

Master in Business Analytics

2024





“Our MSc Business Analytics programme is unique in providing advanced training on big data, including machine learning, and learning how to apply it across important business data streams. The combination and application of statistical and deep learning techniques makes our graduates highly employable in today’s data-rich business environment.”

Professor Steven Bradley
Programme Director,
Department of Computer Science

Master in Business Analytics



“By integrating state-of-the-art analytics with real-world business applications, our MSc Business Analytics programme equips students to navigate the complexities of today’s markets. We empower future leaders with the skills to uncover actionable insights and make strategic decisions that shape successful enterprises in the data-driven era.”

Dr Arezou Ghiassaleh
Programme Director,
Durham University Business School

Contents

- 04.** Why Durham?
- 05.** Master in Business Analytics
- 06.** Your programme
- 08.** Meet the academics
- 09.** Adding to your experience
- 10.** Your career
- 12.** Supporting your studies
- 14.** Durham City
- 15.** Your next steps

Why Durham?

Our Master in Business Analytics programme brings together the expertise and knowledge of Durham University Business School and the Department of Computer Science.

Durham University Business School is one of the longest established business schools in the UK, consistently highly ranked in a wide range of prestigious global league tables. Connecting students and alumni with global companies and linking businesses with incisive and innovative thinking.

For more information, visit:
durham.ac.uk/business

The Department of Computer Science offers high quality education, student experience, fundamental research, and industrial connections. Programmes have been specifically designed to be demanding and intellectually challenging, whilst at the same time being scientifically, technologically and industrially relevant.

For more information, visit:
durham.ac.uk/computer.science

A World Top 100

as ranked in the *QS World University Rankings 2024*

A triple accredited business school

and one of an elite group worldwide

AACSB
ACCREDITED

ASSOCIATION
AMBA
ACCREDITED

EQUIS
ACCREDITED

Top 10 in the UK

as ranked in the *QS Business Masters Rankings: Business Analytics 2024*

4th in the UK

for Computer Science as ranked in *The Complete University Guide 2024*

90%

of Durham University's research is classed as 'world-leading' or 'internationally excellent' REF 2021

A global community of 20,000+

students across the University

Master in Business Analytics

Equipping you with the skills to gain competitive business insight

About the programme

Modern business relies more and more on analytics for understanding and predicting customer behaviour, monitoring and optimising its processes and managing and supporting suppliers. Understanding the use of big data for business is a key skill in today's global market.

Our one year, full-time MSc Business Analytics programme is designed to help you understand the role of business analytics within an organisation, and help you gain insights from data through decision making techniques, algorithms for big data, machine learning, and natural language techniques for social media analytics.

Term 1 Modules	Oct
	Nov
	Dec
Term 2 Modules	Jan
	Feb
	Mar
Term 3 International Field Trip (1 week)	Apr
	May
Term 3 Business Analytics Project	Jun
	Jul
	Aug
Graduation	Sep
	Oct
	Nov
	Dec
	Jan

Your programme

Focus your studies

“The programme provided a comprehensive curriculum covering various topics, including data analysis, visualization, machine learning, and natural language processing. This diversity helped me gain expertise in technical skills such as Python, SQL, and data engineering, preparing me to succeed in the ever-evolving field of business analytics.”

Abhishek

MSc Business Analytics 2022/2023



Terms 1 & 2 Modules

To achieve your qualification you will need to successfully complete eight core modules and a research project.

Your core modules in Terms 1 and 2 consist of:

- Introduction to Business Analytics
- Data Analytics in Action
- Learning from Data
- Managing Data-Driven Innovation
- Natural Language Analysis
- Retail Analytics
- Data Analytics for Strategic Decision-Making

Please note: You will also receive additional support for developing underpinning maths and computing skills alongside your academic studies. Current modules are indicative and may change, for example due to developments in the academic field, or in light of student feedback or demand.

Term 3 International Field Trip and Business Analytics project

In the third term you will undertake the International Field Trip module, an integral element of the programme providing essential experiential learning. Travel and accommodation costs for this trip are fully funded by the University.

You will also complete a Business Analytics research project. Supervised by a faculty member with relevant experience, you'll investigate in greater detail a subject that you've already studied as part of your programme. This is an opportunity for you to develop your business insight and present your analysis and ideas in a scholarly and professional manner.

For more information on the modules and the programme, please visit durham.ac.uk/business/analytics

Meet the academics

Our academics

When you join Durham University you will have access to world-leading academics. Their global experience, outstanding research insight and real business connections keep us at the leading edge.

Find out more about our faculty by visiting durham.ac.uk/staff

“Undoubtedly, one of the highlights of my experience was the enthralling International Field Trip, where I had the pleasure of working and travelling with my friends. This hands-on exposure allowed me to witness the real-world applications of business analytics while nurturing valuable connections with industry professionals. It was an enriching experience that left a profound impact on my academic journey.”

Varanya Songmonseen

MSc Business Analytics 2022/2023



Adding to your experience Enriching your study

Data Analytics in Action - International Field Trip

Our strong international activities are an integral part of the programme and aim to provide you with the experiential learning needed to acquire an inside perspective of operating globally.

That’s why we offer opportunities to help immerse you in a global business and academic environment, make new contacts and stand out in a competitive job market.

With travel and accommodation costs fully funded by the University, your field trip will expose you to new cultures and ways of working; it is comprised of visits to a series of business data and intelligence participating organisations, where you will analyse each organisation using a structured learning approach and present your analysis to the representatives of the participating organisations. This activity provides an excellent opportunity to apply your academic learning to a real-world challenge.

Practitioner insights – Guest Speaker Programme

An integral part of the programme is the engagement with the world of practice. Our Guest Speaker Programme provides the opportunity to enjoy presentations by leading international academics and practitioners within your chosen area of interest. Past speakers have included representatives of major global multinationals and leading scholars, combining critical and progressive thinking with practical insights.



Your career Enhance your prospects...

Our Masters programmes connect you with leading companies from across the globe

...begin your career with us

Our graduates enjoy an excellent employment record. Whether you want to work for an organisation, for yourself, or go on to further study, our career development support and guidance offers you the opportunity to build your employability skills.

91%

of MSc Business Analytics students seeking employment accepted a job offer within 3 months of completing their programme.

*Graduate Destination
Survey (3 year average 2021-2023)*

 AlphaSights

 启迪英国
TUSPARK UK

 LinkedIn

Top 20 in Europe

*QS Business Masters
Rankings: Business
Analytics 2024*



International, Engagement & Careers

Our International, Engagement & Careers Team offer a wide range of opportunities to help you develop the skills necessary for a global career.

With its own dedicated postgraduate careers team we offer a full range of careers services. Created to complement the events, workshops and fairs that are organised by the University's Careers and Enterprise Centre, our International, Engagement & Careers team will support you through your programme and beyond.

You will be given information about the International, Engagement & Careers programme during your first few weeks at Durham, including access to the Business School's online Career Development portal. Our service is designed to give you the opportunity to:

- Develop the essential skills demanded by international recruiters through interactive workshops.
- Network with businesses and engage with international recruiters in a range of activities, presentations and events.
- Access a huge range of resources, international jobs board, video library and career webinar series.

A flavour of what to expect...

Individual career appointments

Appointments with our Career Consultants give you the opportunity to develop your CV, improve your job search strategy and prepare for interviews. The team can also offer practice interviews and assessment exercises to help you with your preparation.

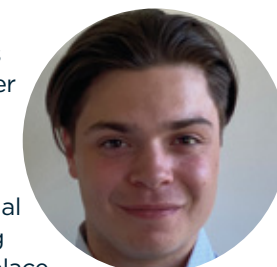
Connecting with business

There are many opportunities throughout the year. From engaging with organisations and alumni to further enhance your knowledge and skills, to meeting with a range of recruiters via workshops, presentations and fairs. Working in partnership with the University's Careers and Enterprise Centre, you can engage with some of the UK's leading employers as well as international employers using video conferencing technology in the Business School.

"The Business School's career services, alongside my Masters, played a crucial role in helping me secure a place on a graduate scheme. From the company talks and workshops on offer, to the interview and assessment centre practice, their services were extremely helpful."

Harry Christopherson

MSc Business Analytics 2021/2022



Supporting your studies

Resourcing your time at Durham

From accommodation for today,
to global networks for tomorrow

At Durham you will benefit from all the resources you'd expect from a leading university.

From the latest IT and library services to a virtual learning environment, you'll have everything to hand to make the most of your learning.

Our colleges

All full-time postgraduates become a member of one of our colleges. As well as offering a wide range of societies, social and cultural activities, the colleges provide support and a sense of belonging during your time in Durham, adding to your overall experience and helping you graduate with much more than just a degree.

For more information, visit
durham.ac.uk/colleges

Accommodation

We offer good quality, reasonably priced accommodation at Durham University. If this is not for you, we can help you find local private accommodation to suit your needs. We will provide you with more specific details on application.

In the meantime, visit
durham.ac.uk/colleges

Sports facilities

Sport is an important part of Durham life and our facilities are second to none. From our British Rowing Performance Centre to the British Fencing Centre, and boasting teams which compete in the England Hockey National leagues and the FA Women's Super League, we can offer something for everyone.

For more information, visit
durham.ac.uk/teamdurham

Global alumni network

When you join us, you become a member of the University's alumni network. With over 128,000 members across the globe, it facilitates friendships and business connections, and sits at the heart of the 'Durham Experience'.

Our alumni community enjoy online career resources and global career and network-building events. You can find out more at dunelm.org.uk



Durham City

A great place to live

In Durham City you're among some of the world's finest architecture where the famous Castle and Cathedral - together designated a UNESCO World Heritage Site - dominate the skyline.

Durham has a compact, friendly feel, while providing the facilities you would expect of a thriving city including: excellent boutiques, cafés, bars and restaurants. You will enjoy a fantastic student lifestyle, in lively surroundings with a superb choice of events and entertainment.

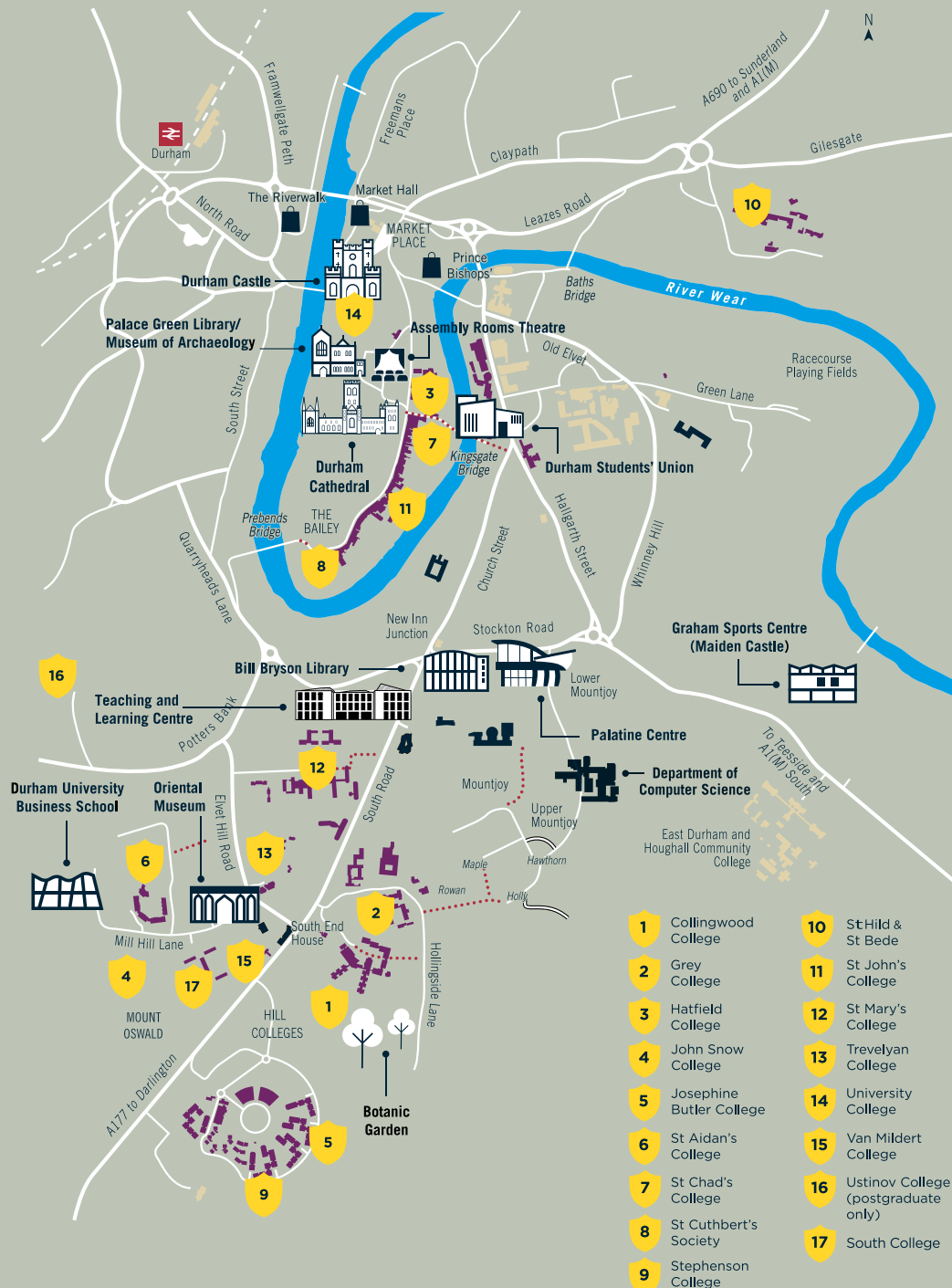
Further afield you can explore the breath-taking scenery of our countryside and coastline, or visit a wide range of local attractions, festivals and events which cater for every taste.

Explore

We appreciate not everyone can visit us physically prior to applying or joining, so we encourage you to view our virtual tours:

- Business School
durham.ac.uk/business/about

- Durham University
durham.ac.uk/visit-us/open-days/self-guided-tours



Your next steps

Learn more, or make an application

Meet us

There are several opportunities to meet us. You can chat with us at one of the international recruitment fairs we attend throughout the year, or sign up to an online information session, both are great ways to find out more about studying in Durham.

For more information on upcoming events, visit
durham.ac.uk/business/meet-us

Entry requirements

The MSc in Business Analytics programme is designed for graduates from either a business background (with evidence of strong quantitative content) or a tech background (including numerate scientific disciplines with strong computational content). You will need a UK first or upper second class honours degree or international equivalent in one of the following:

- Business
- Computer Science
- Related subject with strong quantitative component.

As there is a high demand for this programme with a finite number of places available, we operate a staged admissions process with application deadlines throughout the year. See our website for full details.

Language requirements

If your first language is not English, you will need evidence of competence in written and spoken English (IELTS overall score of 7.0 with no element under 6.0 or TOEFL IBT 102 with no element under 23; Pearson PTE Academic Test, total score 68 with no less than 59 in each communicative skill).

For all English language test requirements, visit
durham.ac.uk/study/international/entry-requirements/english-language-requirements

If your scores fall slightly short, or if you would like to advance your English skills, you may be able to attend a pre-sessional English language course.

To learn more visit
durham.ac.uk/dcad/study/presessional

How to apply

We strongly advise you to apply as soon as possible, particularly if you need university accommodation.

Learn more about our application process and apply online at:
durham.ac.uk/business/analytics

Fees

For current fees, please visit
durham.ac.uk/business/analytics

Scholarships

Scholarship funding may be available. For more information, visit
durham.ac.uk/business/masters/scholarships



Learn more

durham.ac.uk/business/analytics

Enquiries

durham.ac.uk/study/ask-us



Durham University
Business School



@DUBusSchool
@comp_sci_durham



Durham University
Business School



@dubusschool

This University publication is intended as a general guide to the University of Durham's courses and facilities and forms no part of any contract between you and the University except as provided below. The publication is prepared in advance of the academic year to which they relate. The University makes every effort to ensure that the information contained here is accurate. Although reasonable steps are taken by the University to provide the courses and services described, the University cannot guarantee the provision of any course or facility. Any course may be altered or withdrawn owing to circumstances beyond the University of Durham's reasonable control. Such circumstances include (but are not limited to) industrial action, lack of demand, departure of key personnel, change in Government policy, withdrawal or reduction of funding, change of Law. The University will take such steps as are available to it to minimise the effect of any alteration or withdrawal of a course. Such steps may include the offer of a place on an alternative course. Please note that the University's website is the most up to date source of information regarding courses and facilities and we strongly recommend that you always visit the website before making any commitments. Durham University and Durham University logo are registered Trade Marks of the University of Durham. Unless otherwise stated, all material in this publication is copyright of the University of Durham. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise, without the permission of the University. Copyright © Durham University 2023. All rights reserved.