UNIVERSITY OF WOLVERHAMPTON

Course Specification

Published Date:	18-May-2026
Produced By:	Multi Type Usr Record For All Personnel
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	BU140P01UM BU140P31UM	Full-time Part-time	12 Months
Course Title:	MSc Business Analytics		
Hierarchy of Awards:	Master of Science Business Analytics Postgraduate Diploma Business Analytics Postgraduate Certificate Business Analytics University Statement of Credit Business Analytics		
Language of Study:	English		
Date of DAG approval:	14/Sep/2026		
Last Review:			
Course Specification valid from:	2025/6		
Course Specification valid to:			

Academic Staff

Course Leader:	Mr Obinna Nkwocha
Head of Department:	

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

Business Analytics is transforming modern organisations in profound ways. It involves the systematic process of collecting, analysing, and interpreting large volumes of data to support informed business decision-making. In today's data-driven environment, organisations use Business Analytics to shape strategy, gain a competitive advantage, and enhance decision-making across all levels. It enables businesses to improve efficiency, reduce costs, optimise asset utilisation, and deliver real-time operational insights, among many other benefits.

The Master of Science in Business Analytics is designed to prepare you for future leadership roles in both business analytics and management. This practically oriented and practice-based programme develops the agile, reflective, and critical thinking skills essential for your success in contemporary organisations.

The programme is built around two central themes: data analytics and business management. You will explore how emerging disciplines such as business intelligence, big data, and data-driven decision-making can be applied across strategic and functional areas of business. This provides an immersive learning experience and a comprehensive understanding of the challenges and opportunities facing organisations in the twenty-first century. Here's why our MSc in Business Analytics is the perfect choice for your future:

- **Industry-Relevant Curriculum:**
  Designed in collaboration with data and business intelligence professionals, our programme equips you with cutting-edge skills in analytics, data science, and strategic decision-making, ensuring you stay ahead of emerging trends in the digital economy.
- **Specialist Focus Areas:**
  Choose from a range of advanced modules such as Predictive Analytics, Data Visualisation, Machine Learning for Business, Digital Transformation, and AI in Management, allowing you to tailor your learning to your career aspirations.
- **Guest Lectures by Industry Leaders:**
  Gain valuable insights through sessions led by leading data scientists, consultants, and business analysts who share real-world applications of analytics across sectors including finance, marketing, supply chain, and technology.
- **Hands-On, Real-World Learning:**
  Apply your skills to live data projects and case studies with major organisations. You will work on real business challenges enhancing your technical expertise, analytical thinking, and problem-solving capability.
- **Career Development and Employability:**
  Through personalised career coaching, mock interviews, and professional mentoring, we help you develop the confidence, communication skills, and professional network needed to excel in the fast-growing analytics and data professions.

During your studies, you'll gain a deep understanding of how data analytics drives business strategy and performance, while building a professional network that supports your career growth. Whether you aspire to become a data analyst, business intelligence consultant, or analytics manager, our MSc in Business Analytics provides the knowledge, experience, and industry connections to help you thrive in the global digital economy.

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2022/3	H	Full Time	£11000.00
2022/3	Overseas	Full Time	£14450.00
2022/3	H	Part Time	£5500.00
2023/4	H	Full Time	£11550.00
2023/4	Overseas	Full Time	£15450.00
2023/4	H	Part Time	£5775.00
2024/5	H	Full Time	£11836.00
2024/5	Overseas	Full Time	£15950.00
2024/5	H	Part Time	£5918.00
2025/6	H	Full Time	£12203.00
2025/6	Overseas	Full Time	£16950.00
2025/6	H	Part Time	£6102.00
2026/7	H	Full Time	£
2026/7	Overseas	Full Time	£18645.00
2026/7	H	Part Time	£

PSRB:

None

Course Structure:

January (Full-time)

Full time Masters students normally study 180 credits for their award.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7BU050	Advance Data Analytics and Informatics	30	SEM2	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

January (Full-time)

Full time Masters students normally study 180 credits for their award.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7BU056	Applied Global Value Chains and Project Management	30	SEM1	Core
7BU049	Business Intelligence and Analytics for Managers	30	SEM1	Core

September (Full-time)

Full time Masters students normally study 180 credits for their award.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7BU049	Business Intelligence and Analytics for Managers	30	SEM1	Core
7BU056	Applied Global Value Chains and Project Management	30	SEM1	Core
7BU050	Advance Data Analytics and Informatics	30	SEM2	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

Reference Points:

QAA UK Quality Code for Higher Education - www.qaa.ac.uk/quality-code

QAA UK Quality Code for Higher Education Advice & Guidance - www.qaa.ac.uk/en/quality-code/advice-andguidance

QAA Subject Benchmark Statements - www.qaa.ac.uk/en/quality-code/subject-benchmark-statements

QAA Qualifications and Credit Frameworks - www.qaa.ac.uk/en/quality-code/qualifications-and-creditframeworks

University Policies and Regulations

Equality Act (2010)Statements

Quality Assurance Agency for Higher Education (2015) Masters Awards in Business and Management:

programme framework (benchmark)

FHEQ (2016) Framework for Higher Education Qualifications

CMI (2015) Level 7 Qualifications in Strategic Management and Leadership

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules

Learning Outcomes	Modules
PGCERT01 Critical evaluate and apply current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice (Knowing)	
PGCERT02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGCERT03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences. (Doing)	
PGCERT04 Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGCERT05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGCERT06 Reflect on your own achievements, identify future goals and plan for a further career or study (Being)	
PGDIP01 Demonstrate critical evaluation of current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice. Show how you have applied this knowledge in original and insightful ways. (Knowing)	
PGDIP02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGDIP03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences employing discipline conventions and expectations. (Doing)	
PGDIP04 Demonstrate self-direction and originality in tackling and solving problems, acting independently and autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGDIP05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGDIP06 Reflect on your own achievements and plan for a future career or further study (Being)	
MA01 Critically synthesise and evaluate advanced business analytics concepts to propose and justify evidence-based approaches to strategic and operational decision-making. (Knowing)	
MA02 Appraise and critique theoretical and practical frameworks in business intelligence, data management and ethics, to formulate informed judgments that promote sustainable and responsible business practice. (Knowing)	
MA03 Design, implement, and evaluate advanced analytical solutions using statistics, visualisation, Predictive and Prescriptive analytics, to address complex and uncertain business problems. (Doing)	
MA04 Integrate, interpret, and synthesise strategic, supply chain, marketing, and operational data to create innovative, data-driven solutions. (Doing)	

Learning Outcomes	Modules
MA05 Critically reflect on and demonstrate ethical, professional, and responsible conduct in data management and communication in assessing the social, environmental, and governance impacts of analytics-based decisions. (Being)	
MA06 Independently and collaboratively conceptualise, design, and execute a project that extends or applies current knowledge, reflecting on professional practice. (Being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

Structured Progression and Confidence Building

The course is designed with a clear progression from foundational modules in data analytics and business principles to advanced topics such as predictive modelling and strategic decision-making. Early modules build confidence through guided practice and formative feedback before you engage with more complex analytical and research tasks.

Integrated In-Person and Online Learning

A blended learning approach combines interactive lectures, workshops, and seminars with online activities such as discussion forums, virtual labs, and digital case studies. This structure provides flexibility, supports different learning preferences, and ensures an inclusive and engaging learning experience.

Development of Academic and Digital Skills

You receive continuous support through academic skills workshops, embedded digital training, and access to programming and artificial intelligence tools. Guidance on teamwork, research, and independent study is provided through tutorials and peer learning activities.

Integration of Professional and Practice-Based Learning

Real-world application is embedded through live business projects, case studies, simulations, and industry engagement opportunities. These experiences connect academic theory with professional practice, enabling students to apply analytical skills to genuine business challenges.

Promotion of Digital Fluency and Ethical Practice

Digital fluency is developed through the use of advanced analytics tools and exposure to emerging technologies, including AI and machine learning. Ethical considerations in data use, privacy, and digital responsibility are emphasised across modules, ensuring students apply technology confidently and responsibly in professional contexts.

Assessment Methods/Assessments:

At the University of Wolverhampton, a variety of assessment methods are used to support and evaluate your learning, enabling you to develop practical and professional capabilities valued beyond your studies and into your future career.

For the **MSc Business Analytics**, assessments are largely coursework-based, with a strong emphasis on portfolios, reports, data analysis projects, and presentations that reflect real-world business and analytical practices. The specific assessment type varies across modules to align with learning outcomes and skills development.

You may be assessed through:

Coursework – including analytical reports, reflective essays, data portfolios, and project proposals.

Presentations – both individual and group, to demonstrate your ability to communicate analytical insights effectively.

Practical and applied assessments – such as live case studies, dashboards, simulations, or consultancy-style projects.

While traditional written examinations are not a major feature of this programme, certain modules may include timed or online assessments to test applied analytical reasoning.

Further Information for Student:

Transition Support:

Supporting Students in Settling into University and Academic Life

The course begins with a structured induction and orientation programme introducing you to academic expectations, digital platforms, and university resources. Early workshops on academic writing, referencing, and digital literacy help you adapt quickly to postgraduate study and university life.

Early Assessments and Feedback for Confidence Building

Formative assessments in your modules allows you to practise key analytical and academic skills with detailed, developmental feedback before major graded assignments. This staged approach builds confidence, clarifies expectations, and supports continuous improvement.

Using Student Feedback to Shape the Course Experience

Student feedback is gathered through module evaluations, focus groups, and Course Committees. Feedback is reviewed regularly and used to refine teaching methods, assessment design, and support services, ensuring the course remains responsive, inclusive, and student-centred.

Student Support:

he University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, academic coaching for Level 3 and 4 students, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

Currency and Breadth of Course Content

The MSc Business Analytics is designed with a flexible and contemporary curriculum that is regularly reviewed and updated to reflect emerging research, evolving technologies, and current industry trends in data analytics, AI, and digital transformation. Academic staff integrate the latest research findings, professional developments, and global business issues into teaching materials and assessment tasks to ensure content remains relevant and future-focused.

Engagement with Research and Development of Inquiry Skills

You are introduced to research-led learning from the outset, engaging with current projects conducted by academic staff and exploring applied case studies and research papers. Through modules such as Research Methods and the Project/Dissertation, students develop independent inquiry, critical evaluation, and analytical reasoning skills, culminating in the ability to design and execute their own research investigations.

Developing Creative and Critical Thinking for Real-World Challenges

The course uses live business projects, simulations, and case-based learning to help students apply analytical thinking to complex global challenges. Topics such as sustainability, digital ethics, and enterprise solutions are embedded throughout, encouraging students to design creative, data-driven, and socially responsible solutions to real-world business problems.

Embedding the University's Graduate Attributes

- The programme integrates the University of Wolverhampton's Graduate Attributes throughout its design:
- Global Citizen: International case studies and cross-cultural business analytics applications.
- Knowledgeable: Research-informed content and critical engagement with emerging theories.
- Professional: Applied industry projects, ethical practice, and employability-focused assessments.
- Digitally Fluent: Extensive use of analytics tools, programming, data visualisation, and digital communication platforms.
- These attributes ensure you graduate as confident, adaptable, and industry-ready professionals.

Promoting Interdisciplinary Collaboration and Lifelong Learning

You collaborate across disciplines such as business, finance, computing, and management through group projects, workshops, and research networks. The course emphasises lifelong learning, encouraging students to stay current with emerging technologies and continuously enhance their analytical and professional capabilities to adapt to future challenges in a rapidly changing digital landscape.

Personalisation Opportunities:

Opportunities to Explore Personal Interests and Goals

The course enables you to tailor projects, case studies, and research topics to your personal interests, professional goals, and lived experiences, particularly through the dissertation and applied analytics projects where you choose areas aligned with their career aspirations.

Choice and Flexibility in Learning Engagement

Modules incorporate flexibility through topic selection, case study options, and assessment formats such as reports, presentations, or data visualisations. Students are encouraged to apply analytical methods to industries or problems of their own interest, promoting engagement and ownership of learning.

Support for Informed Choices and Career Pathways

You will receive guidance from academic tutors, careers advisers, and module leaders when selecting optional modules or specialisations. These choices are linked to employability pathways in data analytics, business intelligence, and digital transformation, ensuring alignment with future career goals.

Integrating Diverse Perspectives and Inclusive Learning

Course materials, case studies, and discussions draw from global business contexts and multiple cultural perspectives. Teaching approaches value diverse student identities and experiences, promoting inclusion and ensuring content reflects the realities of international and multicultural workplaces.

Reflection and Personal Development

You are encouraged to maintain reflective learning journals and use formative feedback to evaluate their progress. Regular meetings with academic tutors support goal setting and professional development, helping students connect their learning journey to future academic and career ambitions.

Employability in the Curriculum/Employability and Professional Development:

Employability and Professional Growth

The MSc Business Analytics programme is designed to equip you with the analytical expertise, professional competencies, and practical experience required to succeed in today's data-driven business environment. Throughout the programme, you develop a career-focused mindset, enhance their ability to translate data into strategic insights, and build a strong professional identity that distinguishes them in the global job market.

Exploring and Preparing for Career Opportunities

The course offers multiple opportunities for you to explore a variety of career pathways in Business analytics, business intelligence, digital transformation, and strategic management. Industry-linked projects and live case studies provide direct engagement with business professionals and organisations. Through these

experiences, you apply analytical methods to real-world business challenges, such as improving operational efficiency, developing predictive models, or evaluating strategic performance, gaining valuable insight into how analytics informs decision-making across industries.

Developing a Professional Identity

You are supported in building a strong professional identity through both academic and extracurricular activities. Group projects replicate real-world analytics and consultancy scenarios, while networking events and guest lectures from industry experts enable students to demonstrate leadership, communication, and data storytelling skills. These experiences contribute to developing a credible professional presence within the analytics and business intelligence community.

Opportunities for Reflection and Feedback

Throughout the programme, you are encouraged to reflect on their learning and professional development while receiving continuous, constructive feedback from tutors and peers. This process helps you to identify your strengths, address areas for improvement, and build confidence prior to major assessments. You also benefit from career development workshops focused on CV writing, interview techniques, and networking, alongside opportunities to take part in mock interviews and career fairs, activities that enhance employability and professional readiness.

Guiding Career Paths and Specialisations

As you progress through the course, you receive personalised guidance in current market needs and career opportunities. Academic advisors and career coaches collaborate to ensure that you are able to research and identify various career pathways where Business Analytics skills are in demand. This personalised support enables you to align skills, experiences and networks gained from their studies with both immediate employment objectives and long-term career development goals.

