Template C4

Programme Specification

Title of Course: *MSc Business Analytics*

Date first produced	07/08/2025
Date last revised	12/09/2025
Date of implementation of current version	01/09/2025
Version number	2
Faculty	Faculty of Business and Social Sciences
Cross-disciplinary	n/a
School	Kingston Business School
Department	Department of Accounting, Finance and Informatics
Delivery Institution	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s):	MSc Business Analytics
Exit Award(s) and Title(s):	Postgraduate Diploma Business Analytics Postgraduate Certificate Business Analytics
Course Code *For each pathway and mode of delivery*	PFBAN1BAN20
UCAS code *For each pathway*	

Award(s) and Title(s):	MSc Business Analytics with Professional Placement
Exit Award(s) and Title(s):	Postgraduate Diploma Business Analytics Postgraduate Certificate Business Analytics
Course Code *For each pathway and mode of delivery*	
UCAS code *For each pathway*	

Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Kingston Hill
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Full-time
Minimum period of registration:	Full-time - 1 year full-time; 2 years full-time with PG placement
Maximum period of registration:	Full-time - 2 years full-time; 3 years full-time with PG placement
Entry requirements	Kingston University typically uses a range of entry requirements to assess an applicant's suitability for our courses. Most postgraduate taught course requirements are based on having been awarded a relevant undergraduate degree and are normally

	coupled with minimum grades expectation of 2:2, specific courses in certain areas may have a stricter grade requirement. We may also use interview, portfolio and performance pieces to assess a person's suitability for some courses. We recognise that every person's journey to a postgraduate taught education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements. Please see our course pages on the Kingston University website for the most up to date entry requirements.
Regulated by	The University and its courses are regulated by the Office for Students.
Programme Accredited by:	N/A
Approved Variants:	
Is this Higher or Degree Apprenticeship course?	No

SECTION 2: THE COURSE

A. Aims of the Course

- Provide learners with a comprehensive understanding of key business analytics concepts, tools, and methodologies, empowering them to make data-driven decisions in a business environment.
- Equip learners with critical technical skills such as data visualisation, statistical analysis, and prompt-based coding, preparing them to tackle business problems using innovative analytics solutions.
- Foster the development of analytical thinking, consultancy skills, and the ability to interpret and translate complex data into actionable business insights.
- Enhance learner's skills in preparation for strategic roles in data-driven decision-making processes across organisations.
- Prepare learners to excel in a fast-evolving business environment, offering them a competitive advantage in the job market, as well as opportunities for lifelong learning and growth.

B. Programme Learning Outcomes

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in 'Sector Recognised Standards in England' (OFS 2022).

Programme Learning Outcomes					
	Knowledge and Understanding On completion of the course students will be able to:		**Intellectual Skills** On completion of the course students will be able to		**Subject Practical Skills** On completion of the course students will be able to
A1	Demonstrate an understanding of core business analytics concepts and their application to solving complex business problems, enabling data-driven decision-making across various business functions.	B1	Demonstrate proficiency in the analysis and interpretation of a wide range of business data	C1	Synthesise knowledge from various business domains and analytical methodologies, applying it to the evaluation of complex business challenges in a dynamic and data-driven environment
A2	Apply advanced statistical, predictive, and prescriptive analytics techniques to real-world business data, interpreting outcomes and optimising business strategies to enhance organisational performance.	B2	Critically appraise a range of relevant analytical models and their application to the solution of business problems	C2	Demonstrate proficiency in analysing and interpreting diverse datasets, utilising statistical methods and analytical tools to extract actionable insights that inform strategic business decisions.
A3	Utilise contemporary data visualisation tools and methods to communicate insights effectively, ensuring that analytical findings are actionable and align with business objectives.	B3	Show a critical appreciation of the significance of recent technological advances and theoretical developments in business and their strategic implications	C3	Use a range of research and consultancy skills acquired through individual project work
A4	Critically evaluate ethical, privacy and security implications of data usage and decision-	B4	Demonstrate clarity of problem definition and scope, critical evaluation of a focused review of relevant literature, selection of	C4	Apply appropriate analytics frameworks and strategies to address business problems, while critically evaluating ethical

	making within business contexts.		appropriate methodology, proficiency in the collection, analysis and the ability to synthesise material in making relevant conclusions and recommendations for action		considerations and the implications of data-driven decisions in business practices.
A5	Demonstrate proficiency in using prompt based coding and other analytical tools to design, implement, and test business analytics models, ensuring their practical applicability in addressing organisational challenges.				

C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

D. Outline Programme Structure

The MSc in Business Analytics programme is a full-time course, which follows a structured delivery model designed to provide students with a comprehensive learning experience, fostering cohort identity while enabling opportunities for collaboration and peer learning. The curriculum is carefully structured to ensure a logical progression of knowledge and skills, equipping students with the analytical capabilities required to excel in today's data-driven business environment.

The programme includes the option to undertake either a dissertation or a consultancy project allowing students to tailor their project to career goals. The dissertation suits those aiming for academic or more research-focused careers, while the consultancy project appeals to those looking for more applied industry experience. This flexibility enhances employability, fosters industry connections, and develops both academic and real-world problem-solving skills.

Additionally, the curriculum is enhanced with online content and micro-badging initiatives to support employability, providing students with recognised certifications for specific skills acquired throughout the course. This structure ensures that graduates are well-prepared to meet the demands of the business analytics field, equipped with practical skills and knowledge to excel in their careers.

Full details of each module will be provided in module descriptors and in the module canvas pages.

Note: As per GR5 within the general regulations, the University aims to ensure that all option modules listed below are delivered. However, for various reasons, such as demand, the availability of option modules may vary from year to year or between teaching blocks. Students will be informed of the availability of option modules through the Online Module Selection process.

MSc Business Analytics

Level 7							
MSc Business Analytics							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Business Analytics & Decision Making	BB7036	30	7	TB1		1	
Dissertation and Research Methods	BB7023	60	7	TB3		1	
Predictive Analytics and Prompt-Based Coding	BB7037	30	7	TB2		1	
Prescriptive Analytics in Practice	BB7038	30	7	TB2		1	
Visualisation & Data-Driven Strategy	BB7035	30	7	TB1		1	

Exit Awards at Level 7

Students exiting the programme with 60 level 7 credits are eligible for the award of Postgraduate Certificate.
Students exiting the programme with 120 level 7 credits are eligible for the award of Postgraduate Diploma.

MSc Business Analytics with Professional Placement

Level 7							
MSc Business Analytics with Professional Placement							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Professional Placement	BA7777	120	7	TB1, TB2, TB3		2	

Exit Awards at Level 7

The successful completion of BA7777 will be required for the award of the professional placement credits. If a student does not secure a placement or does not complete the professional placement, they will automatically be transferred to the without placement route.

Students exiting the programme with 60 level 7 credits are eligible for the award of Postgraduate Certificate.
Students exiting the programme with 120 level 7 credits are eligible for the award of Postgraduate Diploma.

E. Teaching, Learning and Assessment

This course uses a range of teaching and assessment methods which have been designed to support students' learning and achievement of the learning outcomes. The course has been developed with reference to the Kingston University Academic Framework which sets-out core principles relating to Course and Credit Structure (including Module delivery Structure and Pattern and Learning Hours and Learning Formats); Curriculum Design (inclusion Learning Design Principles and Inclusive Curriculum); and Future Skills.

Teaching and Learning on the course consist of Scheduled Learning and Teaching and Guided Independent Study (self-managed time). Scheduled Learning and Teaching includes the following, and the format for each module is set out in the module specification:

- Laboratory Sessions
- Lectures
- Seminars
- Tutorials
- Workshops
- Placements

Guidance for students on the use of independent study time is communicated through the 'Succeed in your module' section on the Canvas Virtual Learning Environment and through other communications during the course.

In addition to the core Scheduled Learning and Teaching activities for the course, the University may offer students additional optional opportunities for learning. Examples of these include Study abroad and Work-based learning.

The course will provide students with the opportunity to develop their knowledge and skills relating to at least two United Nations Sustainable Development Goals (UN SDGs). We are committed to empowering students with the knowledge, skills and opportunities to understand and address the UN SDGs: each course is thus also required to prepare students for at least two of the SDGs (not including Quality Education, which all courses must deliver).

F. Support for Students and their Learning

Students are supported through a range of services that provide academic and wider support. These include:

- A Module Leader for each module
- A Course Leader to help students understand the course structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT and the use of software
- Student Voice Committee – to ensure the views of students are heard
- Canvas – Kingston University's Virtual Learning Environment
- Student support facilities that can provide advice on issues such as finance, regulations, legal matters, accommodation, international student support
- Disabled student support
- The Kingston Students' Union
- Student Development and Graduate Success

G. Ensuring and Enhancing the Quality of the Course

The University has policies and procedures for evaluating and improving the quality and standards of its provision. These include:

- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP)
- Student evaluation including Module Evaluation Questionnaires (MEQs)
- Internal and external moderation of graded assignments
- Student Voice Committee (SVC)
- Faculty Forums and the School Education Committee
- Advisory Board

H. External Reference Points

- QAA Master's Business & Management Benchmark
- SFIA (Skills Framework for the Information Age) Framework
- AACSB (Association to Advance Collegiate Schools of Business) Standards
- United Nations Sustainable Development Goals (SDGs)

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 7					
		BB7035	BB7036	BB7023	BA7777	BB7037	BB7038
Knowledge & Understanding	A1	S	S			S	S
	A2		S			S	S
	A3	S					S
	A4		S				S
	A5					S	
Intellectual Skills	B1	S	S			S	S
	B2		S			S	S
	B3	S					
	B4						
Practical Skills	C1		S			S	S
	C2		S			S	S
	C3		S			S	S
	C4	S					

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.

Additional Information