



Business Data Analytics MSc

www.cranfield.ac.uk/som/mscbda



Merit-based Scholarship – 10-20% of tuition fee available

Choosing an MSc is a difficult decision because it is a huge investment in yourself.

The Cranfield Business Data Analytics MSc is there for people who want to invest in their analytical skills, but also their interpersonal skills and this course is designed to those ends. The course will be particularly relevant to those seeking careers in banking, consultancy and working for major business data analytics consultancy companies.

Drawing on faculty from across Cranfield University, the course is led by Cranfield's Economics and Banking Group, which has been consistently ranked in the World top 10 in the Financial Times Global MBA Ranking for its teaching of economics in relation to our full-time MBA programme.

By studying this master's in business data analytics, you will be immersed in a varied, stimulating and experiential learning environment. Taught modules consist of formal lectures, in-class discussions and computer-based practical sessions, placing an emphasis on the practical application of business analytics.

Who is it for?

Your career

The Careers and Employability Service offers a comprehensive service to help you develop a set of career management skills that will remain with you throughout your career.

During your course, you will receive support and guidance to help you plan an effective strategy for your personal and professional development, whether you are looking to secure your first accounting and finance role or wanting to take your career to the next level.

The market for data analysts is widely recognised as one of the fastest growing job markets. On completion of this course, graduates can expect to apply their skills in a range of private sector organisations in areas such as finance, consulting, retail, manufacturing, and pharmaceuticals. Graduates can also expect to find opportunities to apply their skills in the public sector, non-governmental organisations and education.

Overview

Start date

30 September 2024

Duration

1 year

Qualification

MSc, PgDip, PgCert

Study type

Full-time

Structure

Taught modules 60%, individual research project 40%

Campus

Cranfield campus

Entry requirements

We welcome applications from talented individuals of all backgrounds and each application is considered on its individual merit. Usually applicants must hold:

A UK lower second-class (2:2) undergraduate degree with honours, as a minimum, or equivalent international qualification.

Ideally applicants prior degree must include a quantitative methods module, or a thesis with significant elements of quantitative methods.

Find information about equivalent qualifications in your country on our International entry requirements page.

If you have studied or are currently studying at a Chinese university, please note there are some specific requirements for Cranfield School of Management courses.

Fees

Please see www.cranfield.ac.uk/fees for detailed information about fee status, full-time and part-time fees as well as deposit requirements and bursary and scholarship information.

Course details

This course comprises six core modules. Each delivered module comprises 40 hours of class contact time with a further 160 hours of study time to consolidate learning and carry out assignments, giving 200 notional learning hours per module. The individual research project component of the module is a total of 80 credits.

You will have an opportunity to undertake an individual research project in conjunction with an external organisation, presenting findings to senior managers from the organisation involved.

The aim of the the individual research project module is to develop your ability to undertake a major business data analytics related research project and to give you hands-on experience of a data analytics management issue or situation through researching, reporting and presenting on a project.

Modules

Keeping our courses up-to-date and current requires constant innovation and change. The modules we offer reflect the needs of business and industry and the research interests of our staff. As a result, they may change or be withdrawn due to research developments, legislation changes or for a variety of other reasons. Changes may also be designed to improve the student learning experience or to respond to feedback from students, external examiners, accreditation bodies and industrial advisory panels.

To give you a taster, we have listed below the compulsory and elective (where applicable) modules which are currently affiliated with this course. All modules are indicative only, and may be subject to change for your year of entry

Compulsory modules

All the modules in the following list need to be taken as part of this course.

Artificial Intelligence and Machine Learning
Business Analytics and Management
Business Analytics and Optimisation
Descriptive Analytics
Predictive Analytics
Programming for Business Analytics

"At Cranfield, we have a range of academic expertise and industrial expertise and we bring them together to help you to develop all of those skills."

Professor Andrew Angus

Professor of Environmental and Natural Resource Economics
Economics and Banking,

Bloomberg Suite

Cranfield School of Management has its own Bloomberg Suite. This investment banking database is used by banking and financial institutions worldwide to enable investment decisions.

You will receive training in how to use the database and then be able to put your learning into practice by undertaking research, analysing data and applying modelling techniques to the data. You will be able to empirically test the knowledge, ideas and theoretical concepts you learn in the classroom using the database.

For more information contact our Admissions Team:
T: +44 (0)1234 758081

Visit campus for yourself and meet current students and our academics at our next Open Day:
www.cranfield.ac.uk/openday

July 2024

Every effort is made to ensure that the information provided here is correct at the time it is published. Please check our website for the latest information.