Durham
University

MSc Business Analytics

Offer holder webinar
16 July 2024

Welcome
and Overview

Who We Are

Dr Arezou Ghiassaleh Programme Director (Durham University Business School)

Dr Noura Al-Moubayed Programme Director (Dept. of Computer Science)

Dr Spyros Angelopoulos Module leader, Silicon Valley Field Trip (Durham University Business School)

Durham University

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

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

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
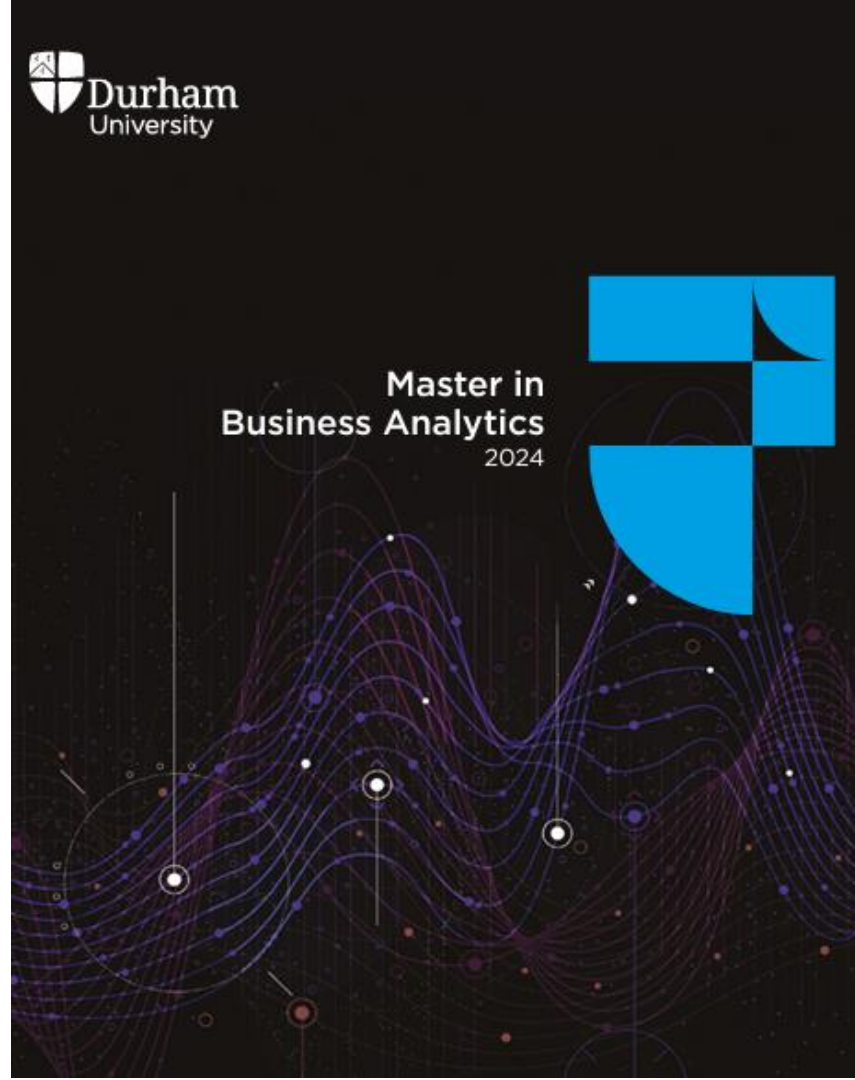

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Programme Content and Structure

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

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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

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Working with Industry

- Guest speakers

- Business Projects

- Career Services

Business Analytics Projects

Company	Location	Sector
Brickfort Ltd	London	Financial Research
ICS	UK	Business and Innovation Consultancy
Perro	Lancashire, UK	iOS and Android App
Wotter	Chichester, UK	Technology Platform
Wolf and Badger	London, UK	Fashion and Jewellery
Scott Dunn	London, UK	Luxury Travel
Geotourist	London, UK	Travel
Hairburst	UK (Remote)	Haircare
IMADATA	Remote	Data Analytics Consultancy
Lirvana Labs	California, USA	Education Technology
Prima Cheese Limited	Seaham	Food Processing & Distribution

- Five academic projects.

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Social Events

Evening Meal

Day Trip to Alnwick Castle
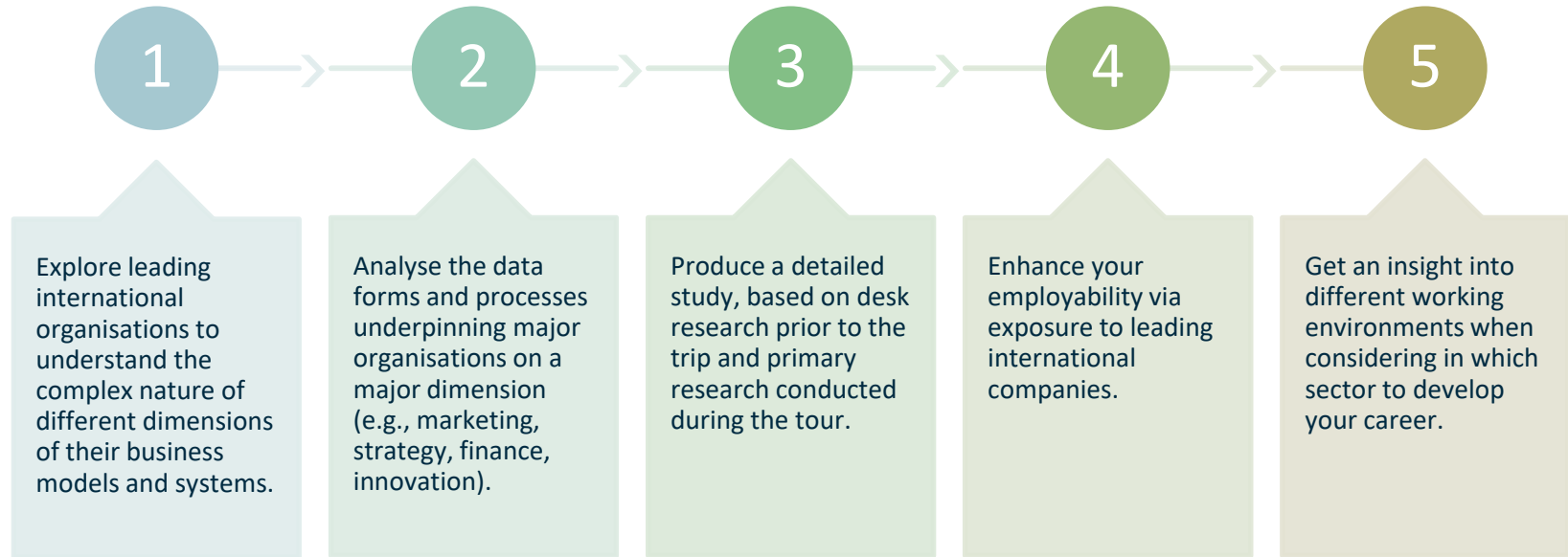
Networking event in San Francisco

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Silicon Valley
Field Trip

Silicon Valley Field Trip: Aim of the Module

1

Explore leading international organisations to understand the complex nature of different dimensions of their business models and systems.

2

Analyse the data forms and processes underpinning major organisations on a major dimension (e.g., marketing, strategy, finance, innovation).

3

Produce a detailed study, based on desk research prior to the trip and primary research conducted during the tour.

4

Enhance your employability via exposure to leading international companies.

5

Get an insight into different working environments when considering in which sector to develop your career.

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Silicon Valley Field Trip, June 2024, San Francisco

Academic Presentations (USF)

- Dr. Mark Cannice, Professor of Entrepreneurship and Innovation
- Victor Palacios, Director of Data Science Partnerships
- Dr. Shivani Shukla, Associate Professor and Program Director, Business Analytics
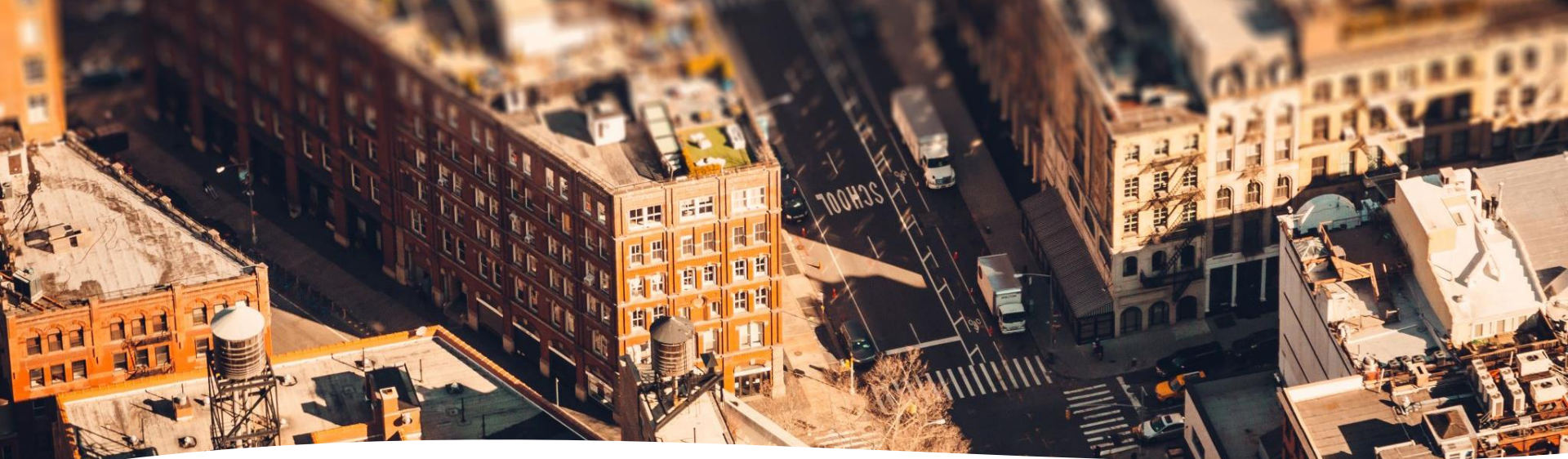
Industry Experts Presentations

- Austin Mejia, Head of AI at **Google Pixel Watch**
- Hap Klopp, Founder and 20-year CEO, **The North Face**
- Zaid Tashman, CDS, App Orchid Inc; Former Scientist at **Accenture Labs**
- Dr. Jonathan Reichental, Consultant; Former CIO, **City of Palo Alto**
- Michael Tchong, Founder, **Toolhacker LLC**
- Jose Tagunicar, Consultant at Stratify; Fomer Vice President, **Equifax**
- Dr. Jung Kim - Director, **Gainwell Technologies**
- Sanjib Basak, Consultant, former Director of Data Science of **IBM Watson Health**

Company visit:

- SuperTechFT

  Nonprofit and mission-driven organization of volunteers for STEM (Science, Technology, Engineering, and Mathematics) education

- OPSWAT

  Global leader for Critical Infrastructure Protection (CIP) Cybersecurity for ICS and OT environments

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Silicon Valley Field Trip 2024- San Francisco

We look forward to traveling with you to San Francisco ☺

Questions and Answers

Over to you

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

Thank you
for listening

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