit transfers or recognised prior learning will be communicated to you once they have been processed.

STUDENT SERVICES

Student Support Team
AC's Student Support Team exists to ensure you get from Orientation Day to Graduation Day with a smile on your face!

Academic Support
- Tailored academic guidance
- Assessment variation to accommodate disabilities, medical conditions and/or learning needs
- Exam reader/writers
- One-on-one tutoring and small group workshops for face-to-face and distance students
- Physical libraries
- Access to online journal databases
- Access to eBook resources
- Resources are also provided online for self-development

Non-Academic Support
- Pastoral Care
- Chaplains
- Professional counselling
- Careers guidance
- On–campus childcare*
- Extra-curricular and community services
- SRC – The Student Representative Council
- Recreation areas

Student Life
All students can take part in:
- mission trips and community service projects
- weekly chapel services
- lunches and gatherings on campus
- opportunities to hear or present research
- masterclasses to take your skills and knowledge to the next level
- social events both on and away from campus
- exchange programs with other colleges and universities around the world

…and much, much more! To find out what is happening near you or to get specific details just contact the Student Support Team:

Email: studentsupport@ac.edu.au
Phone: (02) 8893 9005
https://www.ac.edu.au/current-students/student-support/
*Not available at all campuses

STUDENT PROFILE

The table below gives an indication of the likely peer cohort for new students at AC. It provides data on students that commenced study and passed the census date in the most relevant recent intake period for which data are available, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Reporting Period: 2024	
	Number of students	Percentage of all students
(A) Past higher education study (includes a bridging or enabling course)	N/A	N/A
(B) Past vocational education and training (VET) study	N/A	N/A
(C) Work and life experience (Admitted on the basis of previous achievement other than the above)	<5	NP
(D) Recent secondary education: • Admitted solely on the basis of ATAR (*regardless of whether this includes the impact of adjustment factors such as equity or subject bonus points*)	N/A	N/A
• Admitted where both ATAR and additional criteria were considered (*e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR*)	N/A	N/A
• Admitted on the basis of other criteria only and ATAR was **_not_** a factor (*e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement*)	N/A	N/A
International students	N/A	N/A
All students	***<5***	***NP***

Note: "<5" – the number of students is less than 5. N/A – Students not accepted in this category.

N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

ATAR-based offers only	ATAR
Highest rank to receive an offer	<5
Median rank to receive an offer	<5
Lowest rank to receive an offer	<5

Note: This table relates to all students made an offer on the basis of ATAR alone or ATAR in combination with other factors. Students admitted into a course of study based on a Special Admission Pathway or otherwise not based on their ATAR are not included in this table.

WHERE TO GET FURTHER INFORMATION

ac.edu.au

AC's website is the best place to discover what's happening at AC and explore our courses, campuses and support services. If you are not yet an AC student, our Future Students team are here to help find the right course for you!

Moodle

Once you begin your studies at AC, you will use Moodle as your Learning Management System (LMS) to access all your subject content, the AC Academic Handbook, Study Skills and Textbook Information. New Students can also use Moodle to view our Induction Videos.

International Students

Nothing beats the experience of being part of our community and participating in our classroom discussions! Alternatively, for students who decide to study from their home country, AC brings education to you by offering many subjects and degrees by distance education allowing you to study from anywhere in the world. Flexible delivery means that you will have access to our e-Learning platform which provides resources, podcasts, online forums and tutor assistance that allows you to complete your studies from your home country.

Further information about International Students, including the application process, international recognition of AC courses of study and FAQ's, is available on our website.

Alternatively, our Future Students team are available to answer any questions you may have about your requirements as an onshore or offshore International Students at AC.

QILT

Thinking about higher education institutions and study areas? Wish you could ask someone about their experience? The QILT website helps you compare official study experience and employment outcomes data from Australian higher education institutions.

TEQSA National Register

The purpose of the TEQSA National Register is to be the authoritative source of information on the status of registered higher education providers in Australia.

Complaints and Grievances

If you are unsatisfied with the outcome of your application, AC's Complaint and Grievance Resolution Policy outlines the procedure for resolving a complaint or grievance.