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 programme 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 programme 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 programme 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** (Institute of Management Consultants & Advisers) for the duration of the programme and beyond

What are my career options?

Given the significant volume of data that is available to most modern organisations, there are ample opportunities for the graduate of this progamme to deploy their skills for the benefit of organisations. Opportunities are across difference sectors and types of organisation.

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 who 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 programme emphasizes hands-on learning through a combination of:

> **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"

We have two semesters of taught modules, during which each module is taught over four days. These four days will be time-tabled three to four weeks apart so that learning can occur between the individual teaching days and permits reflection on content and the completion of projects and tasks.

Module Themes

Autumn School (1 week): 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

> Disruptive & Emerging Technologies

> Marketing Analytics

> Evidence Based Management

> Introduction to Sustainability in Business

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

Course Fees

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

How to apply?

See www.maynoothuniversity.ie/study-maynooth/ how-apply for more information.

Where can I find more information?

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

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↑ www.maynoothuniversity.ie/school-business