

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:

		<b>Credit Value</b>
Introduction to Business Analytics	<a href="#">COMP41815</a>	15
Data Analytics in Action	<a href="#">COMP41915</a>	15
Learning from Data	<a href="#">COMP42015</a>	15
Managing Data Driven Innovation	<a href="#">BUSI4Q915</a>	15
Natural Language Analysis	<a href="#">COMP42115</a>	15
Retail Analytics	<a href="#">BUSI4R015</a>	15
Data Analytics for Strategic Decision-Making	<a href="#">BUSI4R115</a>	15
International Field Trip	<a href="#">BUSI4Q615</a>	15
Business Analytics Project	<a href="#">COMP41760</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 taught modules which are assessed in the January/February and/or May/June assessment period shall normally be required to resit failed modules up to a maximum of 60 credits 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.