BUSINESS ANALYTICS (JANUARY START) (MBA/PgDip/PgCert)
63N3JB92/63N3SBVX/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

All students must take the following:

PD5506 Getting Started at the University of Aberdeen (0 credit points)
BU5553 Strategic Marketing (15 credit points)
BU5584 The Leadership Challenge (15 credit points)
BU553C Artificial Intelligence, Machine Learning and Forecasting (15 credit points)

Plus one of the following:

BU552G Issues in Corporate Governance and Ethics (15 credit points)
BU555A Managing Change (15 credit points)
BU556E Digital Marketing (15 credit points)
BU557B Sustainable Development (15 credit points)

Stage 2

BU596J Applied Data Analytics and Visualisation (30 credit points)
BU596K Data, Evidence and Managerial Decisions (30 credit points)

Stage 3

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)

PLEASE SEE OVER →

PART TIME ROUTE

Year 1

PD5506 Getting Started at the University of Aberdeen (0 credit points)
BU5553 Strategic Marketing (15 credit points)
BU5584 The Leadership Challenge (15 credit points)

Plus 30 credit points from the following:

BU596J Applied Data Analytics and Visualisation (30 credit points)
BU596K Data, Evidence and Managerial Decisions (30 credit points)

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)

Plus the following course:

BU553C Artificial Intelligence, Machine Learning and Forecasting (15 credit points)

Plus one of the the following:

BU552G Issues in Corporate Governance and Ethics (15 credit points)
BU555A Managing Change (15 credit points)
BU556E Digital Marketing (15 credit points)
BU557B Sustainable Development (15 credit points)

Plus one of the following (courses taken in previous years cannot be taken again):

BU596J Applied Data Analytics and Visualisation (30 credit points)
BU596K Data, Evidence and Managerial Decisions (30 credit points)

Year 3

30 credit points from the following (courses taken in previous years cannot be taken again):

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)

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.