



# Master of Business Analytics

## Specialisations in Marketing and Data

The Master of Business Analytics course equips students with essential skills to thrive in the ever-evolving landscape of business analytics. As technological advancements disrupt global businesses, the demand for professionals with strong digital expertise is on the rise. With a focus on practical problem-solving, students will learn to apply theoretical knowledge to real-world scenarios through immersive experiences, case studies, and simulations.



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