MSc Business Analytics

CORK UNIVERSITY BUSINESS SCHOOL

The Programme at a Glance

95% of graduates gained immediate employment after graduation

EU FEES €10,630
NON EU FEES €18,500

96 Class Size (3 Year average)

INTAKE & DURATION
September
1 year Full Time *or*
2 years Part Time

SCHOLARSHIPS Available

94% International Students

About the Programme

The MSc Business Analytics (MSc BA) provides students with a portfolio of business and analytical methods for solving problems and supporting decision-making in modern organisations. This one-year full time programme provides students with a complementary mix of analytics and business modules. It is delivered through lectures, workshops, guest lectures, and hands-on practical sessions. Students specialise in the topics of business data visualisation, descriptive, predictive, and prescriptive analytics.

Unique Aspects

- Businesses are aware of the need to understand the underlying patterns that are held within their data. Discovering and identifying the underlying patterns requires a higher level of thinking and analysis.
- The MSc BA degree enables students to acquire the skills to mine and analyse data. Enabling more informed decision-making and better outcomes for data-driven companies.
- A supervised research project will allow student groups to investigate and develop a solution to real-world business problems in an area specific to business analytics.
- This collaborative applied research project facilitates students' practical application of the analytical and business skills that they have acquired during the programme.

Programme Structure

Part 1 Semester 1 Enterprise Business Processes and Applications | Design Thinking for Business Analytics | Business Data Analysis and Visualisation | Predictive Analytics | Python for Business Analytics | Business Analytics for Sustainability.

Semester 2 Prescriptive Analytics | Emerging Topics in Business Analytics | The Application of Business Analytics in Practice | Business Forecasting

Part 2 Semester 3 Applied Research in Business Analytics

Contact

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Simon Woodworth: S.Woodworth@ucc.ie;

Non-EU Students:
Tarik El Amoud: tarik.elamoud@ucc.ie

Notes on Entry Requirements

Second Class Honours Grade 2 (2.2)in a primary honours degree (NFQ, Level 8) - must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics, or other disciplines that have some quantitative content.

Graduate Careers Roles

Our graduates have a strong track record of getting employment across the finance industry.

Our graduates are currently working as:

Role
Data Analyst
Consultant
Business Intelligence (BI) Analyst
Business Analyst
BI Developer
Finance Data Analyst
IT Business Intelligence Associate
Technical Marketing Analyst

Student Profile

"The MSc BA taught me the fundamentals of how to approach problems and tasks with a logical and analytical mindset. I am able to apply the skills that I learnt while adapting to new projects and clients that I work with"

Jane Downey
Senior Business Analyst
Aspire