MSc Business Analytics

OCTOBER AND JANUARY START DATE AVAILABLE

Be Stirling BE THE DIFFERENCE
There is a clear need for high quality graduates with a blend of skills in business analytics and business management along with an understanding of ethics and sustainability. These are core business concerns and central to our Business Analytics course. This MSc will develop graduates with essential specialist knowledge, technical skills and experience for a successful career in roles requiring data driven decision-making across a range of sectors. You will be introduced to industry standard tools for the job, as well as models and methods that are available to businesses as they deal with business growth, change and disruption. You will also receive expert academic guidance from across the Stirling Management School and have an opportunity to work on a real-world consultancy project.

The course was developed in close collaboration with the Data Lab, Scotland’s Innovation Centre for data and Artificial Intelligence (AI). This ensures our graduates have the skills that industry needs. We have an extensive network of organisations with whom we work and these cover all sectors of the economy. Students can access these networks to work with businesses to develop practical, evidence based skills allowing them to make an immediate impact with an employer after graduation.

Scholarships are available with The Data Lab, supported by The Scottish Funding Council and the European Social Fund.

“Organisations make many operational decisions that could be improved. These may be in supply chain management, customer relationships, marketing or strategic development. Improving company decision-making is a key task of business analytics. We will prepare you so that you can successfully plan and implement business analytics projects, be in control of business analytic dashboards, and communicate the results of analysis at boardroom level with confidence.”

DR TOM KANE
Course Director
The International Data Corporation (IDC) estimates Business Data and Analytics spending will reach $203 billion in 2020, and $270 billion by 2022 (up from $130 billion in 2016). The Tech Partnership UK estimate that by 2020 there will be 56,000 data analytics jobs in the UK alone.

The MSc Business Analytics is a data-focused business analytics conversion course and has been shaped to address the needs of industry, producing graduates with the skills that companies require. The skills are primarily business-focused to enable you to become a business leader.

Typical job areas you could move into include:
- Strategic Management, Planning or Sustainability
- Supply-chain-Management, Process Improvement or other operations research teams
- Disruption Management
- Customer Insight or Marketing

The course is supported by large and complex organisations, who understand the need to balance many stakeholder requirements in decision-making.

**CAREER OPPORTUNITIES**

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**WHAT IS BUSINESS ANALYTICS?**

Business Analytics is the modelling of skills, technologies and practices used in organisations to inform future strategies. Tools include database systems, lean and six sigma production management, cybernetic viable systems, and, more recently, the cross-industry standard protocol for data-mining (CRISP-DM), the most popular data-mining methodology in the world today. Our course will show you how to exploit the CRISP-DM and give you a toolkit with which to make a real difference to an employer.

Our MSc in Business Analytics is built on the core strengths of Stirling Management School, which is committed to supporting company innovation, incubation and industry disruptors. The course addresses business needs and has been developed with input from SAS, a global leader in business analytic solutions, who have said of the course: “It’s clear that this course is firmly underpinned by computational analysis and mathematical techniques, bringing the realm of data-science into a work-based business context”.

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**COURSE DIRECTOR**

Dr Tom Kane is a senior lecturer in business analytics, data science and artificial intelligence. His primary research area is in the interactions between businesses and people. His background is both academic and business focused with work undertaken in consultancy capacities for some of the most innovative organisations in the UK.

The rollout of business implementations of AI systems that address the ethical questions these systems raise are of interest both to his artificial intelligence training and his business background. Tom is a Certified PRINCE 2 Project Manager and a Fellow of the Higher Education Academy.
ABOUT THE COURSE

This course is available over one year, full time and aims to develop graduates with a highly sought after blend of business analytics and strategic management skills. Through a series of core modules, you will acquire the knowledge, skills and experience for a successful career in business analysis roles. You will also develop an understanding of the ways business analytics operates differently in organisations across different sectors. This will be achieved through business analytics theory and practice, with many opportunities to work with real data sets. You will also have the opportunity to work with industry partners, through consultancy projects, who will also deliver guest lectures on the course.

POSTGRADUATE STUDY AT STIRLING

COURSE STRUCTURE

Semester 1
- Business Analytics
- Text Analytics for Business
- Statistics with R
- Personal and Professional Development

Semester 2
- Digital Business and Data Technologies
- Data Analytics

Summer
- Consultancy project

Plus choose any two from
- Operations Management
- Project Management
- Managing Change
- Innovation Management
- Digital Marketing and Advertising
- Business Consulting Group Project

ABOUT THE COURSE

On Campus
Taking advantage of Scotland’s outstanding natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students can apply for University accommodation and use study areas conducive to working towards successful completion of a Masters degree.

The University offers extensive indoor and outdoor sports facilities, a shopping precinct and arts centre. We have a large team of librarians and IT specialists available for one-to-one guidance with research skills and use of the University’s high-tech learning environment. Assistive technologies are available for students with disabilities.

STIRLING MANAGEMENT SCHOOL

Academic Excellence
We are building our global reputation for academic excellence through a wide range of international research and education delivery partnerships. Stirling Management School has established successful international partnerships in several regions, including Asia and the Middle East. We are exploring additional sustainable overseas partnerships in order to attract the world’s best academics to work with us and the most talented students to enrol on our courses.

Accreditation and Affiliation
We are a member of the Association of Business Schools; the European Foundation for Management Development; in partnership with the Chartered Management Institute and are signatories to the Principles for Responsible Management Education.

PREPARING BUSINESS LEADERS OF THE FUTURE

Postgraduate education at the University of Stirling Management School goes beyond text books and lecture rooms by also focusing on personal and professional development.

Our unique Flying Start Leadership Programme, at the beginning of the academic year, equips students with the awareness, knowledge and techniques essential for building a successful career. These range from practical skills, like effective public speaking, to developing ways to work under pressure in difficult situations and to manage conflict.
ENTRY REQUIREMENTS

You’ll need a minimum of a second class Honours degree in any subject, or an equivalent qualification. However, you can still apply if you don’t have these formal qualifications, but bring significant work experience in a relevant area.

For details of English language requirements for this course, visit: stir.ac.uk/3f

FEES, FUNDING AND SCHOLARSHIPS

Fees are reviewed each year and you can pay in full before the course starts in which case you may be eligible for a discount, or by instalments. More on course fees, payment options and scholarships funded by Stirling Management School, the University and external organisations may be found at: stir.ac.uk/2cp

Further information about scholarships and funding can be found at: stir.ac.uk/c8

Postgraduate Tuition Fee Loan This course is currently approved for PTFL (Postgraduate Tuition Fee Loan) funding from SAAS: stir.ac.uk/1b9

Cost of Living Find out about the cost of living for students at Stirling: stir.ac.uk/1b8

CONTACT INFORMATION

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stir.ac.uk/management

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: recruitment@stir.ac.uk

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