BUSINESS AND MANAGEMENT (BUSINESS ANALYTICS)

Data plays a pivotal role in business operations. This course will develop your analytical skills and empower you, as a manager, to make strategic decisions to improve performance in all areas of business – from marketing and sales to product development and beyond.

OUR BUSINESS AND MANAGEMENT (BUSINESS ANALYTICS) COURSES

Qualification	Duration	2024/25 Fees*
MSc Business and Management (Business Analytics)	2 years	£13,049
PG Dip Business and Management (Business Analytics)	16 months	£8,700
PG Cert Business and Management (Business Analytics)	8 months	£4,350
Study mode: online and part-time		

Module	MSc	PGDip	PGCert
Financial Decision Making (20 credits)	*	*	*
Data Management, Modelling and Design (20 credits)	▲	▲	▲
Statistics for Business (20 credits)	*	*	*
Project Management (10 credits)	*	*	
Data Visualisation and Interpretation (20 credits)	*	*	
Data Analytics for Managers (20 credits)	*	*	
Business Strategy (10 credits)	*	*	
Research Methods (20 credits)	▲		
Business and Management Research Report (40 credits)	▲		

ENTRY REQUIREMENTS

For the academic entry route, you must have an undergraduate degree from an approved institution, equivalent to a UK Honours degree, or a relevant professional qualification. For the work experience entry route, you must have at least five years' senior level work experience.

WHY ESSEX ONLINE?

- 15 years delivering 100% online programmes

- Certificates are awarded by the University of Essex's Essex Business School, ranked in the UK's top 25 for research quality (The Times and The Sunday Times Good University Guide 2019)

- Our business courses are designed with online delivery in mind – so you can work alongside studying

CAREER PROSPECTS

This course is ideal for those looking to bring a solid grounding in data analysis to their future career, whether as a manager, business owner or CEO, or within a data-specific role such as Data Officer, Finance Analyst, Marketing Analyst.

Contact us

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- ✆ : 2836 0332
- 📱 : 9545 5878
- ✉ : info@kaplan.edu.hk

* Compulsory module ▲ Core module (must be passed in order to achieve the award).

Ready to start? Apply now!