

## What our recent graduates say

"I love Dunedin. It has a great buzz. And Otago's reputation remains a great academic drawcard."

"Otago delivered in spades. The core curriculum of statistics and business analytics was great. I never imagined doing papers like corporate social responsibility or digital innovation, but they were spectacular."



"I've been working for a data management and analytics company. There's no doubt that my master's degree gave me the springboard I needed to land my role and contribute to my team and clients."

**Nick Burns**  
Master of Business Data Science graduate  
Founder and data scientist at Lingo Search & AI

"New Zealand is a very friendly and welcoming country for international students, and it was a great experience being part of such a world-renowned, research-led university."



"I believe that Otago's MBusDataSc is one of the best data science courses in New Zealand. It prepares you for different fields such as data analytics, including data visualization, machine learning and AI, databases, statistics, and data analysis in the economics and marketing sectors. It opens you up to many job opportunities."

**Arpita Dutta**  
Master of Business Data Science graduate  
Senior data scientist for Statistics New Zealand

## Contact information

Department of Information Science  
Email [infoscience@otago.ac.nz](mailto:infoscience@otago.ac.nz)  
Tel +64 3 479 8142

[otago.ac.nz/info-science](https://otago.ac.nz/info-science)

## POSTGRADUATE



BUSINESS SCHOOL  
Te Kura Pakihi

MBUS-GR00206-0521



ONCAMPUS AND DISTANCELEARNING

POSTGRADUATE



BUSINESS SCHOOL  
Te Kura Pakihi

# Master of Business Data Science (MBusDataSc)

Give yourself a system upgrade:  
Data is gold.



# Advance your career with data science and learn from internationally respected experts.



## Master of Business Data Science (MBusDataSc)

The Otago Business School's Master of Business Data Science degree recognises the global demand for qualified data scientists – people who have the skills to manage and analyse enormous amounts of data using a range of techniques such as data mining, statistical techniques and machine learning.

### Why study the Master of Business Data Science?

Data science is inherently multidisciplinary, and Otago's Master of Business Data Science programme is unique in featuring a compact and coherent curriculum that combines statistics, machine learning theory, database techniques and business analytics. Its primary goal is to equip you to become a practitioner of data analytics that empowers business innovations, as well as lay down a solid foundation for students seeking entry to a PhD programme.

With the Master of Business Data Science you will:

- Learn from internationally respected teachers/supervisors who are producing high-quality research for leading journals and conferences.
- Have close supervision with collegial, focused staff who are approachable and supportive as you carry out the investigation for your project.
- Have a degree that is internationally respected.
- Forge a career in industry, business and academia.
- Fast track your career in applied research.
- Join a profession that is revolutionising all dimensions of business and society.

## Key information

- Available on campus or via distance learning with recorded lectures, live tutorials and cloud-based labs.
- Start at the beginning of either semester 1 or semester 2.
- Programme can be finished in 12 months.
- Courses range from computing techniques and machine learning to marketing and multi-cultural business environments.
- Applicants normally require a B+ average (at 300 level) in an appropriate undergraduate degree.

## Teaching style and methods

Papers within the MBusDataSc are available both on campus and via distance learning. The on-campus programme uses a mixture of lectures, lab classes and tutorials. The teaching and learning of all papers takes place through both contact time and non-contact time, and includes a range of assessments. The distance programmes are taught through lecture recordings, and online tutorials, seminars and laboratories.

## Career opportunities

Once you have completed the MBusDataSc you will have developed an advanced knowledge of data science. You will understand how data analysis and modelling can be used in business, be able to identify opportunities to use data, be aware of ethical and privacy issues and possible mitigations, and be able to select appropriate means of presenting the results of analysis. You will have the ability to select and apply techniques to manage and analyse large collections of data.

## Degree structure

The Master of Business Data Science consists of seven 20-point taught papers, together with a 40-point applied project or research project. Papers are either taught in semester 1 or semester 2, or are full-year papers.

You must complete:

- BSNS 401 The Environment of Business and Economics
- COSC 430 Advanced Database Topics
- INFO 408 Management of Large-Scale Data
- INFO 411 Machine and Data Mining
- INFO 420 Statistical Techniques for Data Science
- INFO 424 Adaptive Business Intelligence
- MART 448 Advanced Business Analytics

**Plus** one of the following project papers:

- BSNS 501 Applied Project

**or**

- BSNS 580 Research Project (for students who may wish to progress to PhD study)

