



# MSc Business with Business Analytics with Advanced Practice

## London Campus

**Level of study:** Postgraduate

**Mode of study:**

**Duration:** 16-24 months

**Response to Covid-19:** Our focus is on providing a safe and welcoming learning environment and ensuring continued access to learning.

As a result of the coronavirus (Covid-19) pandemic and resulting social distancing requirements, we are intending to teach this course using a mix of on-campus and online learning activities. We continue to be guided by the Government to ensure our campus is Covid-secure. More information about our [response to Covid-19 and FAQs are available here](#).

All information is accurate at the time of sharing. Courses starting in 2021 are offered as a mix of face to face and online learning. We continue to monitor government and local authority guidance in relation to Covid-19 and we are ready and able to flex accordingly to ensure the health and safety of our students and staff. Contact time is subject to increase or decrease in line with additional restrictions imposed by the government or the University in the interest of maintaining the health and safety and wellbeing of students, staff, and visitors, potentially to a full online offer, should further restrictions be deemed necessary in future. Our online activity will be delivered through Blackboard Ultra, enabling collaboration, connection and engagement with materials and people.

## Overview

Are you looking to complement your undergraduate studies with a business-focused Masters degree that will enhance your employability? Do you want to explore the latest techniques for analysing 'big data' in order to improve an organisation's decision making?

This Advanced Practice option offers the opportunity to spend three months gaining all-important work experience and employability skills in a professional work setting, whilst the taught programme develops broad business skills while also offering a specialist pathway in business analytics.

## Key facts

- Develop expertise in business analysis using contemporary tools and techniques for analysing big data
- Prepare yourself for the SAS Global Certification in the Business Intelligence module
- Newcastle Business School is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training
- The Advanced Practice includes an Internship or Group Consultancy Project, enhancing your employability with all-important work experience

## Course information

**Level of study:** Postgraduate

**Fee (UK/Home):** £12,450

**Fee (International):** £19,000

**Entry requirements:** Minimum 2:2 honours degree from a UK university or equivalent IELTS 6.5, with no single element below 5.5, or equivalent.

**English language requirements:** IELTS 6.5, with no single element below 5.5, or equivalent

**Mode of study:**

**Duration:** 16-24 months

**Assessment methods:** Coursework

**Scholarships or bursaries:** available

**Student finance:** available

**Payment plan:** available

**Starts:** Jan, May, Sep,

## About this course:

## What will I study?

You will study specialist modules that will cover topics like business intelligence and marketing metrics, in which you will develop expertise in data analytics tools as well as management strategies for the analysis of organisational data. You will also develop your research skills through a Masters dissertation or an investigative consultancy project related to an issue faced by a real client.

This programme is also available as **MSc Business with Business Analytics** which lasts for one year.

The course includes two modules that are focused on developing global management competencies. Topics during these modules include emotional intelligence, cultural awareness and the ability to work in diverse groups and teams, as well as project management and decision making.

The course culminates in either a Masters dissertation or, depending on your Advanced Practice route, an Applied Management Work Investigation. Throughout the course, there is a focus on self-development and employability.

## Advanced Practice stage

The Advanced Practice version of this course offers you a valuable opportunity to secure a work placement or complete a group consultancy project, giving you the experience of the workplace environment or live business issues, and an excellent way to put your learning into practice. This stage of the programme will take place between your second and final semester, and is a semester-long (15 weeks) in duration. Internships as part of the Advanced Practice stage may be paid or unpaid. The alternative consultancy module allows you to work in teams with a business organisation working on consultancy-based projects in real business scenarios. Whether you choose the internship or consultancy project you will successfully develop your business skills and further enhance your employability.

- **September start dates:** your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.
- **January start dates:** your programme will run for 24 months. You will commence the Advanced Practice stage of the programme in the following January, immediately after your second semester. Please note that there are two summer breaks included in this programme for those starting in January.
- **May start dates:** you will start the Advanced Practice stage of the programme in January, straight after you have completed your second semester. Your programme will run for a total of 16-18 months. Please note that there is no summer break included in this programme for those starting in May.

The Advanced Practice programmes are structured as below:

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	Sept-Jan	Jan-May	May-Sept	Sept-Jan	Jan-May	May-Sept	Sept-Jan
September starts	Semester 1	Semester 2	Summer break	Advanced Practice stage	Final semester		
January starts		Semester 1	Summer break	Semester 2	Advanced Practice stage	Summer break	Final semester
May starts			Semester 1	Semester 2	Advanced Practice stage	Final semester	

\*dependent on what grade you achieve in the Consultancy Project

## How will I be taught and assessed?

- Teaching is delivered through lectures, seminars and workshops, totalling around **14 hours per week**
- You are expected to engage in independent study, around **33 hours per week**
- **Assessment** is based on coursework and our methods include essays, reports, group work and presentations.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner
- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

## Careers and further study

Our graduates typically go into professional and graduate management positions and, by the end of the course, you will be well-equipped to follow them. Thanks to the specialist modules – Business Intelligence, Marketing Metrics and Analysis, and the dissertation/consultancy project – you will have a particular edge in areas related to business analytics, including market research, digital marketing and consulting.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

### Related reading

#### Business reading:

- [3 Growing Business Trends That Will Dominate 2019](#)

- [What is Business Intelligence?](#)

### **Advanced Practice:**

- [Master Your Future: MSc with Advanced Practice](#)
- [What is a 'Masters with Advanced Practice' ?](#)
- [Infographic: The Stages of a Masters with Advanced Practice](#)
- [Studying a Masters with Advanced Practice](#)

## **Entry requirements**

### **Academic requirements**

- Minimum 2:2 honours degree, or equivalent
- Professional qualifications with equivalent standing which had a significant requirement for academic study may also be considered

### **If you don't meet the academic requirements**

Applicants who do not meet the academic requirements but who do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered. If you are unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

Alternatively, you may also be eligible for our [Pre-Masters courses](#). These are programmes designed specifically for students who are looking to progress on to a Masters degree.

Please visit our [entry requirements](#) page for country-specific qualifications.

### **English language requirements**

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be eligible to join our [Pre-Sessional English](#) before starting this programme.

[Enquire now](#)

## **Modules**

All modules are core and 20 credits unless otherwise stated.

### **Strategic Management for Competitive Advantage (40 credits)**

This is a 40-credit core module running in the first semester of the MSc Business with the programme and is developed for those of you who have little or no prior business and management subject experience. The aim of the module is to introduce you to the main business functions – Finance, Marketing, HRM, Operations, Strategy – and show how each can

contribute to the competitive advantage of a firm and hence enable the firm to achieve its strategic objectives. The content of the module comprises six key parts which are listed below.

## Leadership and Management Development

This module engages you in personal and professional development in order that you develop and hone your team working, management and leadership skills, capabilities and attributes, and in so doing, enhance your employability. In this module, you will not only prepare for your first job after you graduate but also kick-start your commitment to life-long personal and professional learning.

In the first part of the module, you will be supported in self-analysis by a range of activities, including the completion of self-administered toolkits to demonstrate an increased self-awareness and self-understanding. A key outcome of this process is how you will be able to exploit this development in order to lead and manage, more effectively in your future careers.

The second part of the module contains activities that enable you to build on your self-analysis and explore further your strengths, weaknesses and areas for development in the context of your career development plans. This will also include the development of knowledge into the global graduate market, (including routes such as self-employment and developing your career with an existing employer) drawing upon local, national and international examples.

## Research Methods and Analytics for Business Practice

This module will provide you with essential knowledge and analytics skills needed for you to complete a high-quality Masters Dissertation or Consultancy Project. By undertaking and reflecting on practical research-based activities you will understand the process of designing and carrying out a research study, also you will engage in activities that involve an understanding of data and analysis of data. This will place you in a strong position to undertake your own Masters level research or Consultancy Project.

At the end of the module, you will write a research proposal, this will be assessed and will contribute to your final mark. In the dissertation you will work under the supervision of a member of the academic staff and your proposal will also help to ensure you get the most from this relationship.

## Marketing Metrics and Analysis

In this module, you will explore the important role of the website in an organisation's digital marketing strategy.

You will learn the principles of website evaluation and will use analytic tools for the analysis of web data to help measure the effectiveness of web marketing and improve the user experience.

## Business Intelligence

In this module, you will learn about a comprehensive range of research methods and business analytics techniques. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters level and prepare you to complete a Master's Dissertation or Consultancy Project.

By the end of the module, you will know how to apply both quantitative and qualitative data collection and business analysis techniques. In addition, you will gain some understanding of research philosophy (positivism and interpretivism) and research ethics and you will be able to write a research proposal to bring these ideas together.

### **Academic Language Skills for Post-Graduate Business Students (0 credits)**

The aim of this module is to support your study, language and communication skills for academic purposes in the study in your chosen discipline at the postgraduate level. The module is designed to enable you to become an advanced independent learner. The module is supported by a teaching and learning plan which outlines the formal sessions. Interactive workshops will be tailored to address some of the specific issues that you meet within your discipline. You may also be asked to complete some preparation tasks for some seminars but these will be kept to a minimum. You will be expected to identify those skills which you need within your postgraduate programme, and to develop these independently through a range of learning activities that might include extended reading and reflection.

### **For those undertaking an internship**

#### **Masters Internship (60 credits)**

Within this module, you will record your learning experience gained by undertaking a semester outside of the University as part of your Masters programme by means of an Internship at an external organisation and it will enable you to assess the learning that has taken place in the University with a "real-world" business experience.

#### **The Newcastle Business School Masters Dissertation (60 credits)**

You will design a research project of 15000 words while working under the supervision of a member of academic staff who will give you appropriate guidance and support throughout the dissertation process whilst encouraging learner autonomy: this is your dissertation and you will have responsibility for decision making as the dissertation proceeds. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

For successful completion of this module, you will conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this by identifying a topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the relevant theory and literature and showing how these link to the research method(s). You will also critically reflect on how your research contributes to the understanding of the topic area.

### **For students not undertaking an internship**

## Business Clinic PG Group Consultancy Project (60 credits)

As a student enrolled on one of the 2-year Advanced Practice Programmes you may undertake a group consultancy project within the first semester of your second year of Masters study (the alternative is an Internship). Through your work-based experience, you will develop abilities as a problem solver with valued investigative, theoretical and practical business skills. This work-based experience will last the length of the semester and involve the examination of a complex organisational problem or commercial opportunity.

By undertaking this module, you will have enhanced your individual skills, knowledge, effectiveness and employability by locating learning and development within a work-based context and will have critically reflected and evaluated upon organisational practices and the relation with academic theory.

Depending on what grade you achieve for the Consultancy Project, you will progress to one of the following modules:

### Applied Management Work Investigation (60 credits)

You will undertake a group consultancy project within the Business Clinic during the first semester of your second year of Masters study. Through your work-based experience, you will develop your ability as a problem solver with valued investigative, theoretical and practical business skills. This will last the length of the semester and involve the examination of a complex organisational problem or commercial opportunity.

This second year, the second-semester module will involve the development of the client-oriented management report and presentation alongside an individual literature review and personal reflection.

### The Newcastle Business School Masters Dissertation (60 credits)

In this module, you will gain an understanding of the academic skills that are required to produce a Masters Dissertation. By the end of the module, you will have written a 3000-word dissertation proposal and a 15000 word Masters dissertation.

[Enquire now](#)

## Fees and finance

### Tuition fee 2021/22

- **UK/Home students:** £12,450
- **International students:** £19,000

### Tuition fees 2022/23

- **UK/Home:** £13,206
- **International students:** £19,500

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery,



printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.

### What's included in your tuition fees?

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our [Student Support](#) page
- Access to online resources, including 24/7 Library with over 400,000 e-books and 50,000 electronic journals.

### Scholarships and bursaries for international students

Depending on the country you are from, you may be eligible for a country bursary and/or scholarship when studying this Masters programme.

All of our scholarships and bursaries are automatically applied when we process your application and one of our team will be able to confirm your eligibility.

[Scholarships and bursaries](#)

### Payment plans for self-funded students

If you need support to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

### Government Loan for Masters study

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

## How to apply or find out more

### How to find out more

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

### How to apply

Students can apply online for this course by clicking the button below.

[Apply now](#)

Alternatively, you can apply online for this programme by downloading a PDF application form below email it to [london.admissions@northumbria.ac.uk](mailto:london.admissions@northumbria.ac.uk).

[International students application form](#)   [UK/Home students application form](#)

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

### Supporting documents

For us to assess your application in a timely manner, it is important that you provide us with the following documents:

- Fully completed application form
- Personal email address must be included on the application form
- Transcripts and/or certificates (including a certified translation if not in English)
- Passport – copy of personal details page
- Proof of financial sponsorship if applicable
- Reference
- Confirmation of immigration history including copies of previous and current visas if applicable

You can check more information on [how to apply here](#), including guidelines for the application forms.