

Business with Data Analytics

Robert Gordon University

Content

YEAR 1

Business Perspectives, The Financial Environment, Marketing, Introductory Economics, People Management, Sustainable Business, International Management, Digital Context of Business.

YEAR 2

Business Ideas and Opportunities, Personal and Business Finance, Introduction to Data Analytics and Visualisation, Business Economics, Introduction to Management Accounting, Managing Projects, Introduction to Programming.

YEAR 3

Placement Route: Placement, Evidencing Employability. Taught Route: Corporate Governance, Labour Market Economics, Big Data Analytics, Health and Safety Management Fundamentals, Literature Project, Business Analytics, Management Consultancy Project.

Connect to Business Route (available in Semester 2 only and subject to availability of industry projects): Enterprise and Employability, Enterprise in Action and Literature Project.

YEAR 4

Business Strategy, Corporate Ethics, Research Methods - Research Proposal, Database Management, Optimisation for Decision Support, Digital Business, Thesis - an Individual Research Project.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N2N8

Course Length

4 years

Department

Aberdeen Business School

Entry Requirements

2024 entry requirements

Standard entry: 4 Highers at BBBC

Widening access entry: 3 - 4 Highers at BBC or BCCC

Advanced entry to 2nd year available with Advanced Highers at BBC.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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