

BSc (Hons)

Business and Data Analytics

ENTRY REQUIREMENTS

96 UCAS tariff points
from 3 A Levels or
equivalent, eg CCC.

DURATION

3 Years
4 Years with Foundation

START

September, January, May

DELIVERY

Campus Taught

Course Overview

Our Business & Data Analytics degree provides a comprehensive foundation in core business principles while honing your skills in key analytical areas such as data interpretation, artificial intelligence, and digital tools. You'll gain practical experience in evaluating business challenges, designing analytics-driven solutions, and communicating data-led insights, helping you bridge the gap between strategy and industry.

Key Features

- Our teaching is guided by current industry practice and academic research across business and data analytics, ensuring you receive relevant, up to date knowledge including reference to frameworks such as the UK Government's DDaT Capability Framework, BCS, CMI and the CFA Institute.
- The programme offers a comprehensive curriculum that combines core business principles, strategy, finance, marketing and operations. Alongside the analytical and data driven skills needed to interrogate the evidence behind business decisions, preparing you for diverse roles across business and analytics sectors.
- You will benefit from a variety of assessment methods that reflect real-world business and analytics scenarios, such as data analysis tasks, dashboards, forecasting exercises, and strategic decision-making simulations.
- The course includes practical experience with modern analytics techniques and data visualisation tools.
- You will engage with industry professionals and gain insight into current market trends and data practices, enhancing your networking opportunities and career readiness.
- The programme emphasises employability skills and personal development through tailored support, career-focused assignments, and our dedicated careers service.

Modules

Foundation Year

- Data Skills
- Research Skills
- Computer Skills
- Professional Development Skills

Year 1

- Academic & Professional Skills
- Introduction to Business
- Economics for Analysts
- Data Analytics

Year 2

- Data Visualisation
- Marketing for Analysts
- Finance Analytics
- Decision Intelligence

Year 3

- Operations Analytics
- Cognitive Systems
- Executing Business Strategy
- Undergraduate Major Project (Business Contexts)

Career Paths

This course offers you choices to pursue a wide range of careers including:

- Business Analyst
- Data Analyst
- Marketing Analyst
- Financial Analyst
- Operations Analyst
- Business Intelligence Analyst
- Management Consultant