

## **BUSINESS ANALYTICS (MBA/PgDip/PgCert)**

**63N3SB92/63N3SBVX/63N3SBVZ**

*Duration:* 12 months full-time or 24 months part time (MBA); 9 months full-time or 18 months part time (PgDip); 4 months full-time or 8 months part time (PgCert).

*Content:* Candidates must take the following compulsory courses:

### **FULL TIME ROUTE**

#### Stage 1

- PD5006 Getting Started at the University of Aberdeen (0 credit points)
- BU5021 Business Economics (15 credit points)
- BU5026 Accounting & Finance for Managers (15 credit points)
- BU5048 Business Strategy (15 credit points)
- BU5064 Operations and Project Management (15 credit points)

#### Stage 2

- BU5553 Strategic Marketing (15 credit points)
- BU5554 Managing People at Work (15 credit points)
- BU555A Managing Change (15 credit points)
- BU5584 The Leadership Challenge (15 credit points)

#### Stage 3

- BU593C Artificial Intelligence, Machine Learning and Forecasting (15 credit points)
- BU593D Databases and Cybersecurity for Big Data (15 credit points)
- BU59G3 MBA Business Analytics Individual Project (30 credit points)

### **PART TIME ROUTE**

#### Year 1

- PD5006 Getting Started at the University of Aberdeen (0 credit points)

30 credit points from the following:

- BU5021 Business Economics (15 credit points)
- BU5026 Accounting & Finance for Managers (15 credit points)
- BU5048 Business Strategy (15 credit points)
- BU5064 Operations and Project Management (15 credit points)

30 credit points from the following:

- BU5553 Strategic Marketing (15 credit points)
- BU5554 Managing People at Work (15 credit points)
- BU555A Managing Change (15 credit points)
- BU5584 The Leadership Challenge (15 credit points)

30 credit points from the following:

- BU593C Artificial Intelligence, Machine Learning and Forecasting (15 credit points)
- BU593D Databases and Cybersecurity for Big Data (15 credit points)
- BU593G MBA Business Analytics Individual Report (30 credit points)

**PLEASE SEE OVER →**

## Year 2

30 credit points from the following:

- BU5021 Business Economics (15 credit points)
- BU5026 Accounting & Finance for Managers (15 credit points)
- BU5048 Business Strategy (15 credit points)
- BU5064 Operations and Project Management (15 credit points)

30 credit points from the following:

- BU5553 Strategic Marketing (15 credit points)
- BU5554 Managing People at Work (15 credit points)
- BU555A Managing Change (15 credit points)
- BU5584 The Leadership Challenge (15 credit points)

30 credit points from the following:

- BU593C Artificial Intelligence, Machine Learning and Forecasting (15 credit points)
- BU593D Databases and Cybersecurity for Big Data (15 credit points)
- BU593G MBA Data Analytics Individual Report (30 credit points)

*Assessment:* By course work, by written examination or by a combination of those, as prescribed for each course. The degree of MBA shall not be awarded to a candidate who fails to achieve a CGS Grade D3 in the relevant dissertation course, irrespective of their performance in other courses.