Year of entry: 2022/23

Programme Specification

1	**Awarding body**	University of London						
2	**Teaching Institution**	**Birkbeck College**						
3	**Programme Title(s)**	**MSc Business Analytics**						
4	**Programme Code(s)**	TMSBUANL_C						
5	**UCAS code**	N/A						
6	**Home Department**	Management						
7	**Exit Award(s)**	PG Cert (passing 60 credits) and PG Diploma (passing 120 credits)						
8	**Duration of Study (number of years)**	1 year full-time; 2 years part-time						
9	**Mode of Study**	FT	X	PT	X	DL		
10	**Level of Award (FHEQ)**	7						
11	**Other teaching depts or institution**	Computer Science and Information Systems						
12	**Professional, Statutory Regulatory Body(PSRB) details**	N/A						
13	**QAA Benchmark Statement**							

14	**Programme Rationale & Aims**
	Programme rationale: 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. **Programme aims:** 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.

15	**Entry Criteria**
	This degree is designed for graduates who are new to business analytics. Our standard postgraduate entry requirement is a second-class honours degree (2:2 or above) from a UK university, or an equivalent international qualification. 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. A professional or other qualification obtained by written examinations approved by the College.

16	**Learning Outcomes**
	• 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 • Acquire, organize, synthesise and analyse large data sets to generate insight that supports organisational decision making. • Develop the required knowledge and skills to evaluate the relevance, reliability and validity of large datasets • Develop an understanding of the application of data analytics, statistics and forecasting techniques and tools to support decision making • Become proficient 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. • Ability to provide oral and written communication through data analytics to different audiences in a coherent and effective manner. • Planning, managing, and carrying out an independent research project.

17	**Learning, teaching and assessment methods**
	Learning and teaching methods: Formal lectures and seminars are the principal teaching methods that require students to undertake preparatory reading of recommended textbooks and journal articles on relevant aspects of business analytics. 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.

	Assessment methods: 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.

18	**Programme Description**
	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 ability to make data-driven decisions within a business and organizational setting. The programme structure is based on 8 compulsory taught modules and a 60 credit dissertation.

19 **Programme Structure**

Full Time programme

Year 1

Level	Module Code	Module Title	Credits	Status*
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory
7	BUCI042H7	Data Analytics Using R	15	Compulsory
7	BUMN177H7	Predictive and Prescriptive Decision-Making	15	Compulsory
7	BUMN178H7	Business Analytics - Strategy, Leadership, and Change	15	Compulsory
7	BUMN179H7	Data Visualization and Communication	15	Compulsory
7	BUMN100H7	Digital Business	15	Compulsory
7	BUMN154H7	Management of Emerging Technologies	15	Compulsory
7	BUMN180H7	Marketing Analytics	15	Compulsory
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core

Part Time programme

Year 1

Level	Module Code	Module Title	Credits	Status*
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory
7	BUCI042H7	Data Analytics Using R	15	Compulsory
7	BUMN177H7	Predictive and Prescriptive Decision-Making	15	Compulsory
7	BUMN179H7	Data Visualization and Communication	15	Compulsory
7	BUMN100H7	Digital Business	15	Compulsory

Year 2

Level	Module Code	Module Title	Credits	Status*
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN178H7	Big Data Management	15	Compulsory
7	BUMN180H7	Marketing Analytics	15	Compulsory
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core

***Status:** *CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module*

Year of entry: 2022/23

20	**Programme Director**	Dr Mu Yang
21	**Start Date** ***(term/year)***	Autumn 2022
22	**Date approved by Education Committee**	Spring 2022
23	**Date approved by Academic Board**	Spring 2022
24	**Date(s) updated/amended**	20 June 2023