

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 Science

Department

Business Management

Entry Requirements

2022 entry requirements:

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

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

For entry to second year, you must have 3 Advanced Highers at BBB including Business Management.

SCQF Level

10

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