

## Business Management with Analytics

Abertay University

### Content

What are the business challenges presented by shifting markets, ever-changing business models and emerging technologies? Which management skills do you need to deliver a high-level financially and sustainable organisational performance?

As organisations collect more 'Big Data', there is a critical need for employees who can analyse that data strategically in areas such as marketing intelligence, CRM, sales and financial management. You need to have the ability to present and interpret findings clearly and effectively. You will be helped to excel in a range of business settings, so you are able to influence and make informed, data-driven business decisions.

Your skill and ability to clearly identify business opportunities will mesh perfectly with the ever-changing job market. Business Analytics means you can harness new, powerful tools using skills that are in great demand across the business world.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

N2G3

### Course Length

4 years

### Faculty

School of Business, Law and Social Sciences

### Department

Accounting, Business and Management

## Entry Requirements

2024 entry requirements:

Standard entry: 4 Highers at BBBB including English or another English based subject plus English and Maths at National 5.

Widening access entry: 3 Highers at BBC including English or another English based subject at B plus English and Maths at National 5.

For entry to second year, you must have 3 Advanced Highers at BBB including English or another English based subject and Business Management.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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Dundee  
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## Website

[www.abertay.ac.uk](http://www.abertay.ac.uk)