



**NEW START4U CIC**  
024 7767 1470  
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12-14 Riley Square,  
Coventry CV2 1LX, UK

# MSc Business with Business Analytics

**London Campus**

**Level of study: Postgraduate**

**Mode of study: Full-time**

**Duration: 1 year**

## Overview

Are you looking to complement your undergraduate studies with a business-focused Masters degree that will enhance your employability? Do you want to explore the latest techniques for analysing 'big data' in order to improve an organisation's decision making?

This one-year course develops broad business skills while also offering a specialist pathway in business analytics.

## Key facts

- . Develop expertise in business analysis using contemporary tools and techniques for analysing big data
- . Prepare yourself for the SAS Global Certification in the Business Intelligence module

Newcastle Business School is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation. Also available as MSc Business with Business Analytics with Advanced Practice

## Course information

**Level of study: Postgraduate**

**Fees: contact us to find about current fees and student finance support**

**Entry requirements: Minimum 2:2 honours degree from a UK university or equivalent IELTS 6.5 (or above) with no single element below 5.5, or equivalent .**

**English language requirements: IELTS 6.5 (or above) with no single element below 5.5, or equivalent Mode of study: Full-time**

**Duration: 1 year**

**Assessment methods: Coursework**

**Scholarships or bursaries: available**

**Student finance: available**



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**Payment plan: available**

**Starts: Jan, Sep, May,**

### **About this course:**

#### **What will I study?**

You will study specialist modules that will cover topics like business intelligence and marketing metrics, in which you will develop expertise in data analytics tools as well as management strategies for the analysis of organisational data. You'll also develop your research skills through a Masters dissertation or an investigative consultancy project related to an issue faced by a real client. This programme is also available as MSc Business with Business Analytics with Advanced Practice which includes either an internship or project.

The course includes two modules that are focused on developing global management competencies. Topics during these modules include emotional intelligence, cultural awareness and the ability to work in diverse groups and teams, as well as project management and decision making.

The course culminates in either a Masters dissertation or, if you prefer, a consultancy project where you'll tackle an issue faced by a real client. Throughout the course there's a focus on self-development and employability.

#### **How will I be taught and assessed?**

Your tutors will use a variety of teaching methods including lectures, seminars and workshops, totalling around 14 hours per week. As this is a Masters course there is a major element of independent learning and self-motivated reflection. You will also be expected to engage in independent study involving directed and self-directed learning, around 33 hours per week.

Teaching is backed up by a well-designed support system that helps ensure a successful learning journey. We make sure that extensive feedback, from both tutors and peers, is built into the course. Assessment is based on coursework and our methods include essays, reports, group work and presentations. Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research.

#### **Careers and further study**

Our graduates typically go into professional and graduate management positions and, by the end of the course, you'll be well-equipped to follow them. Thanks to the specialist modules – Business Intelligence, Marketing Metrics and Analysis,

and the dissertation/consultancy project – you'll have a particular edge in areas related to business analytics, including market research, digital marketing and consulting. Upon successfully completing your course,



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you may undertake further professional development and training through Professional Pathways programmes.

### **Entry requirements**

Applicants should have the following:

Academic requirements. A first degree, equivalent to a 2.2 honours classification

Applicants who do not have such an academic qualification but do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered

If you don't meet the academic requirements

Applicants who do not meet the academic requirements but who do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered. If you are unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

Alternatively, you may also be eligible for our Pre-Masters courses. These are programmes designed specifically for students who are looking to progress on to a Masters degree.

### **English language requirements**

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be eligible to join our Pre-Sessional English before starting this programme.

### **Modules**

All modules are core unless otherwise stated.

#### **Developing Global Management Competencies I (20 credits)**

This module is the first of two that prepares you to be highly employable, and enables you to demonstrate your ability to make an immediate impact on your organisation of choice.

It develops key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work.

#### **Developing Global Management Competencies II (20 credits)**

Developing Global Management Competencies II facilitates and supports you to develop and refine relevant and up-to-date employability skills, and in so doing enables you to recognise and articulate how you can demonstrate your potential added value to organisations. You will learn about the development of practical skills and the techniques required by businesses to help in project management and the implementation of data management and data analytics solutions. The module will introduce

some project management processes, frameworks and methodologies e.g. PRINCE2, Agile, PMBOK as well as some database principles and data analytics.

#### **Strategic Management for Competitive Advantage (40 credits)**



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This is a 40-credit core module running in the first semester of the MSc Business with programme and is developed for those of you who have little or no prior business and management subject experience. The aim of the module is to introduce you to the main business functions – Finance, Marketing, HRM, Operations, Strategy – and show how each can contribute to the competitive advantage of a firm and hence enable the firm to achieve its strategic objectives. The content of the module comprises six key parts which are listed below.

### **Marketing Metrics and Analysis (20 credits)**

In this module, you will explore the important role of the website in an organisation's digital marketing strategy. You will learn the principles of website evaluation and will use analytic tools for the analysis of web data to help measure the effectiveness of web marketing and improve the user experience.

### **Business Intelligence (20 credits)**

In this module, you will explore the important role of the business intelligence to support an organisation's effective decision making. You will be introduced to data management strategies and the use of business analytic tools for the analysis of organisational data.

The aim of this module is to equip you to:

Develop appropriate organisational strategy for data-management, including its storage, accessibility and readiness for decision making.

Identify the applications for, and critically apply, business intelligence across a range of organisational contexts.

- . Employ various analytics tools to organisational data analysis and decision making.
- . Develop and critically evaluate data-management processes
- . Develop critical decision making and communication skills.
- . To be in a position to take a SAS certification as part of your broader Continual Professional Development.

### **Academic and Professional Development (0 credits)**

The module is designed to facilitate the development of the student learning experience over the course of their oneyear full time Masters programme. Academic and Professional Development activities will be delivered, where appropriate, in parallel with Academic Skills (ASK) sessions. Both will be mapped to support student academic skills and professional development to support the delivery of programme modules.

### **Dissertation Preparation and Research Methods (0 credits)**

In this module you will learn about a variety of different research methods. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters' level and prepare you to complete a Masters dissertation or consultancy project. By the end of the module you will know how to apply both quantitative and qualitative data collection and analysis techniques. In quantitative techniques you will learn about sampling, questionnaire design, statistical inference, and hypothesis testing while qualitative techniques covered will include methods such as interviewing and focus groups. Analysis



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methods such as content analysis and thematic analysis will also be covered. In addition, you will gain some understanding of research philosophy (positivism and interpretivism) and research ethics and you will be able to write a research proposal to bring these ideas together.

### **The Newcastle Business School Masters Dissertation (60 credits) - Optional**

In this module you will gain an understanding of the academic skills that are required to produce a Masters Dissertation. By the end of the module you will have written a 3000 word dissertation proposal and a 15000 word Masters dissertation.

### **The Newcastle Business School Masters Consultancy Project (60 credits) - Optional**

On this consultancy based module you will enhance your individual effectiveness and employability skills by locating the learning and development in an organisational context. In doing so, you will promote personal and group development, commercial awareness, and a range of inter-personal, intellectual and practical skills and knowledge centred on and demonstrated through a group negotiated real-time work-based project. The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed in collaboration with the organisation and the University supervisor. In undertaking this project based module, you will critically reflect and evaluate upon organisational practices and their relation with academic theory, and in doing so, provide practical and actionable recommendations through an investigative management report.

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.