PROGRAMME SPECIFICATION

1.	**Awarding Institution:**	The University of Law
2.	**Final Award:**	Master of Science in Business Analytics Postgraduate Diploma in Business Analytics Postgraduate Certificate in Business Analytics
3.	**Exit / Intermediate awards**	For the MSc in Business Analytics - Postgraduate Diploma in Business Analytics - Postgraduate Certificate in Business Analytics
4.	**Programme Title(s):**	MSc Business Analytics Postgraduate Diploma in Business Analytics Postgraduate Certificate in Business Analytics
5.	**Accredited by:**	N/A
6.	**Total Credits:**	MSc Business Analytics – 180 credits Postgraduate Diploma in Business Analytics – 120 credits Postgraduate Certificate in Business Analytics – 60 credits
7.	**Level:**	MSc Business Analytics – Level 7 within the FHEQ Postgraduate Diploma in Business Analytics – Level 7 within the FHEQ Postgraduate Certificate in Business Analytics – Level 7 within the FHEQ
8.		

The overall objective of master's level business and management degrees is to educate individuals as managers and business specialists, and thus to improve the quality of management as a profession. Master's degrees add value, for example to first (or bachelor's) degrees, by developing in individuals an integrated and critically aware understanding of management and organisations in a global context and assist them to take effective roles within them.

In particular for the programme (MSc in Business Analytics) It is well acknowledged that data analytics technologies offer radical and far-reaching opportunities for organisations and their supply chains. Such technologies can offer insight into opportunities for new products, markets, optimisation of processes and supply chains. The technology and its application is commonly central to an organisation’s marketing, its strategy, and in some contexts, provides the opportunity to develop new service based product. This drive towards digital analytics has resulted in the emergence of a distinct managerial skill-set. This involves, includes and integrates some key technical skills with business change.

The programme has been developed based on the observation that in the contemporary context, there is an ever present need for a sound knowledge of technologies, integrated with methods to assess the feasibility and desirability of their application in context. The skills-set includes applying and developing the technology, including server-side database architecture, understanding and evaluating strategic value from the technology, developing projects and business plans to harness the technology for the realisation of organisational and business benefits, and the reduction in risk. These all present significant contemporary challenges in managerial practice, and demand underpinning methods that can guide practitioners appropriately.

In particular, the programme aims are as follows:

- To develop knowledge in the main areas of the subject of data analytics, and its linkage to statistical methods, systems thinking and technology architectures, and change management for application into organisations in the contemporary context;
- An understanding of the major theories, principles and concepts of Data Analytics for Business Intelligence;
- Familiarity with key technologies, concepts, techniques and practices of data analytics.

- The resource requirements when developing data analytics technologies, e.g. technical skills requirements, time and financial resources;
- Construction of projects of change for implementing data analytics;
- Business planning for innovation and change when applying data analytics in both exising organisations, or as an innovation for new start-up organisations;
- Trends and contemporary issues, such as privacy and security, when applying data analytics technologies;
- General trends in technological and disciplinary terms;
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Data Analysis for Business	15
Data Design Management	15
Data Security	15
Data Visualisation	15
Digital Marketing Analytics	15
Data and Decision Making	15
Professional Development	Non Credit Bearing
Business Project	45

Students who obtain all the 180 credits from the modules above will receive the MSc in Business Analytics award and will achieve al the learning outcomes described in this document.

Students who obtain 120 credits from the modules above will receive the Postgraduate Diploma in Business Analytics award, and consequently the learning outcomes described in this document will be achieved just partially, on the basis of the modules passed.

Students who obtain 60 credits from the modules above will receive the Postgraduate Certificate in Business Analytics award, and consequently the learning outcomes described in this document will be achieved just partially, on the basis of the modules passed.

18. Programme Outcomes, Learning & Teaching and Assessment Strategies

A. Knowledge and Understanding

Knowledge and Understanding

- The business/organisational value of data analytics and how to apply methods to determine value;
- The resource requirements when developing data analytics technologies, e.g. technical skills requirements, time and financial resources;
- Construction of projects of change for implementing data analytics;
- Business planning for innovation and change when applying data analytics in both exising organisations, or as an innovation for new start-up organisations;

Learning and Teaching Methods

The learning and teaching methodology will be consciously constructed around ULaw's emphasis on critical practice based learning within a realistic, professional and contemporary context, and will fit with EMC q72

18. Programme Outcomes, Learning & Teaching and Assessment Strategies

- Trends and contemporary issues, such as privacy and security, when applying data a

18. Programme Outcomes, Learning & Teaching and Assessment Strategies

- To recognise the limits of taking a quantitative or qualitative approach to measurement and control in organisations;
- To apply techniques to evaluate and formulate a range of arguments and solutions to problems and issues in business organisations.

and report on towards the end of the

	population. Students are actively encouraged to share experiences from their own culture, providing opportunities for comparing and contrasting different behaviours, issues, and solutions. This exposes students to cross-cultural differences and enhances their cultural awareness. Students who appear not to keep up with the pace of the class, are signposted to ULaw's student support services.

20. Prior Credits considered for RPL	As per the University's RPL Policy.

Document Version Control

Version No.	Amended by	Revision Summary	Date
1.0	Head of Quality Assurance	First version upon programme approval.	November 2019
1.1	Head of Quality Assurance	Modification to include named exit awards Clarification regarding IELTS requirements	May 2020
1.2	Head of Quality Assurance	Minor modification.	February 2021
1.3	Head of Quality Assurance		