

These programme regulations should be read in conjunction with the University's [core regulations for modular taught master's degrees, postgraduate diplomas and postgraduate certificates](#)

**Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2017 and the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2019.**

## **MSc Business Analytics (G5K709)**

1. This programme is available at Durham City in a full-time (12 months) mode of study.

### **Admissions**

2. English language requirements: Candidates whose first language is not English will normally be required to demonstrate proficiency in the English language by possessing a recent English language test score of 7.0 or above in IELTS (with no element below 6.0), or an equivalent qualification.

### **Level 4 (Degree)**

3. Candidates shall study and be assessed in the following modules:

		<b>Credit Value</b>
EITHER Introduction to Computer Science	<a href="#"><u>COMP41815</u></a>	15
OR Introduction to Management	<a href="#"><u>BUSI4Q715</u></a>	15
Data Analytics in Action	<a href="#"><u>COMP41915</u></a>	15
Learning from Data	<a href="#"><u>COMP42015</u></a>	15
Building Customer Insights 000	<a href="#"><u>BUSI4Q915</u></a>	15
Natural Language Analysis	<a href="#"><u>COMP42115</u></a>	15
Retail Science	<a href="#"><u>BUSI4R015</u></a>	15
Data Analytics for Strategic Decision-Making	<a href="#"><u>BUSI4R115</u></a>	15
Silicon Valley Field Trip	<a href="#"><u>BUSI4Q615</u></a>	15
Business Analytics Project	<a href="#"><u>COMP41760</u></a>	60

### **Assessment**

4. There will be an assessment period in January/February for modules that are delivered in Term 1.
5. Candidates who have failed modules which are assessed in the January/February and/or May/June assessment period shall normally be required to resit all failed modules in the following August assessment period.
6. Candidates must submit a business analytics project of not more than 15,000 words. Candidates who fail this module at the first attempt in September may elect to resubmit in the following January/February as an alternative to the next normal occasion.
7. Modules up to the value of 15 credits may be compensated in order to achieve the award of MSc Business Analytics, Postgraduate Diploma Business Analytics or Postgraduate Certificate Business Analytics provided a mark of not less than 40% has been achieved in the module(s) to be compensated, and the overall average mark for all the modules taken, including the module(s) to be compensated, is at least 50%.