Kent
Business School

We're here to make ambition count.

Stand for ambition
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MSc Business Analytics
Class profile 2022 - 23

53% 47%

**Male and female students
(total 189 students)**

24 Nationalities

26

Average age

MSc Business Analytics

- Known as the **'science of decision making'** – it's the quantitative side of management. Era of Big Data.

- **Covers the skills, technologies, applications and practices for understanding business performance to guide evidence-based planning.**

- **Emphasis is placed on learning fundamental analytics techniques,** such as machine learning, time series analysis and forecasting, optimisation, simulation and spreadsheet modelling, among others.

- **Free Quants Workshop** - 1 week refresher quants workshop in Mathematics, Statistics and Excel, prior to the start of the programme in early Autumn.

MSc Business Analytics
Key highlights

- **Academic excellence** – inspired by world-class experts in their subjects, some of which are in Stanford University's top 2% of influential scientists in the world

- **Location** – gateway to experience and understand Europe

- Opportunities to **engage** with business in the region and network with leaders of national reach

- **Lifelong connections** with current and alumni students

MSc Business Analytics
Key highlights

- Ranked **12th in the UK** and **81st globally** according to QS Masters in Business Analytics Rankings 2022
- **Most in-demand skills** such as Python programming embedded in course structure
- **Great career opportunities** as analysts and consultants across industries
- Access to **real market data via our Bloomberg Lab**

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Career Path

- **Graduates of the programme** frequently go on to become in-house analysts or consultants within industry or the public sector, including financial services, airlines, telecommunications, manufacturing, pharmaceuticals, health care delivery and government.

- KBS graduates have gone on to work for companies including DeBeers, British Airways, BT, South East Water, BAE Systems and Amazon.

- **Enhance your career** prospects further:
  - Optional In-company Scheme as part of your final Research project/Dissertation
  - Optional Industrial Placement

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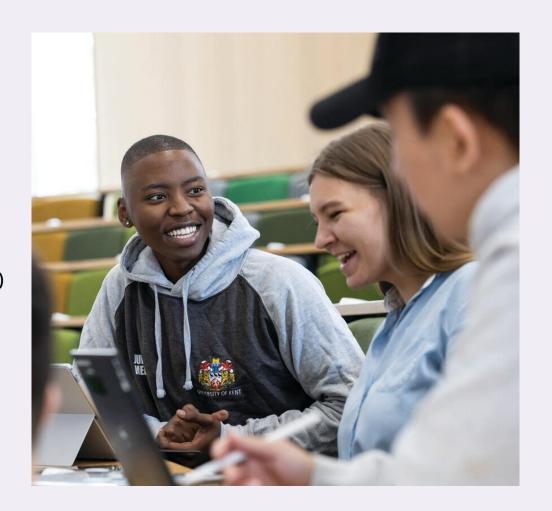# MSc Business Analytics – Learning Journey

Compulsory modules Stage 1:

- Advanced Spreadsheets and Decision Support Systems

- Business Statistics with Python

- Prescriptive Analytics for Decision Making

- Simulation Modelling

- Machine Learning and Forecasting

- Big Data Analytics and Visualisation

- Research Methods and Consulting Skills (term 1 and Term 2)

Compulsory modules Stage 2:

- Business Analytics Research Project

Graduate at **Canterbury Cathedral**

Key dates

CAS deadline:
 • **Friday 8 September 2023**

Pre-Induction week:
 • Optional Bitesize workshops on academic and quants skills getting you ready for your MSC course – from 11 September 2023

Welcome week:
 • Induction activities – from 18 September 2023
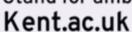
Term 1
 • Starts 25 September 2023

Student final registration deadline:
 • Monday 16 October 2023 – 10.00 am

View University of Kent Academic Year and Term Dates 2023-2024:
https://media.www.kent.ac.uk/se/20304/term-dates-2023-2024.pdf

Contact us

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For more information on MSc Business Analytics visit:
https://www.kent.ac.uk/courses/postgraduate/292/business-analytics

For more information on MSc Business Analytics with Industrial Placement visit:
https://www.kent.ac.uk/courses/postgraduate/4372/business-analytics-with-industrial-placement

Contact our Graduate Admissions Team at: KBSadmissions@kent.ac.uk

Chat to a KBS Admissions Expert: https://www.kent.ac.uk/kent-business-school/video-chat

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Thank You.

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