The MSc Business Analytics and Consultancy programme has been designed to equip students with the skills to critically analyse and solve both structured and unstructured business problems, and handle big data to inform all levels of organisational decision making.

The programme has close connections with industry in a variety of ways, including a nine-month working relationship with a client as part of an extended project, invited guest lecturers and use of real-world case studies and datasets as part of the teaching and assessment strategy. These initiatives help students hone their soft skills such as team working, negotiation, presentation and time management as well as hard skills such as working with popular analytics software and tools such as R, Python, PowerBI, SQL and Simul8. Upon completion of the programme students will be ready to work or they may choose to continue their studies towards a doctorate. For those entering the workplace, there is a wide variety of jobs available to them such as: data analysts, management consultants, business analysts or operational research modellers across many industries such as healthcare, energy, retail, charity, education, manufacturing, pharmaceutical, transportation and government. The entrepreneurial skills taught within modules train graduates in taking the initiative with creative solutions and innovative thinking. This prepares them for taking a leading role in project design and problem solving, whether as part of a team in a large organisation, as a company’s sole business analyst, or as an external consultant working with corporate clients.

The programme is delivered by the Business Analysis and Statistics (BAS) Subject Group at the Hertfordshire Business School (HBS). The BAS Group is very strong in the areas of business analytics and consultancy and its members have diverse experience and expertise in mathematical, statistical and computational methods of analysis. The Group is home to the Statistical Services and Consultancy Unit which engages in commercial consultancy. The programme will be informed by the cutting-edge research undertaken by the academic team.

The programme is available full-time and part-time.

Programme Structure Overview

<table>
<thead>
<tr>
<th>Sem A</th>
<th>Consultancy Skills for Business Analysts 7BSP1360 (30 credits)</th>
<th>Data Analytics 7BSP1361 (30 credits)</th>
<th>Business Analytics Tools 7BSP1359 (15 credits)</th>
<th>Databases &amp; Business Intelligence 7BSP1362 (15 credits)</th>
<th>Individual Consultancy Project 7BSP1180 (60 credits taken over all 3 semesters)</th>
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</thead>
<tbody>
<tr>
<td>Sem B</td>
<td></td>
<td>Computer Simulation for Business 7BSP0413 (15 credits)</td>
<td>Option (all 15 credits) Creative Problem Solving (7BSP1312) or Decision Analytics (7BSP1363) or Intl Supply Chain Management (7BSP1011)</td>
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<td></td>
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<tr>
<td>Sem C</td>
<td></td>
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You can find full details of your course in the *Programme Specification*. 
Important points

At Hertfordshire Business School we have over 150 full time academic staff and 120 visiting lecturers who bring their industry expertise into the classroom. There are an additional 40 staff in the professional team, supporting students and the work of the School.

Hertfordshire Business School offers 8 different subject areas which cover all areas of teaching, research and consultancy within the school.

With a student body of more than 4000 the school delivers close to 20,000 scheduled learning activities per annum, supporting more than one million hours of student learning per annum.

The vision of Hertfordshire Business School is empowering students through transformational education and research. Our mission is to transform students as learners and professionals, enabling them to play their part in the global economy by challenging and innovating business thinking.

Academic Year

**Academic Year 2019 - 2020**

The University's academic year is made up of 3 Semesters. For most undergraduate/postgraduate students the academic year is split into two Semesters (A & B). Each of these is made up of teaching weeks followed by exams (the re-sit period falls within Semester C)

- Semester A runs from Monday 23 September 2019 to Friday 17 January 2020
- Semester B runs from Monday 20 January 2020 to Friday 22 May 2020
- Semester C runs from Monday 25 May 2020 to Friday 18 September 2020

Additional expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Mandatory/Optional</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>ALL</td>
<td>Optional</td>
<td>The average price of a recommended text is approximately £50</td>
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</tbody>
</table>

Postgraduate study requires extensive reading and access to reference works. Recommended texts are available in the Learning Resources Centre, however availability may be limited so students may wish to purchase their own copies. The average price of a recommended text is approximately £50, although you may be able to buy second-hand copies.