



Maynooth University School of Business

Analytics & IT

MSc Business Analytics

Why study Business Analytics?

- > **Unlock the power of data:** Businesses are awash in data, from traditional sources like sales to emerging ones like social media. **Mastering data analytics** helps you extract valuable insights, informing strategic decisions and driving competitive advantage
- > **Sharpen your problem-solving edge:** Gain the **quantitative skills to conquer complex business challenges**
- > **Become a changemaker:** This program equips you with the skills to tackle complex business challenges **with a focus on sustainability**. Analyse data to develop solutions that **reduce carbon emissions, optimize energy consumption, and promote responsible resource management**
- > **Thrive in the data-driven economy:** Demand for data-savvy professionals is surging across various sectors. This program positions you to **capitalize on this exciting career opportunity**

Why this programme?

- > **Solid foundation:** Build a comprehensive understanding of **business analytics fundamentals**, including various models for descriptive and predictive analysis
- > **Adaptable skills:** Develop the ability to **apply your knowledge to diverse business challenges**, ensuring long-term career relevance
- > **Practical focus:** We balance **technical knowledge with business applications**, ensuring you can translate insights into actionable solutions
- > **Real-world experience:** Apply your learnings through the **Analytics Live** module, where you collaborate with an organization to solve a real business problem

How will this help my career?

- > **Distinctive skillset:** Gain the ability to **both understand and apply** business analytics, making you a valuable asset in any organization
- > **Career development:** This program includes a dedicated **career planning and development module** to help you chart your professional path
- > **Diverse career opportunities:** Pursue exciting careers in fields like **business analyst, analytics associate, business intelligence engineer, operations analyst, product analyst**, and more
- > **Professional recognition:** All students receive free **Graduate membership of the IMCA** for the duration of the program and beyond



What are the entry requirements?

Candidates should have a minimum 2.2 grade honours (level 8) degree which includes quantitative techniques including business studies, management science, economics, finance, accounting, engineering, mathematics, physics, computer science, and other sciences. Applicants whom have a minimum of three years work experience in a position that employs quantitative methods and a 2.2 honours degree may be considered for entry on a case by case basis. In exceptional circumstances consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years relevant work experience at least 3 of which must be in a position that employs quantitative techniques. This is done through the Maynooth University Procedure for Non Standard Entrants and Recognition of Prior Experiential Learning. International applicants must have a recognised primary degree which is considered equivalent to Irish university primary degree level at 2.2.

Course Structure

Learning Approach: This intensive program emphasizes hands-on learning through a combination of:

Eight taught modules:

- > **Foundations:** Master the fundamentals of business analytics with modules like “Principles of Business Analytics” and “Predictive Analytics”
- > **Real-World Application:** Gain practical experience by collaborating with organizations on real-world projects in the “Analytics Live” module
- > **Analytics Applications:** Explore the diverse applications of analytics in areas such as “Data-driven Marketing” and “Disruptive and Emerging Technologies”
- > **Societal Impact:** Understand the social and technical implications of data analytics through “People, Organizations & Society.” And “Introduction to Sustainability in Business”
- > **Core Experiences:** Develop essential skills for your career with modules like “Career Planning and Development”

Module Themes

Autumn School (2 weeks): Basics of Business, Maths & Statistics, and Programming for Business Analytics.

- > [Principles of Business Analytics](#)
- > [Predictive Analytics](#)
- > [Career Planning and Development](#)
- > [People, Organisations & Society](#)
- > [Analytics Live](#)
- > [Contemporary Issues in IT](#)
- > [Marketing Analytics](#)
- > [Evidence Based Management](#)

Summer Semester Options; Business Consultancy Project / Dissertation / Work Placement.

Course Fees

EU Tuition Fees (2024/25)

€9,500 (full-time) / €6,650 p.a. (part-time)

International Tuition Fees (2024/25)

€18,000 (full-time)

Fees may be liable to change.

See www.maynoothuniversity.ie/student-fees-grants

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH48D full-time / MH49D part-time.

Where can I find more information?

For more information on the MSc in Business Analytics, please contact:

Prof. Fabiano Pallonetto – Programme Director

✉ fabiano.pallonetto@mu.ie or business@mu.ie

🖱 www.maynoothuniversity.ie/school-business