

Course Information Sheet

BSc (Hons)

Business and Data Analytics

Mode and course length - Full-time (3 years)

Location - UCLan London campus (East India Docklands)

Awarding Body - University of Lancashire. As a registered Higher Education provider University of Lancashire is regulated by the Office for Students.

Overview

BSc (Hons) Business & Data Analytics aims to equip students with the business knowledge and analytical skills needed to help organisations make smarter, evidence-based decisions in a data-driven world.

This course offers students the opportunity to build a strong foundation in core business principles while developing advanced capabilities in data analytics, artificial intelligence and digital tools, preparing them to bridge the gap between strategy and industry

Learn to think critically, solve complex problems and communicate insights with confidence, with our BSc Business & Data Analytics degree. You'll learn to interpret data, evaluate business challenges, and design analytics-driven solutions that support real decision-making, giving you the skills employers are actively seeking in today's economy.

Course Delivery

Our courses are delivered through a variety of teaching and learning methods that provide students with a modern and engaging higher education experience. These include lectures, seminars, workshops, practical sessions, group projects, reflective practice, case studies, and work-related learning. You will also use our Virtual Learning Environment (VLE) to access learning resources, submit assignments, and engage in online discussions.

Each course is structured into 'modules', each focusing on specific subject areas. Module information, including learning outcomes and assessment requirements, will be provided through Module Handbooks and the VLE.

Assessment

Assessment methods are varied and may include written assignments, essays, case study analyses, presentations, reports, health promotion campaigns, reflective logs, and research projects. These approaches allow you to demonstrate both your academic knowledge and your practical skills.

Most modules include more than one assessment, giving you the opportunity to develop a range of competencies. Formative feedback will be provided throughout your studies to help you progress and strengthen your performance.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. You will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: BM1069 Data Analytics

This module introduces the core principles and practices of data analytics within a business context. Students learn how data is collected, prepared, explored and interpreted to support evidence-based decision-making, using industry-standard tools to manipulate data, identify patterns and relationships, and turn analytical results into actionable business insight.

Year 1: BM1070 Economics for Analysts

This module introduces the core principles of microeconomics and macroeconomics within a business context, developing understanding of market mechanisms, costs, market structures, macroeconomic performance and government policy. Students analyse economic behaviour using economic models and real-world data, building a foundation for economic awareness and evidence-based reasoning.

Year 1: BM1024 Introduction to Business

This module helps students make sense of business and its changing environment, introducing what businesses are, how they are formed, how they run and grow, and how they respond to a changing world. It reviews the political, economic, socio-cultural, technological, ethical and legal influences on organisations, and connects academic content to career opportunities across a range of business functions and sectors.

Year 1: BM1025 Academic and Professional Skills

This module builds the academic skills needed for success and progression at university and beyond, developing confidence, resilience and critical ability alongside technical competence. Students cover planning and structuring written work, using academic register, finding and evaluating sources, referencing, delivering effective presentations, and transferable skills such as teamwork and time management.

Year 2: BM2080 Data Visualisation

This module introduces the core principles and practices of data visualisation within a business context, covering human perception, chart selection, visual design, dashboards, interactivity and accessibility. Students learn to represent data visually to support exploration and decision-making, and to communicate key insights effectively to different audiences.

Year 2: BM2082 Marketing for Analysts

This module develops students' understanding of marketing as an analytical, evidence-based business function, focusing on interpreting and evaluating marketing data rather than execution alone. Students learn to analyse markets and customer behaviour, evaluate segmentation and targeting decisions, and assess the effectiveness and ethical implications of marketing activity using data.

Year 2: BM2081 Decision Intelligence

This module introduces the principles, frameworks and practices of Decision Intelligence, combining data, analytics, artificial intelligence and decision modelling to guide, augment or automate organisational decisions. Students explore decision-making frameworks, human-AI collaboration, machine learning foundations, scenario planning and predictive and prescriptive analytics, learning to bridge the gap between insight and action.

Year 2: BM2079 Finance Analytics

This module develops students' understanding of finance as an analytical, evidence-based business function rather than a purely technical or accounting discipline. Students learn to analyse financial data, evaluate performance indicators, conduct scenario and forecasting analysis, and assess financial risk and return, while communicating financial insights clearly to non-financial stakeholders.

Year 3: BM3004 Operations Analytics

This module develops students' understanding of operations as integrated organisational systems, and how analytics is used to evaluate, design and improve operational performance in line with business strategy. Students analyse capacity, process design, supply chains, quality and performance management, using data-driven approaches to diagnose issues, assess trade-offs and model improvements.

Year 3: BM3103 Executing Business Strategy

This module focuses on the processes of strategic management within organisations, including evaluating an organisation's situation, analysing and selecting strategic alternatives, and implementing and evaluating the strategic plan. Working within diverse teams, often using the Edmodo Business Simulation Game, students develop their oral, written, analytical and decision-making skills.

Year 3: BM3003 Cognitive Systems

This module explores how cognitive and machine learning systems augment human judgement in organisational decision-making under uncertainty and complexity. Students prepare data for cognitive systems, apply feature engineering, and design, train and evaluate predictive models, while reflecting on the ethical and practical implications of AI in business.

Year 3: BM3106 Undergraduate Project (Business Contexts)

This module engages students in a substantial piece of individual research based on a real-world case study, consolidating prior learning through secondary research using existing open-source data. Students develop their understanding of research processes, engage with ethical considerations in business research, and present their findings in a structured, professional format.

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