These programme regulations should be read in conjunction with the University's core regulations for postgraduate programmes, and the marking and classification conventions for postgraduate programmes.

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:

		Credit Value
EITHER Introduction to Computer Science	COMP41815	15
OR Introduction to Management	BUSI4Q715	15
Data Analytics in Action	COMP41915	15
Learning from Data	COMP42015	15
Managing Data Driven Innovation	BUSI4Q915	15
Natural Language Analysis	COMP42115	15
Retail Analytics	BUSI4R015	15
Data Analytics for Strategic Decision-Making	BUSI4R115	15
Silicon Valley Field Trip	BUSI4Q615	15
Business Analytics Project	COMP41760	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.