PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**BSc Business Analytics** **BSc Business Analytics with Placement*** (Level 6)
Name and title of any exit qualification(s)	Certificate of Higher Education Diploma of Higher Education Certificate of Continuing Education
Is the programme offered with a Foundation Year?	Yes for BSc Business Analytics No for BSc Business Analytics with Placement
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home School/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years) Part-time (4 years) Full-time with Foundation Year (4 years) Part-time with Foundation Year (6 years) Note: BSc Business Analytics with Placement only available full-time (4 years) and not with Foundation Year* October
Professional, statutory or regulatory body	Not applicable
QAA subject benchmark group(s) Higher Education Credit Framework for England	
UCAS code	N110; N111 (with FY); N128 (with Placement)
Birkbeck Course Code	UUBSBUAN_C (full-time, 3 years) UBSBUANL_C (part-time 4 years) UUBFBUAN_C (full-time with FY, 4 years) UBFBUANL_C (part-time with FY, 6 years) UUBSBUAP_C (4 years full-time with Placement)
HECoS Code	100078 (business and management) 100360 (business computing)
Start date of programme	October 2024
Date of programme approval	July 2023
Date of last programme amendment approval	N/A
Valid for academic entry year	**2026-27**
Date of last revision to document	19/06/2025

***BSc Business Analytics with Placement** is currently only available to full-time home students.

Admissions requirements

BSc Business Analytics and BSc Business Analytics with Placement:
UCAS tariff: 112 points. The UCAS tariff score is applicable to students who have recently studied a qualification that has a UCAS tariff equivalence.

GCSES: Applicants are expected to have GCSE grade C or 4, or equivalent, in English and mathematics.

BSc Business Analytics with Foundation Year:
UCAS tariff: 48 points. The UCAS tariff score is applicable to students who have recently studied a qualification that has a UCAS tariff equivalence.

GCSES: Applicants are expected to have GCSE grade C or 4, or equivalent, in English and mathematics.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

For part-time courses, standard requirements are a minimum of two A-levels or equivalent.

Course aims

The BSc Business Analytics is aimed at individuals that wish to develop or enhance their skills in data analysis and evidence-based decision making. The programme focuses on the use and application of data into a business and organizational setting. It 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 skills that will be taught on this course are in line with demand from employers for graduates with data analytics skills. Recent data from the Times Higher showed that 46 per cent of employers struggle to recruit to the role of data analyst while more than 90 per cent of roles require data skills.

The programme structure is based on 120 credits studies across levels 4, 5 and 6. All modules will be compulsory and there will not be any optional modules as part pf this course to ensure that students learn the skills needed to work in business analyst roles. The modules will be from the Business School and from the School of Computer and Data Science.

The BSc Business Analytics with Foundation Year is designed for applicants who do not meet the entry requirements for direct entry to an undergraduate degree, who do not feel they are quite ready for an undergraduate degree, or who are returning to study after a significant break and need extra help and support with their studies.

The course aims are:

- To develop students' knowledge about the relevance of business analytics in supporting organisational decision making;
- To help students develop a critical understanding of the growing importance of the use of data and new technologies in a business environment;
- To help students understand the importance of business analytics in supporting management and shaping organisational strategy;
- 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 within the marketing and operation functions in order to generate insights and intelligence;

- To develop students' programming, statistical, and analytical skills to solve complex business problems;
- To enable students to communicate technical information to both technical and non-technical audiences;
- To prepare students for careers as business analysts in different types of organisations.

BSc Business Analytics with Placement

- As above. In addition the placement in year three aims to provide students with an opportunity to develop a range of business and transferable skills and to apply learning from their degree studies in a professional setting in order to increase their employability.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 3 years					
Year 1					
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUCI007H4	Introduction to Programming	15	Compulsory	T1
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUCI069H4	Data Modelling and Analysis	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
Year 2					
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	MOMN019H5	Operations Management	15	Compulsory	T3
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUEM131H5	Statistical Inference	15	Compulsory	T3
5	BUMN191H5	Business Analytics and Decision-Making	15	Compulsory	T1
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
5	BUMN193H5	Data Visualisation and Communication (Undergraduate)	15	Compulsory	T3
Year 3					
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
6	BUEM117S6	Data Science for Economics and Finance	30	Compulsory	T2
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6	BUMN194H6	Operations Analytics	15	Compulsory	T2

Part-time – 4 years					
Year 1					
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUCI007H4	Introduction to Programming	15	Compulsory	T1
4	BUCI069H4	Data Modelling and Analysis	15	Compulsory	T2
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
Year 2					
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
5	MOMN019H5	Operations Management	15	Compulsory	T3
5	BUMN191H5	Business Analytics and Decision-Making	15	Compulsory	T1
Year 3					
6	BUEM117S6	Data Science for Economics and Finance	30	Compulsory	T2
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUEM131H5	Statistical Inference	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics	15	Compulsory	T1
5	BUMN193H5	Data Visualisation and Communication (Undergraduate)	15	Compulsory	TBC
Year 4					
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6	BUMN194H6	Operations Analytics	15	Compulsory	T2
Full-time with Foundation Year – 4 years					
Foundation Year (Year 0)					
3	CASE002S3	Fundamentals of Study	30	Core	T1-2
3	BUEM112S3	Essential Maths and Data Analysis	30	Core	T1-2
3	SC07002S3	Introduction to Management	30	Core	T2-3
3	SC07001S3	Leadership and Organisational Change	30	Core	T2-3
Then Years 1-3 as shown on the full-time route above					
Part-time with Foundation Year – 6 years					
Year 0a					
3	CASE002S3	Fundamentals of Study	30	Core	T1-2
3	SC07002S3	Understanding Organisations	30	Core	T2-3
Year 0b					
3	BUEM112S3	Essential Maths and Data Analysis	30	Core	T1-2
3	SC07001S3	Leadership and Change Management	30	Core	T2-3
Then Years 1-4 as shown on the part-time route above					

Full-time with Placement – 4 years					
Year 1					
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUCI007H4	Introduction to Programming	15	Compulsory	T1
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUCI069H4	Data Modelling and Analysis	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
Year 2					
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	MOMN019H5	Operations Management	15	Compulsory	T3
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUEM131H5	Statistical Inference	15	Compulsory	T3
5	BUMN191H5	Business Analytics and Decision-Making	15	Compulsory	T1
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
5	BUMN193H5	Data Visualisation and Communication (Undergraduate)	15	Compulsory	T3
5	SC07007Z5	Preparing for Work	0	Compulsory	T1
Year 3					
5	SC07008Q5	Work Placement Year	120	Compulsory	T1-3
Year 4					
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
6	BUEM117S6	Data Science for Economics and Finance	30	Compulsory	T2
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6	BUMN194H6	Operations Analytics	15	Compulsory	T2

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

Your learning and teaching on this course will be organised via 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. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to

prepare. There are also lab-based sessions on data analytics, simulation and other statistical data analysis exercises using freely available datasets, web analytics services (e.g. Google Analytics) and established analytical tools (e.g. R, Polinode, NodeXL, SAS Viya, DataRobot or H2O, Tableau) to enable students to enhance their knowledge, skills and understanding on business analytical techniques.

How we will assess you

Formal assessment is a mix of individual coursework assignments (the practical application of data analytics, simulation and statistical techniques) group work and reports, presentations and the final project report.

Learning outcomes (what you can expect to achieve)

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

- Demonstrate an understanding of the internal and external environmental factors that affect organisational decision making
- Demonstrate in-depth knowledge and understanding of the role of business analytics in solving complex organisational problems and supporting strategic decision making
- Acquire, organize, synthesise and analyse large data sets to generate insight that supports organisational decision making.
- Demonstrate the required knowledge and skills to evaluate the relevance, reliability and validity of large datasets
- Use an understanding of the application of data analytics, statistics and forecasting techniques and tools to support decision making
- 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.
- Provide oral and written communication through data analytics to different audiences in a coherent and effective manner.
- Demonstrate skills in planning, managing, and carrying out an independent research project.

Learning outcomes for the degree with Placement

As above and in addition:

1. demonstrate a strong grasp of working practices in the business workplace
2. developed skills via hands-on practical experience of using business knowledge in the workplace.

Careers and further study

You will find BSc Business Analytics graduates in the following kinds of roles:

- Business Analyst, who works with stakeholders to identify business needs, opportunities, and challenges, and helps with identifying solutions using statistical methods and software tools
- Analyst in specific industries, such as
    - Marketing Analyst, who tracks and analyses data from marketing efforts to understand customer behaviour and preferences, and to create effective marketing strategies.

    - Financial Analyst, who utilises data to evaluate the financial performance of a company and make recommendations for improvement.
    - Operations Analyst, who uses data to improve business processes, increase efficiency, and reduce costs.
    - Supply Chain Analyst, who uses data and analytical models to optimise the movement of goods and services through an organisation's supply chain.
- Project Manager, who plans and executes projects, and relies on data to monitor their progress and success

Birkbeck's BSc Business Analytics students will complete with a set of valuable attributes, for example:

- The ability to work as part of a team
- Data analysis skills to collect, process and analyse data, and use statistical techniques to identify patterns, trends, and business insights
- Research skills
- Communication skills in communicating complex data and insights with stakeholders
- Problem-solving skills
- The ability to present yourself and an argument

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.

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