MASTER OF BUSINESS INFORMATICS –BUSINESS ANALYTICS STRAND

The Business Analytics strand equips students with advanced analytical and visualisation skills, covering strategic information systems, project management, and data management. Through hands-on projects and industry applications, students develop expertise to drive data-driven business decisions.

Annual Growth
7%
Business Analyst roles are expanding faster than most occupations.
Source: HOP Outlook 2024

Annual Growth
10-15%
Business Analyst is rising significantly in New Zealand.
Source: Seek 2024

Market Value
$123.2 Billion
The expected value of the global Business Analyst market by 2030.
Source: Dataquest 2023

Post Study Opportunities

International students who complete a degree or post-graduate qualification will have access to **Post Study Work Visa**[1].

It allows you to stay and work in New Zealand for up to 3 years, depending on your level of study and how long you studied in New Zealand.

Career Outlook

Business analysts are in demand across various industries, including **finance, healthcare, education, IT, consulting, e-commerce, government, and manufacturing**. The demand for business analysts has grown in recent years and is expected to continue.

According to the US Bureau of Labor Statistics, similar roles are projected to experience faster-than-average job growth between 2022 and 2032.

This dynamic field offers steady demand, competitive salaries, and versatile career opportunities across industries.

Career opportunities

- IT Project Manager
- Business Analyst
- Data Scientist
- Business Intelligence Consultant
- Product Manager
- Information Systems Architect
- Data Analyst
- Solution Architect
- ICT Consultant
- Information Systems Engineer
- Systems Analyst and Designer
- Business and IT Consultant

1. Find out more at www.immigration.govt.nz/new-zealand-visas/visas/visa/post-study-work-visa

86%

of our students continue to further study or secure employment

1,800+

students successfully trained each year at Yoobee

30+

We've been in the business for more than 30 years

1

Part of UP Education, the largest private tertiary education business in New Zealand

4

campuses located across New Zealand

(Auckland, Wellington, Christchurch)

WHY CHOOSE YOOBEE?

SKILL GAP SOLUTION

Designed to bridge the skill gap in New Zealand and globally, this programme equips you with advanced analytics tools, data-driven decision-making techniques, and the ability to solve real-world business challenges. Gain expertise in predictive modeling, data visualization, and machine learning to lead in the age of digital transformation.

CUTTING-EDGE TECHNOLOGIES

Database Management Systems, Business Intelligence and Data Warehousing enabling graduates to respond to the latest tech developments.

EMPLOYER-ALIGNED CURRICULUM

Constant curriculum reassessment ensures students gain skills that are in demand, with full access to industry-standard equipment.

EXPERT GUIDANCE AT YOOBEE

Our industry-experienced tutors who not only have vast expertise but also excel in teaching, supported by partnerships with tech leaders.

PRACTICAL ASSESSMENTS

No traditional exams; assessments are project-based, both individual and group, mirroring real industry practices.

INDUSTRY-RECOGNISED CERTIFICATIONS

You can access to AWS certifications and IBM Digital Badge Certifications, along with an opportunity to receive a data-rich digital badge from Cisco Networking Academy. These are all recognised in the tech industry, enhancing your career opportunities.

AWS certifications are globally recognized professional credentials offered by Amazon Web Services. It validate students' expertise in cloud computing and AWS services.

Cisco badge is a digital credential from Cisco Networking Academy, recognized in the tech industry. It validates students' skills, enhances their resumes, and boosts career opportunities in networking and IT.

IBM certifications validate students' proficiency in IBM's technologies and solutions. This certificate can help strengthen your resume, improve job prospects, and showcase your skills in technologies.

Master of Business Informatics – Business Analytics, Level 9

SCAN TO LEARN MORE

QUALIFICATION
Master of Business Informatics

DURATION
1 year (3 trimesters)

NZQF LEVEL
Level 9

2026 INTAKES
26 Jan*, 7 Apr, 27 Jul, 16 Nov

CAMPUS
Auckland, Christchurch

TUITION FEE
$37,000 NZD

RESOURCE FEE
$2,000 NZD

ADMINISTRATION FEE
$400 NZD

SCHOLARSHIP
A scholarship of up to NZD **$10,000** is available for a limited number of students.

How to apply:

- Submit a personal statement **OR**
- Participate in a scholarship interview.

* This intake is available only at the Auckland campus.

WHAT WILL YOU LEARN?

TRIMESTER 1

Develop essential skills in strategic information systems, project management, and data management, building a foundation for effective decision-making.

- **Strategic Information Systems Planning**

You will learn to critically evaluate current systems, identify opportunities, and develop tailored solutions for complex challenges in business settings.

- **Information Systems Analysis and Design**

You will learn to evaluate data models, apply user-centered design, and implement various SDLC methodologies.

- **Database Management Systems**

You will explore data warehousing and business intelligence by developing skills in database design, SQL querying, and data security, emphasisng ethical and cultural considerations, including Māori data ownership under Te Tiriti o Waitangi.

- **Research Methods**

You will have the opportunity to learn about Kaupapa Māori research frameworks and ethical considerations for working with indigenous communities.

TRIMESTER 2

Explore business strategy, data warehousing, and analytics, learning to transform raw data into strategic business solutions.

- **IT Project Management**

You will gain expertise in project planning, budgeting, scheduling, and risk management, learning to select and apply the right project management methodologies, such as Agile, Waterfall, and PRINCE2.

- **Business Strategy and Direction**

You will gain a comprehensive understanding of core business principles and management practices, particularly for students without traditional business backgrounds.

- **Business Data Analytics with Visualisation and Decision-Making**

You will learn to extract insights from complex datasets, create impactful data visualisations, and integrate findings into business decision-making.

- **Business Intelligence and Data Warehousing**

You will learn methods for managing large datasets, data modelling, and transforming raw data into actionable business insights.

TRIMESTER 3

Conclude with a hands-on capstone project where you'll apply your business analytics knowledge to a real-world problem. This project is designed to enhance your analytical skills and prepare you for a career in data analytics.

SOFTWARE

Throughout your study you will use a range of open-source software. Yoobee will also offer subscriptions with IEEE Xplore, computer society digital library (CSDL) and O'Reilly digital media.

IEEE Xplore Digital Library O'REILLY

EQUIPMENT

You are required to bring your own device. This allows flexibility of study outside of class hours. If you do not own your own device, please discuss this with one of our team at enrolment.

Components of your device	Minimum Specs	Recommended Specs
CPU	Intel Core i5, or better	Intel Core i5, or better
Memory	8 GB	16 GB
Disk	256 GB SSD	512 GB SSD
Screen Resolution	1280 x 800	1920 x 1080

Entry Requirements

International students must be at least 18 years old when commence the course.

ACADEMIC

- A Bachelor's Degree or Graduate Diploma in informatics or business-related subject from a recognised institution, **OR**
- Evidence of acquiring the relevant skills and knowledge through appropriate work or professional experience in business studies or a related area.

ENGLISH

IELTS 6.5 (Academic) with no band lower than 6.0, or equivalences approved by NZQA.

Optional Online Preparatory Course

As part of the Master of Business Informatics (MBI) student experience, students who choose to enrol in the programme will receive complimentary access to Yoobee's exclusive online preparatory course upon request. Designed as a flexible, self-paced learning resource, the course provides an opportunity to refresh and strengthen quantitative and analytical skills before classes begin, helping students start their studies with confidence.

Employability

Pay for business analysts varies depending on skills, experience and where you work, with pay in Auckland being higher.

» Business analysts usually earn

$90K to $140K

» Senior business analysts can earn

$120K to $160K

» Team leaders and managers can earn

$150K to $180K

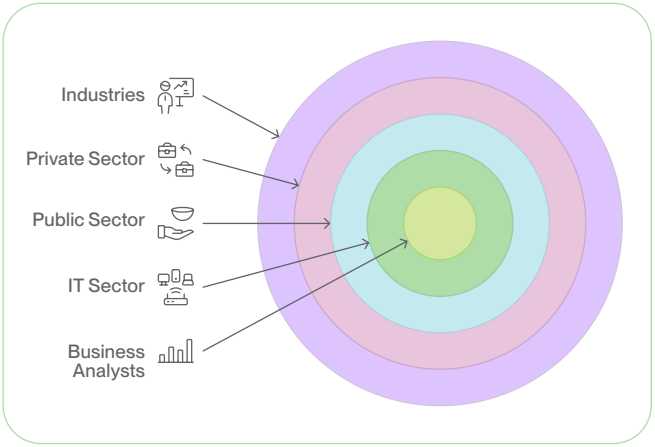
» The median business analyst salary in New Zealand

$100,131 per year $51.35 per hour

Sources: Recruit I.T., 'Technology and Digital Market and Salary Update NZ', November 2024; and careers.govt.nz, NZ Talent, 'Software Engineer average salary in New Zealand, 2024.

Job Opportunities

DEMAND FOR BUSINESS ANALISTS

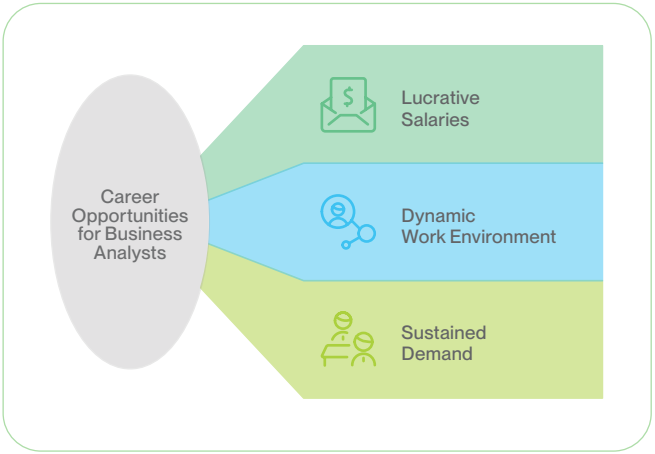


Demand for business analysts is high due to:

- Public and private sector employers who need business analysis skills.
- The need for skilled business analysts in the IT sector.

Driven by the global growth in **digital transformation initiatives**, the increasing adoption of **data-driven decision-making**, and the rising demand for business analysts across industries such as finance, government, technology, healthcare, and infrastructure.

THE FUTURE OF BUSINESS ANALYTICS



Looking ahead, the advancement of AI, Big Data, and Cloud Computing will amplify the need for business analysts who can integrate these technologies into business strategies. Business analysts are projected to experience **sustained demand**, offering lucrative and dynamic career paths in New Zealand.

Note: campus availability might be subject to change in each intake. International Tuition and Resource fees are in New Zealand Dollars and include GST. Every effort was made to present accurate information in this publication at the time of publication 1 December 2025. UP Education reserves the right to change this information at any time.