



University of Dundee

Business Analytics and Marketing

Study details

Course type: Master's degree

Degree: MSc Business Analytics and Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 23 000 GBP

Reg. fee : 200 GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Jan/Sep

Requirements

Your degree should be in any subject which has enabled the applicant to develop analytical and quantitative skills.

English language requirements

IELTS Academic

- Overall 6.5
- Writing 6.0
- Listening 5.5
- Reading 5.5
- Speaking 6.0

We also accept other English language qualifications. (TOEFEL iBT, Trinity ISE, LANGUAGECERT Academic..)

Don't meet the English language requirements?

Pre-sessional English for international students. If you hold a conditional offer and have not yet met the English entry requirements for a degree course at the University, we can help you with our pre-sessional English courses.

Accommodation

Key Features & Amenities

- Self-catered
- Single occupancy
- Access to laundry facilities
- En-suite (with shower and toilet)
- Inclusive of Utility bills
- In easy reach of bicycle storage
- Fully connected to superfast wired and wifi internet
- Connection to Freeview or Freesat

All rooms are single occupancy with private bathrooms (en suite), equipped with superfast WiFi. Rooms cost approximately £140-£170 per week.

Also available are laundry facilities, bike storage, a shared kitchen and weekend parking.

Halls are 10-minutes away from big supermarkets and the train station. Even less is the walk to get to the city centre, full of restaurants, cafes and bars.

Speciality

Pathways Available: Pre-Master's

15 months : 3 months pathway + 1 year degree

18 months : 6 months pathway + 1 year degree

International College Dundee

If you do not meet our academic grade requirements for your chosen course, we can offer you an alternative route to begin your studies. Our international incorporated degrees will develop your subject knowledge, academic English and university level study skills.

Tuition fees for International students will increase by no more than 5% per year for the length of your course.

Additional information

Degree Overview

MSc Business Analytics teaches you to apply the latest analytical and quantitative tools to make informed business decisions on the available data. You will also examine the ethical use and management of data in terms of the impact on society and individuals.

Open to business and non-business graduates, the strength of the course is how it draws together business analytics from a range of business subjects. It gives you options to specialise in marketing, finance, Big Data, Management or with International Business.

Geared towards participants who value combining business analytical skills with those of business, with teaching support from our Computing Science colleagues, it provides necessary skills to analyse data and understand the models of business analytics. Business analytical skills are increasingly important in a world that generates large quantities of data, are highly valued by employers, and in large demand.

Providing the necessary associated business skills so that business analysts have the business contextual awareness to operate at the highest level of understanding based on the 'needs' and 'uses' of the analysis. To help you have the greatest impact on your businesses, we will teach you how to manage and use appropriate visualization techniques plus prescriptive and predictive analytics with a focus on businesses.