

G5K709: Business Analytics



Postgraduate Taught MSc 2021

Essentials

UCAS code	
Degree	MSc
Mode of study	Full Time
Duration	1 year
Start Date	2021-09-27
Location	Durham City (www.durham.ac.uk/study/location/durham.city)
More information	Still have questions? (www.durham.ac.uk/study/askus/)
Department(s) Website	www.durham.ac.uk/business www.durham.ac.uk/computer.science

Course Summary

Description

The MSc Business Analytics course is intended to provide premium Masters-level education and training in relevant areas of contemporary business analytics in a supportive research-led interdisciplinary learning environment.

The broad aims are:

- To develop advanced and systematic understanding of the complexity of data, including the sources of data relevant to business, alongside appropriate analysis techniques
- To enable you to critically review and apply relevant business analytics knowledge to practical situations
- To develop a critical awareness of current issues in business analytics which is informed by leading research and practice in the field
- To develop a conceptual understanding of existing research and scholarship to enable the identification of new or revised approaches to business analytics practice
- To develop creativity in the application of knowledge, together with a practical understanding of how established, advanced techniques of research and enquiry are used to develop and interpret knowledge in business analytics
- To develop the ability to conduct research into business analytics issues that requires familiarity with a range of business data, research sources and appropriate methodologies and ethical issues
- To develop advanced conceptual abilities and analytical skills in order to evaluate the rigour and validity of published research and assess its relevance to new situations
- To extend the ability to communicate effectively both orally and in writing, using a range of media.

Course Structure

Core modules - Terms 1 and 2:

EITHER

- Introduction to Computer Science
- **OR** Introduction to Management

AND

- Data Analytics in Action
- Learning from Data
- Managing Data-driven Innovation
- Natural Language Analysis

- Retail Science
- Data Analytics for Strategic Decision-Making

Core modules Term 3:

- Silicon Valley Field Trip
- Business Analytics Project

You will also complete a Business Analytics research project. Supervised by a faculty member with relevant experience, you'll investigate in greater detail a subject that you've already studied as part of your course. This is an opportunity for you to develop your business insight and present your analysis and ideas in a scholarly and professional manner.

Adding to your Experience

International Experience – Silicon Valley Field Trip

In the third term, you will undertake the Silicon Valley Field Trip module, an integral element of the programme providing essential experiential learning.

Our strong international activities are an integral part of the programme and aim at providing you with the experiential learning needed to acquire an inside perspective of operating globally.

That's why we offer a range of opportunities to help you immerse yourself in a country's business and academic environment, make new contacts and stand out in a competitive job market.

Your field trip is comprised of visits to a series of data-intensive participating organisations in Silicon Valley to analyse them using a structured learning approach, where you will present your analysis to the representatives of the participating organisations. As such this activity provides an excellent opportunity to be exposed to the challenges of global business, network and make new contacts with key staff within organisations and to help you stand out in the competitive jobs market while having fun.

Covid-19: As the health and well-being of our students is our main priority opportunities to travel to international locations may not be able to happen. If further or continued government restrictions necessitate, we will deliver these important global learning experiences virtually.

Connecting with Business

There are many opportunities throughout the year to engage with organisations and alumni to further enhance your knowledge and skills.

Admissions Process

Subject requirements, level and grade

As there is a high demand for this programme with a finite number of places available, we operate a staged admissions process with application deadlines throughout the year for MSc Business Analytics. Due to the competition for places we give preference to applicants from high ranking institutions and with grades above our minimum entry requirements.

Application fee payment deadline	Offer deadline
(applications must be submitted prior to this)	
16/11/2020	14/12/2020
25/01/2021	22/02/2021
22/03/2021	19/04/2021
24/05/2021	21/06/2021
26/07/2021	23/08/2021

NB Chinese Applicants: Applications will be considered from students who have graduated from a prestigious university in China. Entry requirements may vary depending upon the reputation of the university you have graduated from and the academic programme you have applied for. As a guide, applicants are expected to have achieved an overall average of 85%.

The equivalent of a UK first or upper second class honours degree. Check the full list of equivalent qualifications. If you are an international student who does not meet the requirements for direct entry to this degree, you may be eligible to take a pre-Masters pathway programme at the Durham University International Study Centre. What do I need first?

How do I apply?

You will need to complete an online application form.

Fill out the online application form

To support your online application form, you will need to provide the following documents.

- Two academic references using our standard form (Download the form - Word format (www.dur.ac.uk/resources/business/programmes/academic-reference-form.doc))
- Official transcript of marks
- Copy of degree certificate (if available)

- Copy of English test results (if available).

You can either upload your supporting documents with your online application or email or fax them to the Postgraduate Admissions Office using the contact details below.

Note

Only files of type .doc, .docx, .gif, .jpg, .pdf, .png, .rtf are permitted to be uploaded.

The maximum file size is 5MB.

Application fee

Once we receive your online application form, you'll get an automatic email within 48 hours asking you to pay the £60 application fee* which is required to progress your application.

You'll need to follow the link in the email to the webpage where you can confirm your details and make the payment using a debit or credit card. This is a secure website operated by Secpay, which will send you an automatic receipt of payment.

Once we receive confirmation that your application fee has been paid, we'll be able to progress your application. If you do not pay the application fee your application will be automatically withdrawn.

*Please note you will only be able to make a payment for one programme in each suite i.e. one MSc Finance programme, one MSc Management programme, one MSc Marketing programme, one Islamic Finance programme.

College membership

All students of Durham University will become a member of one of our Colleges. Here is more information about what college membership means to our students. Once you have accepted your postgraduate offer, the Accommodation and Allocations Office will contact you with further information regarding how to express college preferences. You can also apply for college accommodation if you wish to.

Admissions process

Here are the steps in the admissions process:

1. We will let you know when we've received your application.
2. Once we've received all of your supporting documents, we will email you to let you know our decision.
3. If the decision is to make you an offer of a place on the programme we will let you know by email shortly after the deadlines mentioned above. Please note we do not issue hard copy offer letters as these are not required to obtain a student visa.
4. You should confirm the acceptance of your offer as soon as possible. In order to secure your place, you are required to pay a deposit within six weeks of the date of your original offer (check your offer documents for details of payment methods).

International students requiring a student visa will receive a CAS (Certificate of Acceptance of Studies) via email once all offer conditions are met, acceptance and deposit have been received and you are within five months of the start date of your programme.

Whilst we aim to give you a decision on your application by the relevant deadline date, due to the high volume of applications that we receive, this may not always be possible. In some instances, it may be necessary for us to roll your application forward to the next deadline date.

English Language requirements

Please check requirements for your subject and level of study (www.durham.ac.uk/learningandteaching.handbook/1/3/3/)

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How to apply

www.durham.ac.uk/postgraduate/apply

Fees and Funding

Full Time Fees

EU Student	£31,500.00 per year
Home Student	£31,500.00 per year
Island Student	£31,500.00 per year
International non-EU Student	£31,500.00 per year

The tuition fees shown are for one complete academic year of full time study, are set according to the academic year of entry, and remain the same throughout the duration of the programme for that cohort (**unless otherwise stated**).

Please also check costs for colleges and accommodation (www.durham.ac.uk/postgraduate/accommodation/costs/).

Scholarships and funding

www.durham.ac.uk/postgraduate/finance

Career Opportunities

Business School

For information on career options and employability, including the results of the Destination of Leavers survey, student and employer testimonials and details of work experience and study abroad opportunities, please click [here](http://www.durham.ac.uk/dbs/postgraduate/employability) (www.durham.ac.uk/dbs/postgraduate/employability).

Department of Computer Science

For further information on career options and employability, including the results of the Destination of Leavers survey, student and employer testimonials and details of work experience and study abroad opportunities, please visit our employability web pages (www.dur.ac.uk/computer.science/undergraduate/careers).

Open days and visits

Pre-application open day

www.durham.ac.uk/postgraduate/visit

Overseas Visit Schedule

www.durham.ac.uk/international/office/meetus

Postgraduate Visits

PGVI or

www.durham.ac.uk/postgraduate/visit/

Department Information

Business School

Overview

Durham University Business School is one of a small elite group of academic institutions worldwide who are accredited by all three major quality assurance bodies - AACSB, AMBA and EQUIS. This achievement is a testament to the quality of all our programmes, and gives you the extra assurance that they, and the School, have been rigorously tested and proven to be of high quality.

Connecting with business

Over the years we've built strong links with many leading global organisations. Companies such as KPMG, Deloitte and RBS give our students access to 'live' issues and practical challenges. At the same time, business partners gain a fresh perspective from us and benefit from our research and insights.

Bringing great minds together across the globe

We are a truly international business school with over 100 nationalities in our student and faculty bodies. Diverse perspectives and experiences feed into our learning, providing a unique insight into cultural nuances around the world. What's more, through our partnerships with other international universities, we're able to tap into a huge pool of global knowledge.

Thinking further

Creativity and critical thinking are two of the most valuable -and often overlooked - business skills. That's why we focus our teaching on developing agile, independent minds. Equipped with these vital skills, our graduates can tackle whatever business brings, however unpredictable. Employers tell us this is what sets Durham graduates apart.

Looking to the future

We may be inspired by our past, but we are firmly focused on the future. We're currently investing in new world-class facilities to match our reputation including the expansion of the Mill Hill Lane site and the development of improved teaching, office and events spaces.

Website

www.durham.ac.uk/business

Department of Computer Science

Overview

The Department of Computer Science offers postgraduate courses that are challenging and technologically relevant, covering topics including big data, computer graphics, computer vision, image analysis, the Internet

and the mathematical foundations of computing. You will have access to extensive and diverse research facilities, for example a Tier-3 supercomputer, a visualisation suite, several general-purpose computing on graphics processing units clusters and workstations, autonomous cars, and a team of intelligent robots. We have strong links with industrial partners; recent graduates have become successful entrepreneurs and software developers, have gained prestigious positions in banking and finance, and have entered the IT and engineering industries.

Ranking

Ranked joint 1st in the UK for Internationally Excellent or World-Leading research impact in *REF 2014*.

Website

www.durham.ac.uk/computer.science

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