



Durham
University

MSc Business Analytics

**Offer holder webinar
6 March 2024**



Durham
University

Welcome and overview

Who we are



Dr Arezou Ghiassaleh
Programme Director
(Durham University
Business School)



Professor Steven Bradley
Programme Director
(Dept. of Computer
Science)

Outline of this Session

- Welcoming you to Durham
 - Durham University
 - Durham City and University life
- Hear from current student
- Content and Structure of the Programme:
 - Taught modules
 - Skills, field trip
 - Projects, guest lectures and careers
- Frequently Asked Questions



Our University

Durham University

- A renowned place of learning for over 1,000 years
- England's third oldest University, founded in 1832 - over 190 years old
- A residential collegiate university with long traditions and modern values
- An international scholarly community which reflects the ambitions of cultures from around the world



Rankings – Durham University

- **7th** The Times/Sunday Times Good University Guide 2024
- **7th** The Guardian University Guide 2024
- **8th** The Complete University Guide 2024
- **Top 100** QS World University Rankings 2024: 78th overall

University life

Durham City

- Based in the beautiful, historic city of Durham
- UNESCO World Heritage Site at its heart



Living in Durham

- Safe, small city
- Centuries of history and heritage
- Castle and Cathedral - UNESCO World Heritage Site
- Walk to and from most locations in under 30 minutes
- Close to Newcastle (10 mins by train)
- 3 hours by train to London
- Access to a wide range of attractions and events:
 - Botanic Garden | Oriental Museum | Cathedral
 - Lumiere Light Festival | Other Festivals throughout the year



Much more than academic success

A transformative wider student experience which also helps our students develop as individuals:

- 17 distinctive college communities
- Opportunities to take part in theatre, music, sport and volunteering
- Leadership and personal development programmes



Residential college system

- **17 colleges** in our distinctive collegiate system
- **200+** Students' Union societies
- **85% of** students involved in sport, music, theatre, volunteering or student enterprise



Collingwood College



Grey College



Hatfield College



John Snow College



Josephine Butler College



South College



St Aidan's College



St Chad's College



St Cuthbert's Society



College of St Hild and St Bede



St John's College



St Mary's College



Stephenson College



Trevelyan College



University College (Castle)



Van Mildert College



Ustinov College

Student support

We provide access to a wide range of support services to help you **feel well, comfortable** and **get the most** from your experience including:

- Immigration
- Healthcare and GP services
- Finance
- Student wellbeing programme
- Counselling
- EDI





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Programme content and structure

Department of Computer Science

- 4th in the Complete University Guide 2024
- Joint 4th for student employability: Complete University Guide 2024
- 10th in the Guardian University Guide 2024
- Engaged with various companies and also through an Advisory Board and 'Women in Tech' initiative.
- Five active research groups



Durham University Business School

- Top 10 in the UK - Financial Times European Business Schools 2023
- 5th in the UK / Top 60 in the world QS Business Masters Rankings 2024: Business Analytics
- Accredited by:
AACSB, EQUIS, and AMBA
- Incorporates four Departments:
 - Management & Marketing
 - Finance
 - Economics
 - Accounting

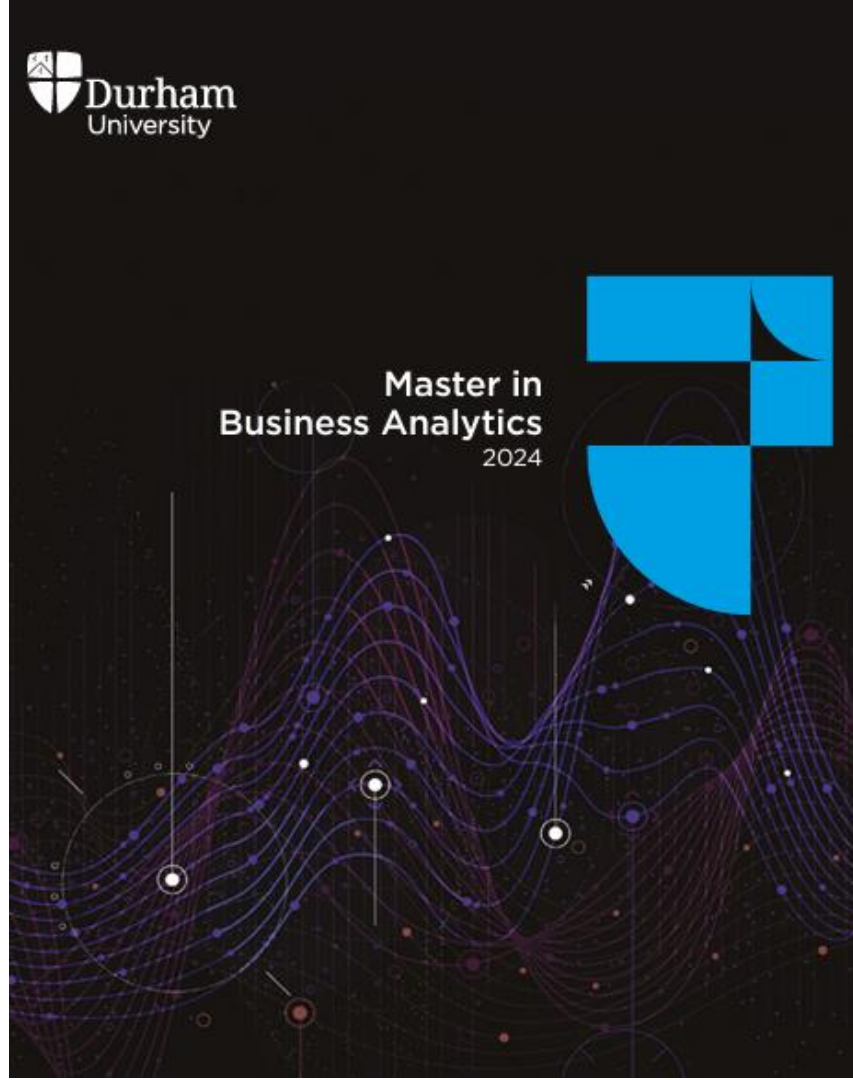


Programme features

- Joint Programme: Business School & Computer Science
- Premium course: limited numbers (60), many applicants (1000+)
- Technical, applied focus
- Strong industrial links: field trip, projects and talks
- Excellent employability
- International Scholarships available for 2024 entry

Programme Objectives

- To develop understanding of data complexity
- To apply analytics to practical situations
- To develop awareness of analytics issues
- To engage with research work in analytics



The programme at a glance

Sept Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sept



Induction

Term 1

Term 2

Term 3

Summer

Introduction
to Business
Analytics

Data Analytics in
Action
Learning from Data
Managing Data-
Driven Innovation

Natural Language
Analysis
Retail Analytics
Data Analytics for
Strategic Decision
Making

International
Field Trip
Business Analytics
Project

Business Analytics
Project

Mode of delivery

Taught by experts in their field, your programme will be delivered and assessed via a mixture of:

- Lectures
- Small group activity
 - Seminars
 - Practical Sessions
 - Computer workshops
 - 1-1 Business Projects Meetings
- Assessment - mixture of:
 - Individual work
 - Group work



International Field Trip



- Essential experiential learning
- Travel and accommodation costs fully funded
- Visits to a series of data-intensive participating organisations
- Be exposed to the challenges of global business, and network with key staff within these organisations.

Working with Industry

- Guest speakers
- Business Projects
- Career Services



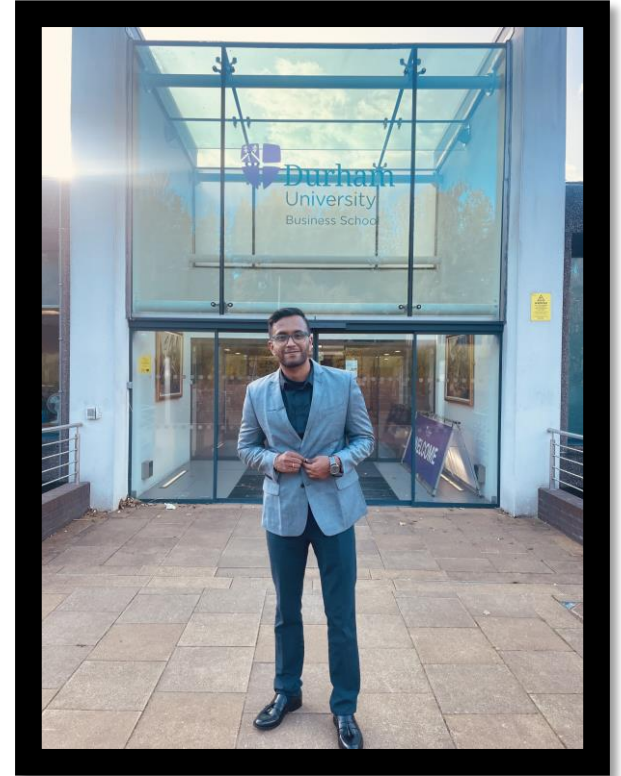
Hear from a current student

- Introductions
- Highlights of the Programme (so far)
- Life at Durham Uni
- Why Durham Uni

MSc Business Analytics – current student

- Saurabh Kulkarni
 - From India
- PGT Student:
 - MSc Business Analytics
- UnderGrad:
 - Btech in Information Technology from India
- Part of Consulting, Mindfulness, Bollywood Societies and part of Ustinov's Football team

Yep, that's me!



Programme highlights so far...

- Balanced curriculum
- Academic staff and structure of modules
- Infrastructure and Facilities (study spaces, online resources etc)
- Exclusivity of the programme (size of the class)



Life at Durham University

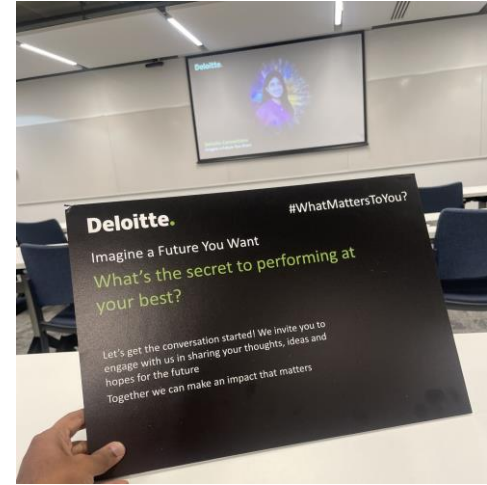
- College formal dinners



- 'Academic-ish' opportunities



- On campus employer events



Why Durham University?

- Student-inclusive community and city
- Great academic/social life balance
- Good part time opportunities
- Student wellbeing and support
- Collegiate system advantage
- Extra-curricular activities and opportunities (sports, theatre, music etc)
- Consistently one of the top-rated Universities/Business Schools in world rankings

Masters Programmes

Study with us and you'll be part of an elite business school with triple-accreditation.

5th in the UK

62nd in Europe, 78th globally: Financial Times Masters in Management Ranking 2023.

5th in the UK

20th in Europe, top 60 globally: QS Masters in Business Analytics Ranking 2024.

7th in the UK

24th in Europe 32nd globally: QS Masters in Marketing Ranking 2024.

13th in the UK

44th in Europe, 53rd globally: Financial Times Masters in Finance Ranking 2023.



Questions? No?

Looking forward to seeing you here then!

Frequently Asked Questions

- How many contact hours per week are there?
- How much independent work is there? Are there opportunities for groupwork?
- Are there reading lists/lists of resources I can have access before starting the programme?
- What advantage does this programme have over similar programmes at other Universities?

Questions and Answers

Over to you

- Please ask your questions and we will be happy to answer you





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**Thank you
for listening**