



## Northumbria University (London)

### MSc Business with Business Analytics (with Advanced Practice)

#### Study details

**Course type:** Master's degree

**Degree:** MSc Business with Business Analytics (with Advanced Practice)

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 20 950 GBP

**Reg. fee :** N/A GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Jan/May/Sep

#### Requirements

##### Academic requirements

- Minimum 2:2 honours degree, or equivalent, from a recognised university in any subject
- Bachelor Degree (4 Years)
- GPA of around 2.75/4.0 for courses requiring a UK 2:2 equivalent
- CGPA 3.2/4 or 4.0/5 for courses requiring a 2:1 equivalent

##### English language requirements

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

#### If you don't meet the academic requirements

Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application.

Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.

#### Accommodation

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 Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our Student Support page
- Access to online resources, including 24/7 Library with over 400,000 e-books and 50,000 electronic journals.

## Additional information

### Overview

Data analytics makes decision-making 5x faster for businesses, with the global business intelligence market set to grow to a massive \$33.3 billion by 2025 (TechJury, 2023).

If you want to take advantage of this current growing demand, be sure to accelerate your career aspirations with a business-focused Masters degree that will enhance your employability in the growing field of Business Analytics.

On this course, you will build upon your current knowledge of business by gaining invaluable knowledge and desirable skills in core areas of leadership, management, strategy, innovation, and project management. Following this, our specialist modules in the second semester will then enable students to develop their expertise in business analytics, focusing on business intelligence technologies and strategic marketing models.

### Key facts

- This course is specifically designed for non-business graduates.
- Develop your personal capability, professional practice, creativity, innovation project management and leadership potential.
- Specialise in Business Analytics in the second semester.
- Newcastle Business School is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). According to AACSB, “Approximately 6% of the world’s schools offering business degree education have achieved AACSB accreditation, demonstrating a commitment to high-quality,

rigorous standards, innovation, and continuous process improvement. Read more about our 'double' AACSB Accreditation.

- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes to further develop your skills with one of the UK's largest providers of IT and project management training.
- This course is also available as an Advanced Practice option, where you'll gain all-important work experience and professional skills that will enhance your overall employability.

## What will I study?

Throughout the course, there's a focus on developing your personal capability, creativity, innovation, project management, and leadership potential.

You will study specialist modules that will cover topics such as Business Intelligence in Practice as well as Strategic Marketing and Analytics, in which you will develop expertise in data analytics tools as well as management strategies for the analysis of organisational data.

The course culminates in a Masters dissertation where you'll develop your academic skills and overall employability by building your confidence and presentation skills, effective teamworking, and research skills.

## How will I be taught and assessed?

- Teaching is delivered through lectures, seminars, studios, tutorials, and workshops totalling around **12 hours per week**.
- You're expected to engage in independent study, around **30 hours per week**.
- **Assessment** is based on a mix of assignments, presentations, group work, reflective reports, and portfolios.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology Enhanced Learning (TEL)** is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal.
- Benefit from **weekly academic support sessions** designed to build your confidence and ability as a postgraduate learner.
- You will be assigned a **guidance tutor** at induction that you will have meetings with at regular intervals across your period of study.