

西澳大学Uni Link

商业分析基础-短期学分课程

(2026年7月)



*中文版本仅供参考，具体内容以英文版本文件《Group Proposal_Intro. to B.A Essentials _July 2026_2 pts》

1. 关于珀斯

珀斯是一座充满机遇的城市，位于繁荣的西澳大利亚州。这座城市提供充满活力的都市生活，同时拥有令人惊叹的自然风光。珀斯以其文化氛围和盛大活动而闻名，同时还拥有如画的白色沙滩、本地酒庄和独特的野生动植物。作为一个理想的居住、学习和工作的地方，珀斯充满文化多样性，并且拥有活跃的社交氛围，而美丽的西澳大学坐落于此，更为这座城市增添了一份学术的底蕴与青春的活力。

2. 关于西澳大学

- 2026 年 QS 世界大学排名第 **77** 名
- 2025 年泰晤士高等教育世界大学排名第 **149** 名
- 2025-2026 年 U.S.News 世界大学排名第 **98** 名
- 13 个学科进入世界前 **50** 强(QS 2025 and GRAS 2025)

西澳大学 (UWA) 是澳大利亚最具历史、代表性和实力的著名顶尖研究型大学之一，澳大利亚八大名校联盟成员之一，是西澳大利亚州排名最高的大学，也被誉为澳洲最美校园之一。西澳大学通过提供充满活力的学生体验、创新课程、行业联系、高影响力的研究以及对毕业生成果的坚定承诺，建立了卓越的声誉。

1. 世界**前 100** 的大学(QS, 2026 年)

2. **89.2%**的西澳大学研究生毕业后全职工作 (QILT 2023)

3. 西澳大学研究生的平均工资为 **86900** 澳元 (2023 年 QILT)

4. 西澳大学的毕业生被 **EY, Deloitte KPMG Australia, and BHP** 等顶级雇主聘用

5. 我们的学生与全球 **4,500** 家行业合作伙伴携手，共同应对世界的挑战与机遇



3. 关于 Uni Link

Uni Link 致力于为学子们打造无与伦比的西澳大学（UWA）求学体验，期待携手学子共创珍贵时刻。将 UWA 顶尖的学术资源与珀斯鲜活多元的文化魅力融合，不仅为学生搭建深度融入 UWA 学术社群的桥梁，更让大家沉浸式感受珀斯的生活底蕴与城市活力。这些珍贵体验绝非转瞬即逝的片段，而是将沉淀为学子们终身铭记的宝贵回忆。Uni Link 希望通过这些经历，让学生与 UWA 建立深厚的联系，激发他们未来回到 UWA 继续深造的愿望，并在学术社区中持续成长。

为满足不同群体的个性化需求，Uni Link 提供高度定制化的课程体系，可精准匹配特定学术诉求，课程的学分数量取决于总学习时长。除了丰富多元的学术项目，学子们还将通过精心策划的文化参访活动，沉浸式领略珀斯的绝美风光与城市特色。此外，Uni Link 还提供按需定制的一日游服务，适用于团体及个人参与者。

Uni Link 让学生能够参与 UWA 提供的创新学术项目。学生将在 UWA 社区中体验校园生活，并享有以下权益：

1. **UWA 学生卡**
2. **UWA 学生电子邮箱账户**
3. **校园 Wi-Fi 访问权限**
4. **参与校园活动**
5. **学生服务资源使用权限**
6. **UWA 官方成绩单与证书**
7. **可用于申请 UWA 学位课程的学分**



4. Uni Link 微证书课程

微证书课程是一种短期课程，专注于特定技能的培养。它们采用互动式和协作式的学习方法，使学习体验更加生动有趣，并围绕学生需求进行设计。

选择微证书课程可以：

1. 更新、提升或重塑技能。
2. 完成单次微证书课程或积累多个课程。
3. 转换学分，用于申请本科或研究生课程。

重要说明

1. 微证书课程可根据团体的特殊需求进行定制，最低人数要求为 20 名学生，具体安排取决于 Uni Link 的可用性。
2. 在 UWA Uni Link 成功完成课程的学生将获得职业发展积分（PD Point），PD Point 指的是职业发展点，每个 PD Point 代表 25 小时的学习工作量，包括授课时间、个人学习以及评估/考试。
3. 该项目可全年运行，但 UWA 学期休假期间（6-7 月 / 12-2 月）可用名额较多。





5. 商学院简介

西澳大学商学院以其卓越的教育与研究声誉享誉全球，成为备受推崇的知名学府。商学院坐落于西澳大学美丽的校园内，俯瞰天鹅河，提供充满活力的学习环境，致力于培养创新精神与领导才能。

秉持培养学生实践能力与理论素养的宗旨，西澳商学院为毕业生在金融、管理、市场营销及创业等多元领域取得卓越成就奠定坚实基础。凭借深厚的行业资源与全球化视野的培养特色，毕业生得以从容应对现代商业世界的复杂挑战。

西澳大利亚大学商学院的工商管理硕士继续稳居西澳大利亚州榜首。该校商学院拥有澳大利亚顶尖的 MBA 项目之一，并在大洋洲地区排名第八（Global MBA QS rankings 2025）。

- 澳大利亚最佳商学院**第 4 名** (AFR BOSS Best Business Schools 2024)
- 西澳大利亚最佳商学院排名**第 1 名** (AFR BOSS Best Business Schools 2024)
- 全澳少数拥有**双重认证**的机构之一：欧洲管理发展基金会 (EQUIS) 及促进大学商学院协会 (AACSB)
- 联合国责任管理教育原则 (PRME)
- 会计和金融专业全球 QS 学科排名 150 强 (QS 2025)



6. 招生对象

- 在读本科、硕士学生，**无专业限制**。
- 完成课程要求具备较高的英语语言及理解能力，建议雅思达到 5.5 分或同等水平，**无强制英语能力要求**。

7. 课程介绍

课程名称：商业分析基础入门

课程时间：2026 年 7 月 14 日-7 月 25 日

课程费用：校外学生公寓:3,930 澳元；酒店住宿:4,330 澳元

可获 UWA 学分：2 学分

课程人数规模：每个课程项目需达到最少 20 人的人数要求后方能开班上课

内容概述：

这门微证书课程为学生提供了有关商业分析领域概念和技巧的基础性理解。该课程首先介绍了如何利用 Excel、MYOB 和 Tableau 等工具来辅助进行商业分析的会计信息，随后重点讲解了金融领域的回归分析、概率与统计学，以及机器学习等内容。通过理论知识与实践案例相结合的方式，学生们将能够培养出提取见解和解决实际商业决策所需的技能，重点在于金融方面。

课程亮点：

- 运用 Excel 展示**基础数据分析与可视化技术**，以传达财务结果
- 利用数据可视化平台创建**交互式仪表盘**，为商业决策提供支持
- 运用**回归分析方法**分析商业场景中变量之间的关系
- 解释商业中**风险与分散化**的概念
- 运用**基础机器学习技术**分析商业场景



西澳大学 (UWA) Uni Link-2026 年 2 月寒假：商业分析基础入门短期学分课程宣传视频：

https://www.bilibili.com/video/BV1XeZUBiEHg/?share_source=copy_web&vd_source=8964473579422b3d6de703ec102d21e0

8. 项目费用说明

费用包含内容：

1. 由西澳大学学校提供的讲座
2. 顺利完成课程后，可获得 UWA 专业发展成绩单和结业证书
3. 用于签证用途的邀请函
4. 欢迎指南和活动日历
5. 项目中安排外出活动的门票及交通费用
6. 行程协调专员
7. 11 晚住宿：校外住宿：市区公寓/酒店。学生将拥有独立的床位。但房型（通常为双人间）及具体位置将视预订时的实际情况而定。
8. 餐食：根据行程安排而定
9. 珀斯机场-住宿点之间的往返团体接送机服务
10. 含 10GB 流量的澳大利亚本地 SIM 卡
11. 内含 20 澳币的珀斯交通卡

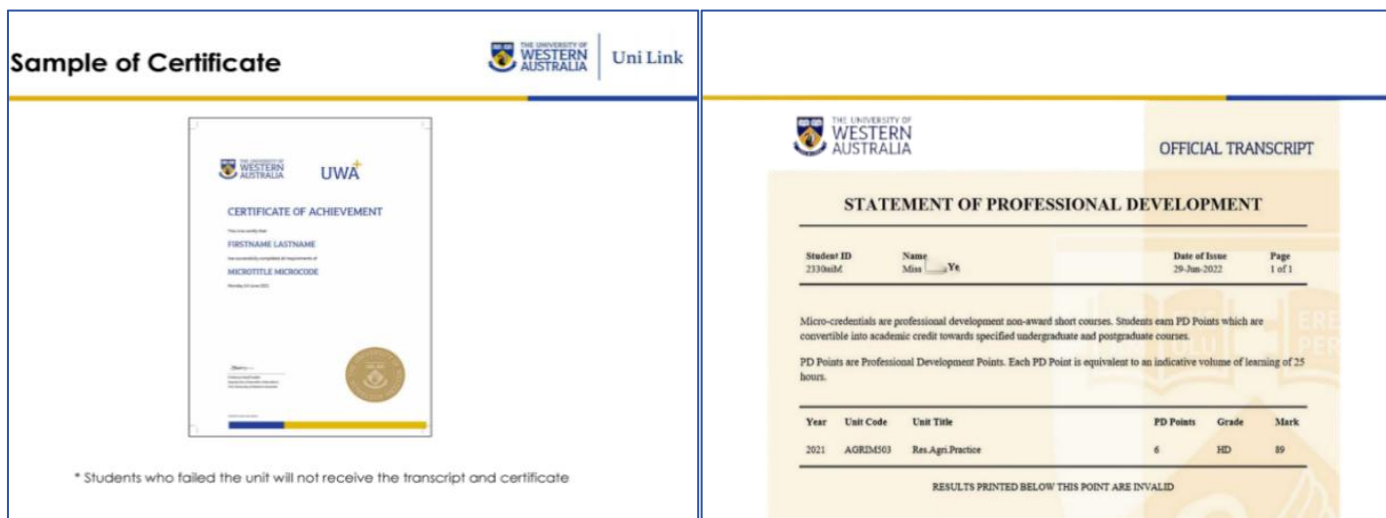
*交通卡：项目结束时需将交通卡归还 Uni link。丢失或损坏需赔偿每张卡 10 澳元，且原卡中的剩余余额无法转移。

费用不包含内容：

1. 个人消费支出
2. 往返机票和其他未提及的旅行费用
3. 综合的旅游保险
4. 签证费用
5. 不包含在项目行程中的活动费用
6. 升级住宿
7. 行程中未包含的餐食
8. 抵达澳大利亚前和离开澳大利亚后产生的任何其他费用

9. 证书及成绩单模板

结业证书及成绩单模板如下图所示



10. 整体日程安排表

日期		上午	下午	包含的餐食
第 1 天	周二	抵达珀斯 · 机场专人接机, 分发交通卡和 SIM 卡 · 前往住宿地点办理入住手续, 熟悉环境		/
第 2 天	周三	迎新会 入学导览 · 项目介绍、详细行程说明 · UWA Plus 欢迎致辞 、学生账户与邮箱设置	迎新会 校园参观 · 参观 西澳大学克劳利主校区 · 沉浸式感受顶尖学府学术氛围	便携早餐
第 3 天	周四	深入探索 核心学术课程 · 概率论导论 · R 语言入门		便携早餐
第 4 天	周五	深入探索 核心学术课程 · 数据结构入门 · R 语言		便携早餐
第 5 天	周六	澳洲文化体验 了解西澳的悠久历史 · 探秘西澳博物馆·Boola Bardip , 博物馆通过沉浸式展陈与尖端科技, 全方位展现西澳的悠久历史、多元文化与自然奇观。 *此为自主探索活动, Uni Link 工作人员不随同参与。		便携早餐
第 6 天	周日	移动生态课堂 与自然的浪漫邂逅 · 邂逅# Caversham 野生动物园 ——与袋鼠、树袋熊等本土动物互动 · 观看农场表演, 解锁澳洲农场文化	解锁澳洲图鉴 发现珀斯的隐藏惊喜 本地购物中心 (选项1) · 为学生提供便捷实用的环境 · 观察并适应澳大利亚的当地风貌	便携早餐

			<p style="text-align: center;">或</p> <p style="text-align: center;">蜜蜂与蜂蜜专区 (选项 2)</p> <ul style="list-style-type: none"> · 近距离观察蜜蜂并探索它们的秘密。 · 在蜂蜜品鉴环节品尝新鲜美味的蜂蜜, 亲手制作蜂蜡蜡烛带回家作为甜蜜礼物。 <p style="text-align: center;">*本活动视供应情况而定, 参与者须签署免责声明。</p>	
第 7 天	周一	<p>深入探索 核心学术课程</p> <ul style="list-style-type: none"> · 数据可视化 · R 语言 		便携早餐
第 8 天	周二	<p>深入探索 核心学术课程</p> <ul style="list-style-type: none"> · 统计建模 		便携早餐
第 9 天	周三	<p>成果显现 期末考试/评估</p>		便携早餐
第 10 天	周四	<p style="text-align: center;">移动生态课堂 与自然的浪漫邂逅</p> <ul style="list-style-type: none"> · 探秘世界奇观#尖峰石阵 (Pinnacles) ——探索约 2.5 万至 3 万年前形成的天然石灰岩地质奇观 <ul style="list-style-type: none"> · 在塞万提斯 (Cervantes) 龙虾小屋——享用特色龙虾午餐 · 前往#兰斯林 (Lancelin) 体验滑沙——感受世界级风浪与皑皑白沙的独特风光 <p style="text-align: center;">*此一日游行程约持续 8-10 小时, 融合自然历史、海岸风光和户外体验。</p>		便携早餐&龙虾午餐
第 11 天	周五	<p>圆满落幕 见证成长</p> <ul style="list-style-type: none"> · 结业典礼 · 证书颁发仪式 · 返程说明 		便携早餐
第 12 天	周六	<p>惜别珀斯 满载而归</p> <ul style="list-style-type: none"> · 办理退房手续, 整理行装 · 赴珀斯机场, 启程回国 		便携早餐

*本行程安排可能因故变更, 恕不另行通知, 请以最终行程表为准。

#:卡弗舍姆野生动物园 (Caversham Wildlife Park): 是西澳大利亚州规模最大的私人野生动物园之一。这里展示了超过 200 种、约2,000 只澳大利亚本土野生动物, 包括袋鼠、考拉、负鼠、袋熊等。游客可以近距离接触这些动物, 例如手喂袋鼠、与考拉合影、观看企鹅喂食以及参与互动农场体验等。园内每天还有农场秀和“与袋熊及朋友见面”等互动活动, 非常适合来体验澳大利亚特色野生动物文化。

尖峰石阵 (Pinnacles):是南邦国家公园乃至整个西澳大利亚州知名度最高的旅游景点之一。奇形怪状的石柱遍布在沙漠中, 形成独特的景观。

兰斯林 (Lancelin):兰斯林沙丘由纯白色沙质构成, 沿海岸绵延近80公里, 最高处约30米, 因形似雪原得名“冰淇淋沙丘”。沙丘区域提供四驱车越野、滑沙项目, 距离大海仅几百米, 具有超现实景观特征。

11. 重要提醒

1. **所有学生必须自带笔记本电脑。**
2. 所有参与者必须在离开中国之前, 购买涵盖整个项目期间的综合旅行保险。
3. 如行程和团体人数有所变动, 费用可能会有所调整。
4. 在组内选择多个选项可能会产生额外费用。

12. 联系我们



西澳大学指定项目办公室

联系老师：刘老师

微信：AEAadmin

邮件：aeachina@aeaeducation.cn

13. 条款和条件

概要：

1. 如果有 18 岁以下的学生，必须至少有一名成年人（监护人）陪同。
2. 参与者在申请前需获得足够的详细信息，包括但不限于课程要求、费用、设施和服务。
3. 根据西澳大学的安排决定，班级可能与其他学校学生组班。若需特别安排，可能产生额外费用。
4. 所有预定活动均将如期举行。但Uni Link保留根据时间安排和实际情况调整活动顺序的权利。若遇恶劣天气或突发状况，活动内容可能进行替换。如有重大变更，将视情况与陪同人员协商沟通。
5. 任何在确认后更改安排的请求均须经批准，并可能产生额外费用。
6. 项目开始后不允许中途加入。
7. 如果参与者决定不参加课程期间的任何课程或活动，费用不予退还。
8. 只有成功通过课程的学生才能获得西澳大学专业发展成绩单和证书。
9. 为便于安排，至少应在出发前四周提供航班详情。
10. 项目期间拍摄的照片或/和视频将用于市场宣传用途。

信息与隐私：

1. 参与者提供给Uni Link的所有信息都应是完整和最新的。信息不完整可能导致申请失败。

2. 虚假或误导性的信息和文件可能导致取消参加该项目且不退还任何费用。
3. 参与者授权Uni Link代表其预订和安排该项目，包括提供相关信息给第三方机构（例如住宿供应者、活动经营者和教育机构），以确保项目的成功开展及结束。

团体人数：

1. 需达到最低参与人数方可成行。
2. 若人数不足，请尽快告知并申请新提案。

住宿：

1. 参与者必须遵守住宿提供商的规章制度，否则可能导致被罚款。
2. 所有住宿均采用标准单人床规格。特殊要求（如加大床尺寸或其他特殊安排）须提前提出，视供应情况而定，可能产生额外费用。
3. 澳大利亚住宿通常为共用浴室，不提供个人卫生用品，包括但不限于牙刷、沐浴露、拖鞋、吹风机等。
4. 同住者将安排同性别住宿。若需单人入住合住房，可能收取额外费用。
5. 房间升级视供应情况而定，可能产生额外费用。
6. 在确认房间安排后，不允许进行修改。
7. 根据住宿类型，可能提供客房清洁服务，具体取决于停留时间。参与者应始终保持居住环境的整洁有序。

校内住宿：

1. 参与者通常须年满 18 周岁方可入住校内住宿设施。但若房源充足且经住宿方酌情考虑，未满 18 周岁的参与者亦可获准入住。
2. 标准团体入住时间为下午 14:00，退房时间为上午 10:00。其他入住或退房时间需经批准，并可能收取额外费用。

校外住宿（酒店或短期住宿）

1. 根据提供方的政策，未满 18 岁的参与者必须由法定监护人陪同。
2. 标准团体入住时间为 14:00，退房时间为 10:00。提前入住或延迟退房需经批准，可能产生额外费用。

餐食：

1. 用餐时间由住宿单位或餐饮单位决定，通常的用餐时间为：

早餐：7:00 至 9:00，午餐：12: 00 至 14:00，晚餐：18:00 至 20:00。

2. 餐食供应由供应商自行决定，早餐默认早餐通常供应麦片或吐司。

3. 如需特殊餐饮，请在预订时告知Uni Link团队，所有特别安排均视供应情况而定，可能收取额外费用。

交通：

1. 若项目包含交通费，Uni link将向SmartRider（珀斯公共交通卡）充值一定金额。参与者也可按需自行充值，最低充值额为 10 澳元。

2. 项目结束时需将SmartRider卡归还Uni link。丢失或损坏需赔偿每张卡 10 澳元，且原卡中的剩余余额无法转移。

损失与保险：

1. 所有参与者在离开中国之前，必须自行购买好覆盖整个行程时长的综合旅行保险。

2. 参与者应自行承担在项目中产生的任何费用、损失、伤害、损害、不便等。Uni Link及其合作伙伴对上述事件概不承担责任。

预订和付款：

1. 预订需在申请时支付每人至少 50%的项目费用押金，且不可退款，尾款须在项目开始前至少 8 周付清。

2. 优先选择团体付款方式。

3. Uni Link不承担与付款相关的任何银行手续费或附加费。这些费用由付款人自行承担。

4. 所列费用均包含 10%商品及服务税（GST）。

*项目费用支付方式以即时缴费通知为准

不可抗力：

在不可抗力事件发生且/或无法预防该事件导致项目无法按时交付的情况下，Uni Link将不退还费用且不承担任何责任。任何退款或赔偿均须依据每位参与者自身购买的综合旅行保险条款及承保范围处理。

以下是一些事件的示例（包括但不限于）：

1. 天气和自然灾害；

2. 战争、骚乱或恐怖主义行为；

3. 政府指令或强制封锁；
4. 大范围疾病，包括但不限于流行病或大流行病。

替换：

每个团允许进行一次替换，并且只能在项目开始日期前 8 周进行。由于性别划分和房间安排，可能会收取额外费用。

取消：

1. 必须通过填写退款表以书面形式通知取消。
2. Uni Link不承担退款过程中产生的任何银行手续费、附加费或汇率差额。
3. 退款仅退至最初支付费用的个人或组织的银行账户。
4. 如果取消，退款金额将按以下标准执行：

*取消日期	退款原因	退款金额
项目开始日期前 30 天以上取消	任何原因	项目费用的 50%
项目开始日期前30天以内取消		不退款
N/A	Uni Link无法提供该课程	100%支付项目费用
一旦项目开始，将不退还任何费用。		

*取消申请的日期仅在Uni Link收到并正式确认所有必要表格及支持文件后方为有效。请尽快提交所有必需文件，以免延误退款流程。

仅针对签证拒签情况的退款方案：

已申请并缴纳微证书课程（Winter School Study Program for Medical and Health Sciences除外）费用，且其签证申请被澳大利亚移民局拒签的学生，可在收到拒签信后的三天内提交所需文件，申请退出课程并请求退款。

所需文件包括：

- 澳大利亚移民局出具的正式拒签信
- 原始签证申请的提交证明

Uni Link建议学生从个人具体情况与长期规划出发，咨询专业人士并考虑重新申请签证。一般而言，签证拒签通常由轻微错误或材料不完整导致，通过补充材料重新申请通常可以解决。若学生选择重新申请，Uni Link将为其提供额外具有说服力的辅助证明文件辅助申请。

退款金额将根据课程总费用，扣除不可退还费用后计算，具体参照下表：

*取消日期	项目选项	不予退款部分
项目开始日期前 30 天以上取消	任意项目	每个专业发展 (PD) 学分
项目开始前 11-30 天取消	仅课程	收取 110 澳元
	完整项目	每个专业发展 (PD) 学分收取 110 澳元 + 最高 20% 的项目费用
项目开始日期前 10 天或更短时间内取消	不予退款	
一旦项目开始，将不退还任何费用。		

*取消申请的日期仅在 Uni Link 收到并正式确认所有必要表格及支持文件后方为有效。为避免退款流程延误，强烈建议学生尽快提交全部所需材料。

若发生任何争议，西澳大学 Uni Link 的决定为最终决定且具有约束力。

免责声明: UWA Uni Link 由西澳大利亚大学 (UWA) 所有，其中 UWA 仅提供学术课程。住宿、交通和活动将由其服务提供商 UniLink WA Pty Ltd 提供。



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

Uni Link

Micro-Credentials Study Tour

Introduction to Business Analytics Essentials



RANKED
77
GLOBALLY

QS WORLD UNIVERSITY RANKINGS 2026

GROUP PROPOSAL

2026

EXPLORE, LEARN, AND GROW WITH UNI LINK

Seek Wisdom



About Perth, Western Australia

Perth is a city of opportunity located in the thriving state of Western Australia.

Offering a dynamic urban lifestyle set against breathtaking scenery, Perth is renowned for its cultural scene and epic events, as well as its idyllic white sand beaches, local wineries and unique wildlife.

An ideal place to live, study and work, Perth is a city full of cultural diversity with a lively social scene. Many festivals, eateries, modern bars and weekend markets add flavour to the city and its suburbs.

About UWA

Ranked in the world's top 100 universities (QS 2026). The University of Western Australia (UWA) has built its reputation through delivering a vibrant student experience, innovative courses, industry connections, high-impact research and a strong commitment to graduate outcomes.

Students who study at UWA join a network of passionate and resourceful leaders making meaningful contributions and leading positive change, both within Perth and internationally.



WARM CLIMATE
 SUMMER: DECEMBER-FEBRUARY
 AUTUMN: MARCH-MAY
 WINTER: JUNE-AUGUST
 SPRING: SEPTEMBER-NOVEMBER



PERTH STANDS AT THE HEART OF AUSTRALIA'S **FASTEST-GROWING STATE ECONOMY**
 (WA Government Mid-Year Financial Projections Statement 2024-25)



ONE OF THE WORLD'S MOST **LIVEABLE** CITIES
 (ECONOMIST INTELLIGENCE UNIT'S MOST LIVEABLE CITIES 2025)



PERTH IS AUSTRALIA'S **4TH-LARGEST CITY** AND A MULTICULTURAL HUB
 (DEPARTMENT OF EDUCATION, WA 2024)



PERTH RANKS **15TH OF THE WORLD'S BEST CITIES TO LIVE**
 (ECONOMIST INTELLIGENCE UNIT'S GLOBAL LIVEABILITY INDEX SURVEY 2025)



UP TO **6 YEARS' POST STUDY WORK VISA** – ONE YEAR LONGER THAN SYDNEY, MELBOURNE, AND BRISBANE!



★ Ranked in the world's **top 100** universities (QS, 2026)

★ **89.2%** of UWA postgraduate alumni working full-time after graduating (QILT 2023)

★ UWA postgraduates achieved an average salary of **AUD 86,900** (QILT 2023)

★ UWA graduates are hired by top employers like **EY, Deloitte KPMG Australia, and BHP**

★ Students work alongside our **4,500** global industry partners on real-world challenges



About Uni Link

Study Tour Program

Uni Link allows students to access innovative academic programs provided by UWA. Students will experience life as a member of the UWA community and will receive:

- UWA student card
- UWA student email account
- Campus wi-fi access
- Involvement in on-campus activities
- Access to student services
- UWA transcript and certificate
- UWA academic credits that can be used to apply for one of the University's award courses

Programs delivered by Uni Link can be tailored to groups' specific academic requirements, with the number of academic credits depending on the total number of study hours. In addition to engaging academic programs, students will experience the best of Perth through our well-arranged day tours. On-demand day tours are available for both group and individual participants.

Mission

At Uni Link, we're dedicated to crafting extraordinary experiences for students at the University of Western Australia (UWA) in Perth. Our mission is to collaboratively shape these moments alongside students, seamlessly blending UWA's renowned academic excellence with Perth's vibrant culture.

We aim to offer students the opportunity to fully immerse themselves in UWA's academic community while embracing the dynamic lifestyle of Perth. These experiences are not merely fleeting; rather, our aspiration is for them to become cherished memories that last a lifetime.

Ultimately, we would like these experiences to initiate a strong connection between students and UWA, fostering a desire to return for future studies and continue their journey within our academic community.



EXPERIENCE BEING
A **UWA STUDENT**



VISIT INSPIRING
ATTRACTIONS



EXPERIENCE THE
LOCAL CULTURE



PARTICIPATE IN
EXCURSIONS/WORKSHOPS

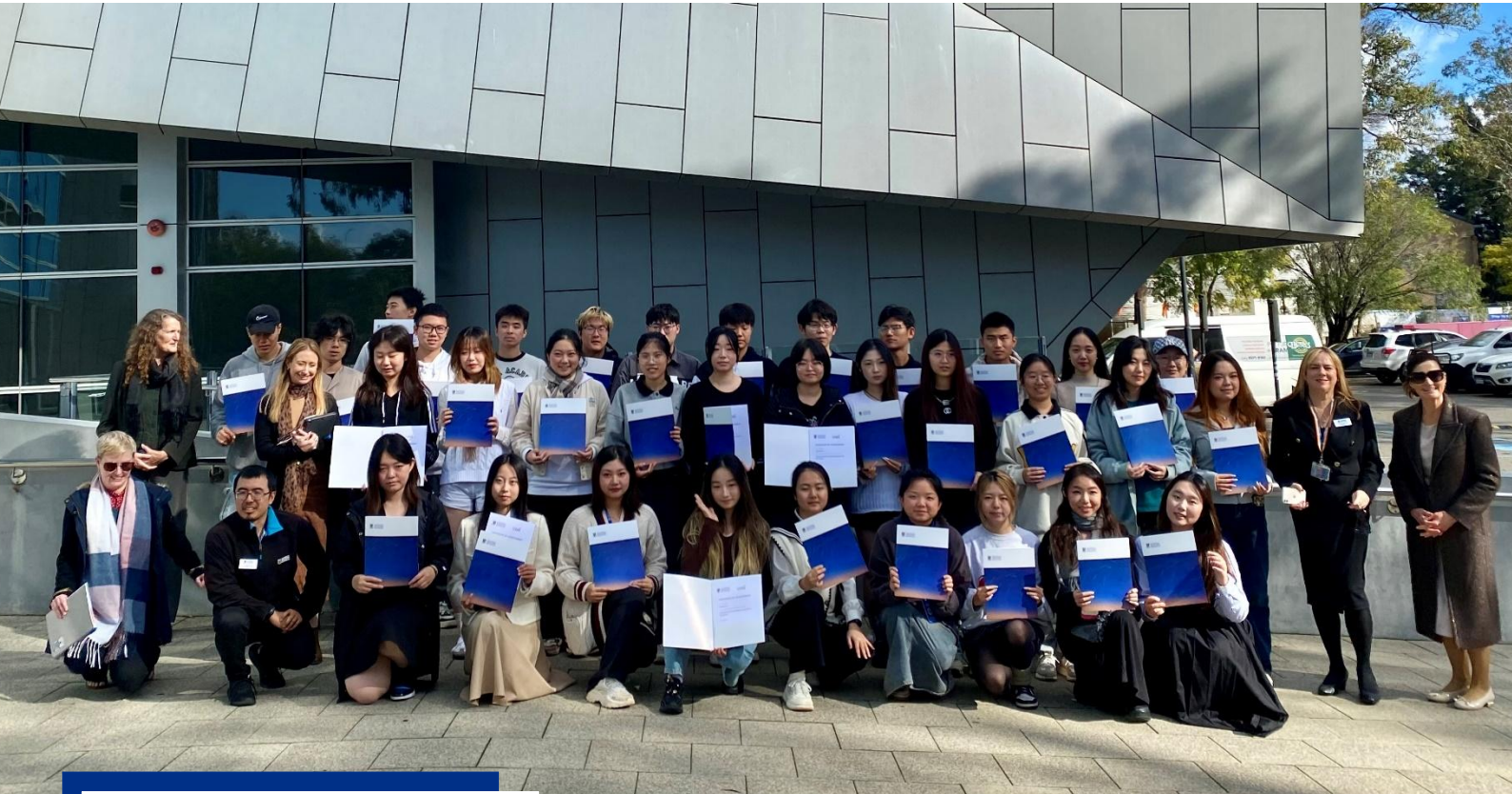


ENJOY COMFORTABLE
ACCOMMODATION



TASTE LOCAL
FOOD & DRINKS





About Uni Link

General requirements

Apart from the specific academic requirements for each course, the general requirements for Uni Link's programs include:

- Applicants must be aged 16 or above at the commencement of the Study Tour program.
- High-level of English language and comprehension skills are required to complete the course, IELTS 5.5 or equivalent is recommended.

Important notes

- Micro-credential courses can be customised upon a special request of a group of a minimum 20 students, and this is subject to Uni Link's availability.
- The program can be run any time of the year, but there is more availability during the UWA semester breaks (Jun-Jul / Dec-Feb).

WHAT IS A MICRO-CREDENTIAL?

Micro-credentials are short courses provided by UWA Plus, designed to develop specific skills. They utilise interactive and collaborative learning approaches, ensuring an engaging and student-centred learning experience.

WHAT IS A PD POINT?

Students who successfully complete a course at UWA Uni Link earn Professional Development Points (PD Points). Each PD Point reflects the workload associated with undertaking micro-credentials and is equivalent to 25 hours of effort, encompassing contact hours, personal study, and assessments or examinations.



CHOOSE A MICRO-CREDENTIALS COURSE TO...

focus on skills that are high in demand by employers and industry.

OUTCOMES AND BENEFITS

- Update, upskill or reskill
- Complete a one-off micro-credential or stack them up
- Convert into credit towards an undergraduate or postgraduate course



Business School

The University of Western Australia (UWA) Business School in Perth is renowned for its excellence in education and research, making it a prestigious institution both locally and internationally. Situated within the beautiful UWA campus overlooking the Swan River, the Business School offers a dynamic learning environment that fosters innovation and leadership.

With a commitment to providing students with practical skills and theoretical knowledge, UWA Business School prepares graduates to excel in diverse fields such as finance, management, marketing, and entrepreneurship. Its strong industry connections and emphasis on global perspectives ensure graduates are well-equipped to navigate the complexities of the modern business world.

#1 MBA in WA

The University of Western Australia's Business School has retained its top ranking in Western Australia for its Master of Business Administration program. UWA's Business School has one of the leading MBA programs in Australia and was ranked eighth in the Oceania region (Global MBA QS rankings 2025).

#4 Best Business School in Australia

UWA Business School remains one of Australia's leading business institutions, securing the top spot in WA and ranking fourth in Australia

(AFR BOSS Best Business Schools 2024). The UWA Business School was ranked third in Australia out of 36 institutions for teaching and seventh for both reputation and career impact.

Introduction to Business Analytics Essentials

Overview

This micro-credential course provides students with a foundational understanding of the concepts and techniques in business analytics.

Content

The course offers an introduction on how accounting information supports business analytics using Excel, MYOB and Tableau, followed by a focus on regression analysis, probability and statistics in finance, and machine learning. Through a combination of theoretical knowledge and practice case studies, students will develop the skills necessary to extract insights and solve real-life business decisions, with an emphasis on finance.

You'll learn to

- demonstrate basic data analysis and visualisation techniques in Excel to communicate financial results
- use a data visualisation platform to prepare an interactive dashboard to support business decision-making
- use regression to analyse relationships between variables in business scenarios
- explain the concepts of risk and diversification in business
- use basic machine learning techniques to analyse business scenarios

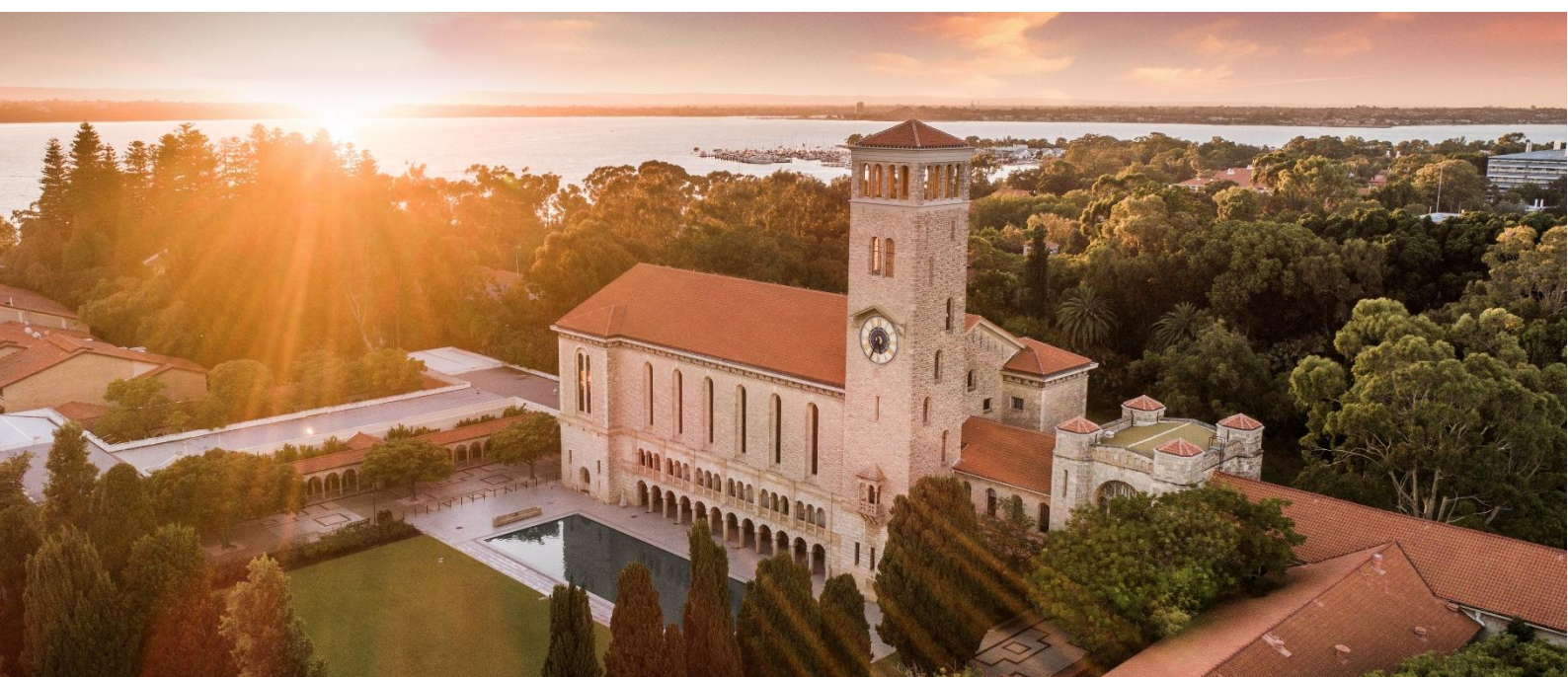


Proposed Itinerary

Day		Activity	Meals Included
1	TUE	Arrive in Perth – Transfer from the airport & settle at the accommodation. Transportation card & SIM card will be distributed, and a short accommodation tour will be arranged if time permits.	N/A
2	WED	Orientation – Program Introduction, detailed Itinerary explanation, welcome speech from UWA Plus, student account & email set up	Packed Breakfast
		Campus tour – get familiar with UWA Crawley Campus	
3	THU	Full day – Academic session Lecture – Introduction to Probability + Intro to R	Packed Breakfast
4	FRI	Full day – Academic session Lecture – Introduction to Data Structure + R	Packed Breakfast
5	SAT	Cultural study: <u>WA Museum Boola Bardip</u> - explore permanent displays like Ngalang Koort Boodja Wirn, which shares the stories, history, and culture of First Nations peoples of Western Australia. Participants will undertake this activity independently during opening hours. No transportation or guided services will be arranged.	Packed Breakfast
6	SUN	Cultural study: AM <u>Caversham Wildlife Park</u> – meet Australia's unique native animals and watch a farm show to get an insight into Australian farm life.	Packed Breakfast

		<p>PM</p> <p><u>Local Shopping Centre (Option 1)</u> – offering an accessible and practical environment for students to observe, learn, and adapt to the new and local surroundings of Australia.</p> <p>OR</p> <p><u>Bee and Honey section (Option 2)</u> – join the beehive tour to see bees up close and learn their secrets. Taste delicious, fresh honey during the honey tasting experience and get hands-on rolling your own beeswax candle to take home as a sweet gift. This activity is subject to availability, and a waiver form must be signed.</p>	
7	MON	<p>Full day – Academic session</p> <p>Lecture – Data Visualisation + R</p>	<p>Packed Breakfast</p>
8	TUE	<p>Full day – Academic session</p> <p>Lecture – Statistical Modelling</p>	<p>Packed Breakfast</p>
9	WED	<p>Final examination/assessment</p>	<p>Packed Breakfast</p>
10	THU	<p>Cultural study:</p> <p><u>The Pinnacles</u> – World-renowned natural limestone structures formed around 25,000 to 30,000 years ago + enjoy a lobster Lunch at the Lobster Shack in Cervantes + sandboarding in Lancelin – a place of world-class wave and wind conditions, and snow-white sand dunes. This day trip lasts about 8-10 hours, combining natural history, coastal scenery and outdoor adventure.</p>	<p>Packed Breakfast & Lobster Lunch</p>
11	FRI	<p>Completion Ceremony and Certificate Presentation</p> <p>Pre-Departure Briefing</p>	<p>Packed Breakfast</p>
12	SAT	<p>Transfer to the airport and depart from Perth</p>	<p>Packed Breakfast</p>

The above itinerary is based on the proposed program outline and is subject to change without prior notice.



Program 2026

Course Details & Fees

Course

BUSNM130

Introduction to Business Analytics Essentials

Date

14 – 25 July 2026

Duration

12 days as per the itinerary

Group size

Minimum 20 students

UWA PD points

2

Admission requirements

- Tertiary-level students aged 18 or above at the time of program commencement
- A high level of English language and comprehension skills is required to complete the course, IELTS 5.5 or equivalent is recommended

Booking requirements

- Group Booking Form
- Student Details List
- [Coloured passport copies](#) of participants
- Minimum 50% deposit of the program fees (non-refundable)

Important/special notes

- Selecting multiple options within a group may incur additional fees.
- All students are required to bring their own laptops.
- All participants are required to have their own **comprehensive travel insurance** covering the entire travel period before departing from their home countries.
- Any modifications made to the itinerary and group size may result in variations to the fees quoted.

Fee per student

Full program

Off-campus student accommodation: AUD 3,930

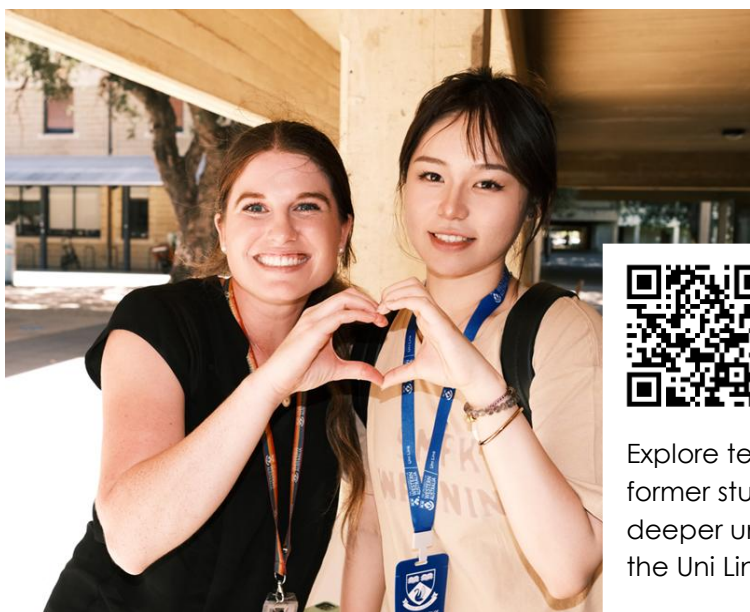
Hotel accommodation: AUD 4,330

Fee inclusions

- Lectures provided by the UWA School
- UWA Professional Development Transcript and Certificate upon successful completion
- Invitation letter for visa purposes
- Welcome guide and Activity Calendar
- Cultural study tours, including entry fees and local transportation as per the itinerary
- Tour coordinator
- 11 nights' [accommodation](#): Students will have their own beds. However, room type (usually twin-share room) and location are subject to availability at the time of booking
- Meals: as per the itinerary
- Return group airport transfers between Perth Airport (PER) and accommodation
- One Australian local SIM card with 10 GB of mobile data
- AUD 20 transportation credit for use on public transport services in Perth

Fee exclusions

- Personal expenses
- Flight tickets and any other travel costs not specifically mentioned
- Comprehensive travel insurance
- Visa fees
- Optional activities not included in the itinerary
- Accommodation upgrades
- Meals not specified in the program
- Any expenses incurred before arrival or after departure in Australia



Insights from Previous Participants

Explore testimonials from former students to gain a deeper understanding of the Uni Link program



THE UNIVERSITY OF WESTERN AUSTRALIA

Uni Link

Get in touch

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WEBSITE

uwaUniLink.au

ADDRESS

35 Stirling Highway, Perth, WA 6009, AU

Stay connected



UWA Uni Link



UWA Uni Link



UWA Uni Link



UWA Uni Link



UWA Uni Link



UWA_UniLink1



Disclaimer: UWA Uni Link is owned by the University of Western Australia (UWA) where UWA provides the academic program only. The accommodation, transportation and activities will be provided by its service provider UniLink WA Pty Ltd.

Terms & Conditions (Group)

General

- At least one responsible adult (chaperone) must accompany the group if any participants are under the age of 18.
- Participants acknowledge they were provided with comprehensive information regarding program details, including but not limited to course requirements, fees, facilities and services, prior to submitting their application.
- Classes may be combined with other groups or participants, depending on the UWA School's decision regarding class arrangements. If alternative arrangements are requested, additional fees may apply.
- All scheduled activities will be delivered. However, Uni Link reserves the right to modify the order of activities to suit timetables and availability. In the event of inclement weather or unforeseen circumstances, activities may be substituted. Any significant changes will be discussed with the chaperone(s) as needed.
- Requests to change arrangements after booking are subject to approval and may incur additional fees.
- Joining the program after it has commenced is not permitted.
- No refunds will be provided for participants who choose not to attend any class or activity during the program.
- UWA professional development transcript and certificate will only be issued to participants who successfully pass the micro-credential course.
- Flight details need to be provided at least 4 weeks prior to departure for arrangements.
- Photos and videos taken or provided during/for the program will be used for marketing and promotional purposes.

Information and Privacy

- All information provided to Uni Link should be complete, accurate, and up to date. Participants understand that incomplete or outdated information and documentation may result in an unsuccessful application.
- Providing false or misleading information or documentation may lead to cancellation of participation in the program without a refund.
- Participants authorise Uni Link to make bookings and arrangements on their behalf for the purpose of delivering the program. This includes disclosing relevant information to third parties (such as accommodation providers, activity operators, and educational institutions) as necessary for the successful planning and execution of the program.

Group Size

A minimum number of participants is required for the program to proceed. If the final number of participants is lower than the proposed number, please notify Uni Link as early as possible to request a revised proposal.

Accommodation

- Participants must adhere to the accommodation provider's rules and guidelines. Failure to comply may result in fines or penalties issued by the provider.
- Single bed size is the standard across all accommodations. Special requests (e.g., larger bed sizes or other arrangements) must be made in advance, are subject to availability, and may incur additional charges.
- Shared bathrooms are common in Australian accommodations. Personal hygiene items (including but not limited to toothbrushes, body wash, slippers, hair dryers) may not be provided.
- Same-sex arrangements will apply to shared room accommodation. Additional charges may apply for single occupancy in rooms designated for shared use.
- Room upgrades are subject to availability and may incur additional fees.
- Modifications are not permitted once rooming arrangements have been confirmed.
- Subject to the type of accommodation, housekeeping services are generally provided weekly, depending on the duration of stay. Participants are expected to maintain a clean and orderly living space at all times.

For on-campus Accommodation

- Participants generally must be 18 years or older to stay in on-campus accommodation. However, subject to availability and at the provider's discretion, participants under 18 may be considered.
- Standard group check-in time is 14:00, and check-out time is 10:00. Other check-in or check-out times are subject to approval and may incur additional charges.

For off-campus Accommodation (hotel or short-term accommodation)

- Under-18 participants must be accompanied by a legal guardian under the policy of the provider.
- Standard group check-in time is 14:00, and check-out time is 10:00. Early check-in or late check-out is subject to approval and may incur additional charges.

Meals

- Dining times are determined by the accommodation or meal provider. Standard dining times are as follows: Breakfast: 07:00 – 09:00 / Lunch: 12:00 – 14:00 / Dinner: 18:00 – 20:00
- Meal offerings are at the discretion of the provider. Cereal or toast is commonly served as breakfast.
- If you have specific dietary requirements or require special meal arrangements, please inform the Uni Link Team at the time of booking. All special arrangements are subject to availability and may incur additional charges.

Transportation

- If included in the program, a preloaded amount will be credited to each participant's SmartRider (a public transportation card used in Perth). Participants may top up their cards if additional credit is needed. The minimum recharge amount is AUD 10.
- SmartRiders must be returned to Uni Link at the end of the program. Participants who wish to keep their SmartRider may do so by paying AUD 10. If the card is lost or damaged, a replacement fee of AUD 10 will apply, and the remaining balance from the previous card cannot be transferred.

Loss & Insurance

- All participants are required to arrange their own comprehensive travel insurance covering the entire duration of their travel period prior to departure from their home country.
- Participants are solely responsible for any expenses, losses, injuries, damages, or inconveniences incurred by themselves during the program. Uni Link and its partners will not be held liable for such incidents.

Booking and Payment

- A minimum deposit of 50% of the program fee per participant is required at the time of application to secure the booking. This deposit is non-refundable. The remaining balance must be paid at least 8 weeks before the program start date.
- Group payment is preferred for ease of processing.
- Uni Link does not cover any bank charges or surcharges associated with the payment. These are the responsibility of the payer.
- All fees listed are inclusive of 10% Goods and Services Tax (GST).

Force Majeure

In the event of circumstances beyond Uni Link's reasonable control that affect the delivery of the program, no refunds will be provided, and Uni Link will not be held responsible for any resulting loss, delay, or disruption. Any refunds or compensation will be subject to the terms and coverage of each participant's own comprehensive travel insurance.

Examples of such events include, but are not limited to:

- Severe weather conditions or natural disasters;
- War, civil unrest, or acts of terrorism;
- Government-imposed restrictions or lockdowns;
- Widespread illness, including epidemics or pandemics.

Substitutions

One participant substitution is permitted per group and must be requested no later than 8 weeks prior to the program start date. Additional charges may apply due to gender balance considerations and rooming arrangements.

Refund Policy

Conditions for Cancellation and Refunds

All cancellations must be submitted in writing by completing the **Cancellation and Refund Form**.

Uni Link is not responsible for any bank charges, surcharges, or currency exchange differences incurred during the refund process.

Refund will only be made to the bank account of the person or organisation that originally paid the fees.

Cancellations and Refunds

In the event of a cancellation, the refund amount will be based on the following table:

*Date of cancellation	Reason for refund	Refund amount
Cancellation more than 30 days before the start date of the program	Any	50% of the program fee
Cancellation 30 days or less before the start date of the program		No refund
N/A	Uni Link is unable to deliver the program	100% paid program fee
No refunds will be issued once the program has commenced		

* The date of cancellation will not be considered valid until the Cancellation and Refund Form has been received and formally acknowledged by Uni Link. Students are strongly encouraged to submit all required documents as soon as possible to avoid delays in the refund process.

For the visa refusal situation only

Students who have applied and paid for any of the Micro-credentials courses (excluding Winter School Study Program for Medical and Health Sciences) and whose visa application is refused by the Department of Home Affairs may withdraw from the program and request a refund, subject to the submission of the required documentation within **three days** of receiving the visa refusal decision.

- **Official visa refusal letter from the Department of Home Affairs**
- **Proof of original visa application submission**

While students are entitled to request a refund, Uni Link strongly encourages students to contact a professional and consider reapplying for the visa in their best interest. Generally speaking, visa refusals often result from minor errors or incomplete documentation, which can be resolved through a reapplication with supporting documents. Uni Link will provide additional support document(s) to students who choose to pursue a reapplication.

Refund amount will be calculated as the total program fee, less any non-refundable fees, based on the following table:

*Date of cancellation	Program option	Non-refundable
Cancellation more than 30 days before the start date of the program	Any	Administrative fee of AUD 110 per PD point
Cancellation 11 - 30 days before the start date of the program	Course only	Administrative fee of AUD 110 per PD point + Up to 20% program fee
	Full program	
Cancellation 10 days or less before the start date of the program	No refund is provided	
No refunds will be issued once the program has commenced		

*The date of cancellation will not be considered valid until all required forms and supporting documents have been received and formally acknowledged by Uni Link. Students are strongly encouraged to submit all required documents as soon as possible to avoid delays in the refund process.

In the event of any disputes, the decision of UWA Uni Link shall be final and binding.