PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**MSc Business Analytics** (Level 7)
Name and title of any exit qualification(s)	PG Dip, PG Cert,
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School (home), School of Computing and Mathematical Sciences
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September (Available for daytime or evening study)
Professional, statutory or regulatory body	N/A
[QAA subject benchmark group(s) Higher Education Credit Framework for England](#)	N/A
Birkbeck Course Code	TMSBUANL_C
HECoS Code	100078 100360
Start date of programme	Autumn 2022
Date of programme approval	Autumn 2021
Date of last programme amendment approval	November 2022
Valid for academic entry year	**2025-26**
Programme Director	Abdulrahman Al-Surmi
Date of last revision to document	28/03/2023

Admissions requirements

Our standard postgraduate entry requirement is a second-class honours degree (2:2 or above) from a UK university, or an equivalent international qualification.

This degree is designed for graduates who are new to business analytics. The programme is heavily quantitative in nature therefore some prior experience in quantitative skills would be beneficial. For those applicants without prior experience in statistics, a short introduction course to statistics will be provided.

Non-native English speakers need to provide proof of English language ability: A minimum IELTS score of 6.5 (with a minimum of 6 in the sub-tests) and provide the certificate or in line with the College Specifications.

We will review every postgraduate application to Birkbeck on its individual merits and your professional qualifications and/or relevant work experience will be taken into consideration positively. We actively support and encourage applications from mature learners.

On your application form, please list all your relevant qualifications and experience, including those you expect to achieve.

Course aims

The MSc Business Analytics is aimed at graduates that wish to develop or enhance their skills in data analysis and evidence-based decision making. The programme provides a blend of technical, quantitative modules in data analytics, alongside more applied business-focused modules that will develop your ability to make data-driven decisions within a business and organizational setting.

The programme aims are:
- To develop students' knowledge about the relevance of business analytics in supporting organisational decision making;
- To help students develop a understanding of the growing importance and use of data to inform business analytics practice;
- To enable students to develop a critical understanding of the study and practice of business analytics;
- To support students' ability to analyse and interpret data in order to generate insights and intelligence;
- To develop students' ability to apply appropriate analytical methods to develop accurate forecasts that inform organisational decision making and solve complex business problems;
- To enable students to be able to communicate technical information to both technical and non-technical audiences;
- To prepare students for careers as business analysts in different types of organisations

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	BUMN177H7	Predictive and Prescriptive Decision-Making	15	Compulsory	T1
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	T1
7	BUMN178H7	Big Data Management	15	Compulsory	T1
7	BUCI042H7	Data Analytics Using R	15	Compulsory	T2
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN100H7	Digital Business Management	15	Compulsory	T3
7	BUMN179H7	Data Visualization and Communication	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	
Part-time – 2 years					
Year 1					
7	BUMN177H7	Predictive and Prescriptive Decision-Making	15	Compulsory	T1
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	T1
7	BUCI042H7	Data Analytics Using R	15	Compulsory	T2
7	BUMN179H7	Data Visualization and Communication	15	Compulsory	T2
7	BUMN100H7	Digital Business Management	15	Compulsory	T3
Year 2					
7	BUMN178H7	Big Data Management	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	

Core: *Module must be taken and passed by student*
Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
Option: *Student can choose to take this module*

How you will learn

Teaching on this course is a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources.

This course provides a blend of technical, quantitative modules in data analytics alongside more applied business-focused modules that will develop your ability to make data-driven decisions within a business and organisational setting. It will also provide students with practical sessions on data analytics, simulation and other statistical data analysis exercises using available datasets, web analytics services and established analytical tools to enhance your knowledge, skills and understanding in business analytical techniques.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment: individual reports; essays; short tests; exams.

Learning outcomes (what you can expect to achieve)

At the end of this course, you should be able to:

- Develop an understanding of the internal and external environmental factors that affect organisational decision making
- Develop in-depth knowledge and understanding of the role of business analytics in solving complex organisational problems and supporting strategic decision making
- Demonstrate the required knowledge and skills to evaluate the relevance, reliability and validity of large datasets
- Discuss the importance of data preparation and data wrangling
- Demonstrate proficiency in the use of spreadsheets, databases, data analytics and simulation based technologies and tools, statistical analysis software and web-based packages to analyse and evaluate different types of data.
- Demonstrate oral and written communication skills through data analytics to different audiences in a coherent and effective manner.
- Derive an understanding of the application of data analytics, statistics and forecasting techniques and tools to support decision making

Careers and further study

This master's degree will prepare you for analytics roles in a business or management setting within large as well as small, start-up organisations. If you are interested in further study it will also provide you with a strong foundation for PhD research in this area.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment

called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online]().