Business Analytics

Robert Gordon University

Content

This interdisciplinary course will enable you to take a data-driven approach to business challenges, preparing you to manage, analyse and visualise data effectively. This course has been designed in response to huge demand from employers for individuals with data and digital skills who can turn data into insight and insight into action.

You will develop skills and knowledge of the fundamentals of data management, analysis and presentation and you will put these skills into practice through projects and placement, preparing you for a career in business analytics. You will learn from experts in the fields of business analytics, information and data management, data science, communications, computing and business management.

Working across multiple disciplines, the blend of business, technical with analytical knowledge makes this business analytics degree uniquely valuable. Graduate from this course will be perfectly positioned for roles including as Business Analytics Manager, Insight Analyst or Business Intelligence Officer. These roles fill a key gap in supporting organisations to being data driven and often acting as ‘translators’, working between data scientists or machine learning engineers and broader business units.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

NG11

Course Length

4 years

Department

Aberdeen Business School

Entry Requirements

2027 entry requirements

Standard entry: 4 Highers at BBCC

Widening access entry: 3 or 4 Highers at BCC or CCCC

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

Garthdee House
Garthdee Road
Aberdeen
AB10 7QB

Website

www.rgu.ac.uk