



MASSEY UNIVERSITY

Massey University Auckland Campus

For more than 80 years, Massey University has helped shape the lives and communities of people in New Zealand and around the world. Our forward-thinking spirit, research-led teaching, and cutting-edge discoveries make Massey New Zealand's defining university. We embrace diversity, talent and performance, and provide staff and students with an extensive range of opportunities to develop intellectually, professionally and personally.

Massey is known for:

- Groundbreaking research
- The applied nature of many of our teaching and research programmes
- Contribution to land-based industries
- Distinctive mix of campus-based, distance and international teaching
- Commitment to innovation
- Close links with the community



Rated 5-Star Plus Rating, the Highest Overall Rating Available
QS Stars 2020



Top 23 University in Oceania, and Top 300 University in the World
QS World University Rankings 2020



Top 120 University in the Asia-Pacific
Times Higher Education Asia-Pacific University Ranking 2019



Top 38th University in the World for Sustainable Impact
Times Higher Education University Impact Rankings 2019



Double-accredited by Association to Advance Collegiate Schools of Business (AACSB) for Business and Accounting programmes



PSB Academy

- +65 6390 9000
- postgrad@psb-academy.edu.sg
- psb-academy.edu.sg/postgrad



PSB Academy
Reg. No. 200704825E
20/05/2018 - 19/05/2022

All information is accurate at the time of print in Mar 2020. PSB Academy and our academic partners reserve the right to change the information at any time without prior notice. For the latest information, please visit psb-academy.edu.sg

MASTER OF ANALYTICS



MASTER OF ANALYTICS

MASTER OF ANALYTICS

Massey's Master of Analytics will equip students with both the technical ability and the competence in critical thinking needed to transform massive amounts of data into intelligence that is useful for crucial organisation decisions. Your course of study in the Master of Analytics will cover fundamental data analysis tools, including data mining, statistics, and econometrics.

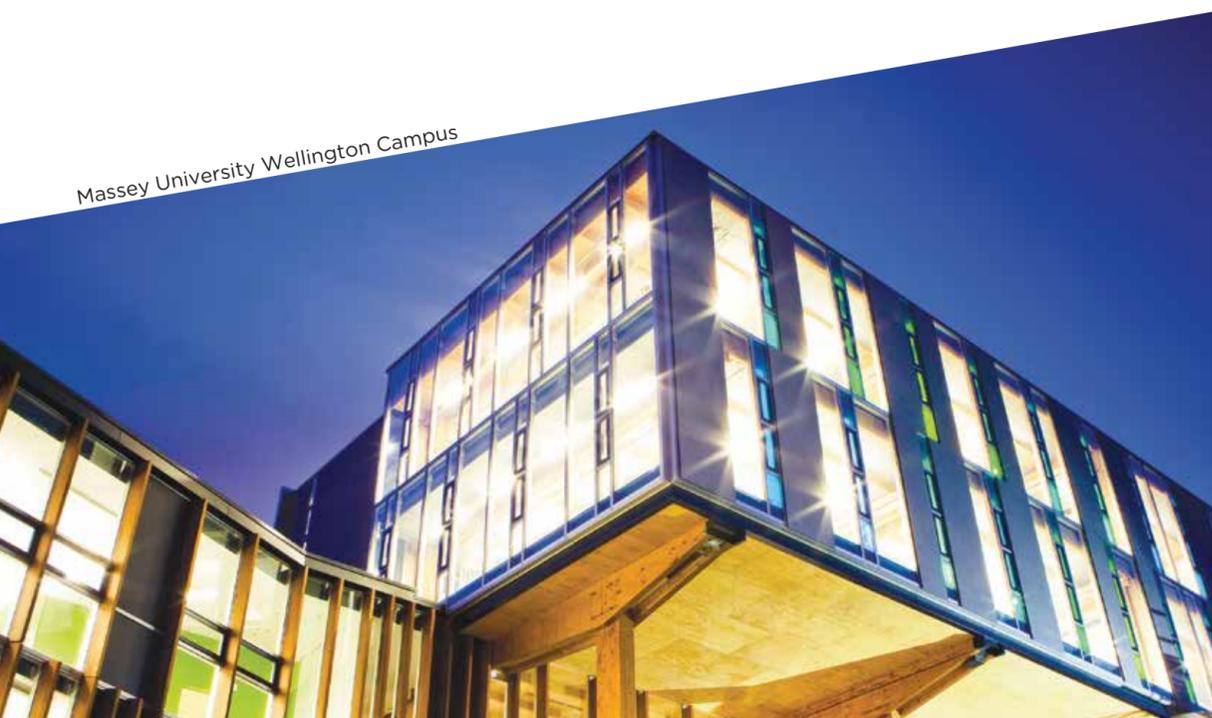
You will then learn how these tools are applied in a specialisation of your choosing (marketing or finance). In the last phase of study, you will complete an applied analytics project, where the knowledge and skills you have learnt will be utilised to address a real-world problem.

GAIN GLOBALLY RECOGNISED INDUSTRY CERTIFICATION

The Master of Analytics is sponsored by the world's leading business analytics software provider - SAS. That means that upon completion of this degree you will receive the globally-recognised SAS certification. SAS business insights also ensure your lecturers are up-to-date with developments in the industry and you will gain access to SAS' global network of clients. This agreement was the first of its kind with a New Zealand university.

"The programme equipped us with relevant skills that are highly sought-after in today's job market and I've been able to apply many of the techniques I learned during my study in my work. That includes things like using logistic regression to build a credit scorecard or applying PCA and clustering methods to online digital behaviours."

- Hayley Clinning,
Data Scientist at Perceptive Research,
Master of Analytics (On-campus)

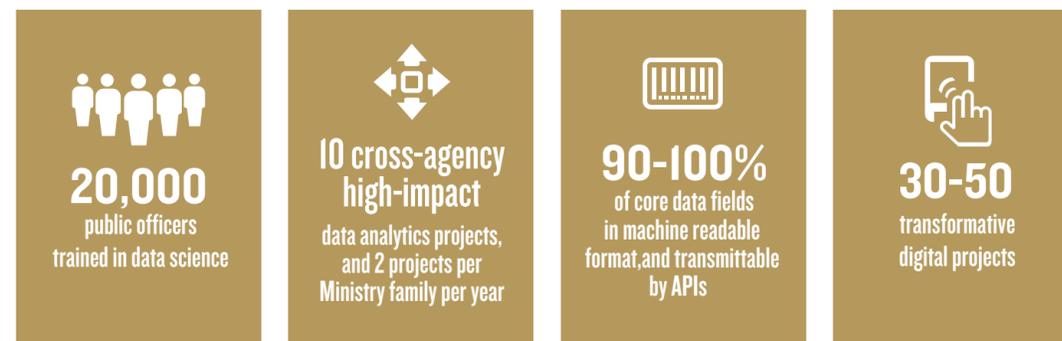


Massey University Wellington Campus

THE ANALYTICS PROFESSION

Public sector demand for data science and analytics skills

The Singapore Government in its 2018 Digital Government Blueprint for the Smart Nation Initiative is pushing for more digital services and big data projects across ministries, and demand for talent with data science and analytics skills. Some of the Government's targets by 2023 according to the blueprint include:



COURSE DETAILS

Duration	12 months (Full-time) 24 months (Part-time)	
Intake	January, September	
Course Fees	S\$27,071.00 (inc GST)	
Modules	<ul style="list-style-type: none"> Introduction to Analytics Multivariate Analysis for Big Data Practical Data Mining Applied Econometric Methods 	<p>Final Project:</p> <ul style="list-style-type: none"> Applied Analytics Project
	<p>Master of Analytics students will be able to specialise in either marketing or finance before completing a final project.</p> <p>Marketing Specialisation Modules</p> <ul style="list-style-type: none"> Customer Insights Return on Marketing Investment Finance Specialisation Modules 	<p>Finance Specialisation Modules</p> <ul style="list-style-type: none"> Big Data in Finance and Banking Managerial Finance OR Advanced Investment Analysis
Admission Requirements	<p>Qualifications: To be accepted for entry, students must possess a Bachelor's degree (with B+ average).</p> <p>English Language Requirements: IELTS 6.5 no less than 6.0</p>	

SCHOOL OF POSTGRADUATE STUDIES

PSB Academy aims to lead the future through thought leadership in business management and technology.

We provide an inclusive and conducive environment where executives can advance their management skill sets and professional connections, while studying toward postgraduate qualifications at the master's and doctorate levels.

VALUE ADDED SUPPORT

Striving to provide quality postgraduate education beyond the classroom, we aim to provide our students with as much industry exposure as possible, with activities such as overseas study tours, guest lectures, industry visits, and networking opportunities with alumni to enrich the student life and learning as much as possible beyond the classroom.

CAMPUS FACILITIES



Lecture Theatres

MBA Rooms

Computer Science Labs

Classrooms



Alumni Networking