

## Business Analytics MSc

In a data-rich society, every organisation needs analytical planning and big data analysis. This course has been designed to meet the growing demand from employers and will equip you with the skills to extract meaningful information from data to inform strategic decision-making.

### **Location: Aston University, Birmingham**

Course type

Full-time

Course format

Duration

1 year

UCAS code(s)

N/A

Start date

Overview

Explore Business Analytics at Aston University

Pay your deposit early and secure our Early Payment Discount of £2,000 off your course fees. With limited number of d

### **Starting in January?**

Pay your deposit early and secure our Early Payment Discount of £2,000.

For more information visit [here](#).

### **Why study a postgraduate degree at Aston University?**

A postgraduate degree is a great way to improve your career prospects. As well as opening doors, it builds on your experience, develops your skills, and gives you a competitive edge in a crowded job market.

[Previous](#) [Pause](#) [Next](#)

- [23rd in the UK for graduate prospects \(business and management studies\) Complete University Guide, 2022](#)
-

Teaching staff have a world-wide reputation for research into efficiency through Data Envelopment Analysis (DEA)

- Graduates are equipped with the skills global employers want and there is a high employer demand for graduates of this course
- Get a competitive edge with big data interrogation skills

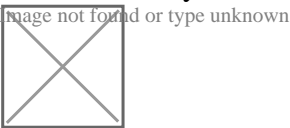
"Aston has been the greatest experience of my life. The cultural diversity has given me the best learning environment for my future success."

**Amica Woo**

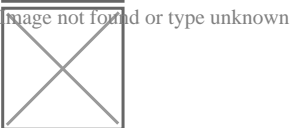
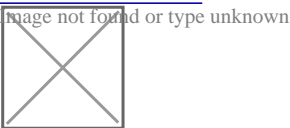
**General Manager, Sino Apartment**

How to Apply

Business Analytics MSc



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Teaching Excellence Framework Gold award logo

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## Course outline and modules

From data mining and web analytics to business analytics in practise, our MSc Business Analytics will give you a comprehensive understanding of key areas of business analytics and develop your skills to meet the high demand from employers.

Attracting students from all over the world, this course is a great opportunity to mix with people from different cultures and with diverse backgrounds. You'll enhance your communication, teamwork and management skills, whilst building a network of international contacts. It will also help you to appreciate the various approaches to people management in a multicultural context.

## **How will my skills develop?**

We'll develop your quantitative skills to identify trends and gain insights from complex data. You'll also develop a clear understanding of the three types of data analytics – descriptive, predictive and prescriptive, and how to accurately analyse and visualise information as well as work with analytical tools.

All of this means you will become highly skilled at providing information to business leaders, improving commercial decision-making and business performance.

You'll also study [The Aston Global Advantage](#) module which focuses on professional development and [employability](#), helping you to apply the key skills that you will gain throughout the year.

During The Aston Global Advantage you'll also have the opportunity to [study abroad](#) with one of our international partners, undertake an internship placement in the UK or overseas or get involved in a global business challenge simulation.

## **Practical experience**

We focus on the practical application of analytics in a business context, so you'll discover what method, technique and tools can be used to solve specific commercial problems in the most effective way.

Many roles in business analytics are based in consultancies, so we will develop skills to help you excel in a consultancy environment, from working in a consultative role to understanding what good and bad consulting practice looks like.

As well as lectures and seminars, there are lab sessions where you'll work with advanced software packages to develop your abilities to analyse data and practice using a range of analytical tools. You'll also learn from leading academics who have carried out detailed research in this field and can give you a deeper understanding of data analytics concepts, what it's like to be a business analytics practitioner and learn about their industry experience.

The business analytics staff teach and research in the field of quantitative analysis for better decision-making. One of the key areas for which the team has a world-wide reputation is that of efficiency through Data Envelopment Analysis (DEA). The team are also well known for their work in data mining, big data and forecasting.

## **How will this course help my career?**

This course is designed to enhance your [employability](#) prospects. As well as being developed with industry experts through our advisory board, we also ensure you gain exposure to opportunities throughout your studies. In your third term you will have the choice of studying abroad or pursuing an internship.

Our courses offer a range of opportunities to gain practical experience, through consultancy projects or entrepreneurial opportunities.

[Find out more here.](#)

The programme concludes with a Business Project or Dissertation, giving you the opportunity to analyse a business problem and practically apply the knowledge and skills developed during the course to outline your recommendations. This will also help to show prospective employers how you are able to impact their business.

This course offers an opportunity to study a [second degree](#) at one of our international partner institutions once you have completed your year at Aston University.

## Modules

Core modules

### **Descriptive Analytics**

We will introduce you to visualisation techniques used to display and summarise information. You will look at descriptive statistics that can be used to extract meaningful information from data. This module will give you the skills and practise in using appropriate statistical techniques when completing business reports and communicating data analysis to the organisation management team.

### **Effective Management Consultancy**

This module will help you to understand different approaches to consulting projects. You'll explore what is good and what is bad consulting practise. It will also prepare to you to carry out successful consulting projects within organisations either as an external consultant or as a line manager given a one-off problem-solving task.

### **Decision Models**

This module will focus on turning real-world problems into mathematical and spreadsheet models and examine how you can use models to help rational decision making in organisations. You'll develop a deep knowledge and understanding of the main modelling concepts and you will be able to quickly identify problems and situations in business where the use of those models can be beneficial.

### **Performance Analytics**

You will understand how mathematical and econometric methods can be used to model diverse transformation processes to establish benchmarks of efficiency and productivity for organisations, and how to carry out a benchmarking exercise using such methods. You will gain valuable hands-on experience of implementing an efficiency and productivity assessment using specialised software.

### **Data Mining and Web Analytics**

We will explore data mining techniques and their use in business decision making. You will also learn how to uncover patterns and trends hidden in data.

## **Software Analytics**

This module aims to teach you the programming skills required to carry out advanced data analysis on large datasets such as those found in many Big Data applications. These skills are now commonly expected by organisations seeking to employ data analysts, and the module aims to address this demand.

## **Ethics in Academic Practice**

This module provides an introduction to the Academic Offence framework. By completing the resources you will understand the key principles underpinning the submission of academic assignments. These principles can then be applied to the rest of the modules studied at the university.

## **The Aston Global Advantage**

The Aston Global Advantage is our professional development programme that runs throughout all MSc programmes at [Aston Business School](#). Focusing on professional development and employability, this integrated module gives you the opportunity to identify, develop and apply the key transferrable skills you will gain throughout the year.

## **Business Project or Dissertation**

The Business Project/Dissertation is a chance for you to carry out an original piece of work applying material that you have learnt in the taught element of your degree. Specific requirements will be explained relating to different degree programmes but in summary you must demonstrate both theoretical and practical knowledge of your chosen area of specialism.

### Optional modules

**Note:** Availability of any optional modules will be subject to staff availability and a minimum number of students who express an interest in studying the optional modules.

## **Business Analytics in Practice**

You will be introduced to predictive business analytics techniques. We will explore advanced statistical methods, marketing models and financial analytics. This will help you carry out advanced data analysis and enhance your overall understanding of business analytics techniques as well as how they can improve the decision-making process.

## **Digital Marketing**

You will gain a strategic understanding of the opportunities provided by digital marketing and the challenges of preparing and formulating successful digital strategies. The module evaluates the role of digital media in marketing strategy and how new technologies can be embraced for marketing purposes. You will evaluate the impact of web based innovations on marketing and consumer behaviour.

## **Big Data for Decision Making**

This module will equip you with the skills needed to successfully handle and analyse big data with the aim of supporting the organisation decision making process.

## **Advanced Spreadsheets and Databases**

This module will equip you with knowledge skills and techniques that will enable you to make efficient and effective use of spreadsheets and databases in your daily work. If you are want to undertake further academic work the module will also enable you to use spreadsheets and databases to support your research.

## **Simulation for Managerial Decision Making**

This module aims to combine the challenge of learning the theory of simulation modelling, with collecting data in an external organisation using simulation modelling software and group work to meet a deadline for the presentation of results. This skillset is useful as simulation is used in many organisations and consultancy units to provide descriptive predictive and prescriptive analytics.

## **Industrial Services Innovation**

# **Hello - what would you like to ask us?**

Group of students with Hello text

Hello! We're a team of current Aston University students, we're from 10 different countries and we study a range of different postgraduate subjects.

[Click here to ask us anything about studying at Aston University.](#)

## **Speak to our Admissions Team**

If you have any questions about the application process please get in touch with our postgraduate admissions team:

Email: [pgadmissions@aston.ac.uk](mailto:pgadmissions@aston.ac.uk)

Call: 0121 204 3200 (Please note this line is open Monday-Friday between 10am-4pm)

[Please click here](#) for guidance on completing the postgraduate application.

## **Entry requirements**

## Entry Requirements

### One of the following:

- A good UK honours degree, minimum Lower Second Class (2:2)
- Equivalent overseas degree recognised by Aston University.

### Subject-specific requirements

Applicants are also required to have taken the following quantitative modules at bachelor's level, achieving a minimum of 60%:

- Economics (micro/macro)
- Statistics
- Quantitative methods
- Mathematics
- Finance

### As well as:

- Two professional references – at least one must be from an academic referee
- An official academic transcript of your university grades to date
- A completed application form.

## International students

- An official academic transcript, with an official English translation, of your university grades to date.
- Students whose native language is not English will also need to satisfy our [English language requirements](#). Pre-sessional English language programmes are available for good applicants whose English qualification falls just short of these requirements.
- Postgraduate masters students enrolling to [Aston Business School](#) with a 5.5 in one of the four IELTS sections will be required to engage with English language tuition as part of our professional development programme, [The Aston Global Advantage](#). There will be no extra cost to the student.
- Aston University provides a range of opportunities for [international students](#) to join our community and study on our campus. A key part of our strategy is our relationships with teaching partners, providing multiple pathways to Aston.
- For more information about qualifications, view our [Aston in your country](#) webpage.
- For more information about completing a foundation year, visit our [foundation year](#) webpage.

## Extensive work experience

We recognise the value of extensive professional experience. If you do not have the academic qualifications, but have extensive and relevant professional experience and a proven ability to succeed, we would welcome your application.

The information contained on this website details the typical entry requirements for this course for the most commonly offered qualifications.

Applicants with alternative qualifications may wish to enquire with the relevant admissions teams prior to application whether or not their qualifications are deemed acceptable. For less commonly encountered qualifications this will be judged on a case-by-case basis in consultation with the academic admissions tutor.

*Please note, if you do not meet the subject-specific requirements for this programme, you may be considered for an alternative programme which may be better suited to your academic/professional background. If you receive an offer for an alternative programme and do not wish to move forward with this, please contact the Admissions team at [pgadmissions@aston.ac.uk](mailto:pgadmissions@aston.ac.uk).*

## **Learning, teaching and assessment**

We are recognised for the quality of our teaching and research with 100% of our business research achieving the highest rankings in the latest Research Excellence Framework.

Our MSc Business Analytics is taught through a mix of lectures and various applied learning sessions, including lab workshops, where you'll get to work with specialist business analytics software, and tutorials, where you might look at case studies from businesses and apply your knowledge to various scenarios.

### **Learning and teaching**

As well as learning key theories and concepts, you'll benefit by learning from industry professionals delivering guest lectures on their areas of expertise, providing valuable insight into business analytics in practise and how organisations benefit from these skills.

You'll be supported by our virtual learning environment at Aston University which has a wealth of resources to help you, such as lecture slides, access to e-books and online journals, as well as video recordings of your teaching sessions. Your lecturers will also be on hand to offer one-to-one support throughout the course.

### **Descriptive analytics poster**

Using publicly available data on a real company, you'll be asked to create a business case for a specific commercial scenario, such as where to locate a new retail store. You're asked to visualise the data in the form of a poster, which should accurately and effectively tell the story that's expressed by the data you've found. You'll need to interpret the information correctly and present it with suitable graphs and charts. This will simulate a common task of a business analyst in a commercial role and will help you to familiarise yourself with data that is



publicly available in the UK.

## **Assessment**

There are a variety of assessment methods, including exams, coursework, poster design, presentations and group work. For our assessments, we use real or fictitious business scenarios. The practical assessments help you to develop the skills and competencies required for future job roles.

## **Student experience and employability**

### **International students**

Aston University is a diverse, close community and welcomes [international students](#) on many of our [postgraduate](#) programmes. Students from over 120 different countries chose to study with us every year and Aston is not only a great place to study, based in the centre of [Birmingham](#) it's also a great place to live.

### **[Meet our Global Alumni Ambassador Graphic](#)**

Ask one of our International alumni about their time studying with us. They will be happy to share their thoughts on moving to Birmingham to study their course and answer any of your questions from their own experiences.

[Find out more](#)

### **Post-study work visa**

#### **Graduate Immigration Route**

Aston University welcomed the creation of a new Graduate Immigration Route which enables international students to remain in the UK for two years after you complete your studies to find work. This new post-study work visa applies to international students completing full-time undergraduate and postgraduate courses.

[Find out more information about the Graduate Immigration Route.](#)

### **Overseas opportunities**

We benefit from an extensive network of partner institutions, including some of the highest ranked business schools in Europe, such as Kedge Business School in France. Your options are not just limited within Europe, we also have partnerships with universities worldwide, from Australia to China and USA to Singapore.

You'll be pleased to know that all of our overseas study programmes are all tuition-free and you'll study and be assessed in English.

### **Placements**

We believe that a [work placement](#) taken as part of your masters programme can be hugely beneficial to your career prospects. It will enhance your CV and can give you a competitive advantage when applying for graduate roles.

As part of this course you'll have the opportunity to undertake a work placement. Choose a company of your choice, in the UK or overseas, and spend from one month to 12 months gaining valuable work experience. You'll apply what you've learnt on a daily basis and develop a deeper understanding of your subject area.

Our students have been successful in gaining work placements in a wide variety of business sectors, both in the UK and internationally. You'll also have the unique opportunity to support start-up businesses and a local SMEs with real-life business projects through our [Aston Business Clinic](#). You can work to solve strategic problems and make a real positive impact to growing businesses.

Our award-winning [careers team](#) will be on hand to help you find work placements and graduate positions. The team are also available to assist you with your CV and interview technique.

### **Placement case studies**

Find out about [Ememobong Etim's placement](#) as a Business Strategist and Development Analyst with Vitabonna Development Limited.

Find out about [Suzhen Ye's placement](#) as an Assistant Marketing Director with First Plus Education.

Find out about [Chloe Chan's, Health Tech Services Internship](#) at Holland & Barrett.

Find out about [Piyushi Pawan's placement](#) as a Regional Marketing Coordinator for India, Aston University.

### **Universities Business Challenge Global Masters**

All Aston University Business postgraduate students have the opportunity to take part in the [Universities Business Challenge \(UBC\) Global Masters](#). The UBC Global Masters is a team-based business simulation event that provides participants with the opportunity to act as a board of directors, who have taken responsibility for improving the performance of a company.

### **Trips and visits**

Your lecturers will arrange for a number of guest speakers to visit and deliver the course content. This will give you the chance to learn from experienced business analytics professionals. You'll gain an insight into how different companies operate and the challenges faced in this area of business.

A large number of graduate employers visit campus during the year. There's careers fairs, networking events and much more. You'll have the chance to discover a wide range of graduate opportunities and speak with companies to see where is the best place for you to start your career.

### **Fees and scholarships**

**UK students (2023/24): £11,850**

## **International/EU students (2023/24): £22,750**

*Tuition fees for students are reviewed annually and may increase in subsequent years in line with inflation linked to the Retail Price Index (RPI) to take account of the University's increased costs of delivering the Programme. Any such increase shall always be in accordance with the law. When undertaking a placement year a placement year fee applies.*

### [More information on fees and funding](#)

## **UK postgraduate loans**

If you're thinking about studying a masters course with us, you may be eligible for a postgraduate loan to help with course fees and living costs.

### [Find out more here.](#)

## **Scholarships**

At Aston University we are committed to supporting the most talented and hardworking students to achieve their potential by providing a range of scholarships to help lower tuition and living costs.

### [Find out more about our scholarships here.](#)

20 per cent postgraduate alumni scholarship

**Cost shouldn't limit your career aspirations, which is why we are delighted to offer all Aston University graduates (including exchange students) a 20% loyalty scholarship in standard taught MA, MSc and Full-time MBA course fees. Students who have completed their first degree at Aston University will receive an automatic scholarship when applying for their course. If you are not an Aston University graduate there is still a range of UK and international scholarships that you can apply for.**

This means that as an Aston University graduate applying to our **MSc Business Analytics** course, you could save...

**£2,370**

### **UK students**

*(Total saving equivalent to 20% of the annual tuition fee)*

**£4,550**

## **International/EU students**

*(Total saving equivalent to 20% of the annual tuition fee)*

As an Aston University graduate, you will automatically qualify. For more information [visit our webpage](#).

## **Career prospects**

With insights from data often providing the basis for competitive advantage in the market place, it's not surprising that business analytics graduates are becoming increasingly sought-after.

We have a track record for providing companies with highly skilled staff. Our recent graduates have gone on to secure roles with prestigious international companies. Our strong links with industry have enabled us to tailor the course to meet the needs of employers looking for highly skilled graduates. Thanks to their input, we can help you gain a competitive advantage over other graduates and ensure that you hit the ground running when you secure your ideal role.

Best University Careers Service Award

**Aston University was recognised as the 'Best University Placement Service'.**

The [Careers and Placements team](#) at Aston University won the 'Best University Placement Service' category at the [National Undergraduate Employability \(NUE\) Awards](#) 2022. This was achieved by launching Virtual Employability Festivals and recognising the power of peer-to-peer communication by pairing 500 students looking for placements with 500 students who had completed placements.

## **Here's what our students say**

saloni wadhwa testimonial

### [\*\*Saloni Wadhwa\*\*](#)

#### **Data Surveillance Information Officer, Public Health England**

When choosing a university for her masters degree, Saloni researched a number of universities and compared their modules, ensuring they aligned with her passion for analytics. After reflecting upon her options, Saloni concluded that Aston University was the best option for her, specifically as it is triple-accredited by AACSB, AMBA, and EQUIS, and is widely recognised for the quality of its teaching and the employability of its alumni by major certifying organisations and independent rankings.

[Find out more](#)

## **Frequently asked questions**

## **Why study Business Analytics at Aston University?**

You'll develop your knowledge across different areas of business analytics and practical skills, from analytical software tools in the lab to being able to interpret data of meaningful information to business leaders. We also provide you with a breadth of exposure to employers, such as an internship or a study abroad opportunity in your third term during the Business Project at the end. Not only does this bring your learning to life, it will really help you to secure a job once you complete the course.

## **What kind of career will I develop with a masters in Business Analytics?**

Business analytics is fast becoming one of the most influential and in demand areas of expertise not least due to the breadth of data available in almost all areas of business and indeed wider society.

To inform strategic business decisions, skills across the breadth of business analytics are needed as well as the ability to interpret and communicate what this means to business leaders in an effective way.

The majority of roles in business analytics are within consultancies and we will help you develop the skills and experiences required to equip you for this.

## **Why choose to study with Aston Business School?**

Aston Business School is part of an elite group of business schools thanks to our triple accreditation from AACSB, EQUIS and AMBA. We can help to enhance your career prospects, boost your earning potential and set you on the path to a successful, and rewarding career.

Aston University is renowned for its excellence in teaching and research and the employability of our graduates. At Aston Business School we are committed to innovative approaches to teaching and education. We are dedicated to providing the students with a competitive advantage in the jobs market by delivering the knowledge students need to pursue the many career tracks available to them with a background in international business. Teaching on the course is informed by our world-class scholars and provides you with a deep understanding and skills for conducting business on a global scale. At Aston University, we aim to prepare students for the real world challenges. There are plenty of opportunities for students to gain hands-on experience and apply their knowledge in real-life situations by engaging in live projects and internships.

## **Chat with current students**

[Register your interest](#)

[Register your interest form](#)

[Related courses and content](#)

[Related courses](#)

## **You might also be interested in...**

[NEWS - 07/09/2023](#)

## [\*\*Aston Business School shortlisted for Business School of the Year in Times Higher Education Awards 2023\*\*](#)

[Aston Business School has been shortlisted in the Business School of the Year category in the 19th annual THE Awards which recognise excellence across the UK and Irish sectors.](#)

[NEWS - 01/09/2023](#)

## [\*\*Digital transformation expert joins Aston University\*\*](#)

[Professor Garcia Perez's research focuses on some of the key challenges of digital transformation strategies in organisations and society.](#)

[More news](#)

[Events - 08/06/2023](#)

## [\*\*The Science and Art of Disaster Management: From technology to culture\*\*](#)

[More events](#)

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## **Student Life at Aston**

### [\*\*Accommodation\*\*](#)

[We provide award-winning accommodation on our small, friendly campus in partnership with Unite Students](#)

### [\*\*Students' Union\*\*](#)

[Aston SU represents and supports around 14,000 students, providing a number of commercial and non-commercial services.](#)

## **Birmingham life**

Aston University is in a great, central location. Ideally positioned in the centre of Birmingham - one of the youngest cities in Europe - our campus is only a 10 minute walk to the city centre.

## **Clubs and societies**

Joining a club or society is one of the best ways to get the most out of your time here at Aston. With over 130 student-led groups we have something for everyone.

## **Sports**

Here's Sports at Aston. Discover what's happening on the Aston University campus at the Sir Doug Ellis Woodcock Sports Centre.

## **Student support at the Hub**

The Hub is a central location on the Ground Floor of the Main Building where most of the student support services are located.

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