



Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	MBA Business analytics
Final Award	Master in Business Administration Business Analytics
Route Code	
Intermediate Qualification(s)	PGCert Business Administration PGDip Business Administration (Business Analytics)
FHEQ Level	7
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	1 year block delivery
Standard intake points (months)	Block delivery (6 intakes a year)
External Reference Points as applicable including Subject Benchmark	QAA UK Quality Code for Higher Education Part A May 2015 QAA Subject Benchmark Statement, Master's Degrees in Business and Management, March 2023 QAA Characteristics Statement for Master's Degrees 2020
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	
HECoS code(s)	100078

UCAS Course Code**Course Aims**

The MBA program is a flagship course designed to facilitate career advancement, particularly for early-career professionals through support in the development of essential leadership and strategic management skills, and a contemporary understanding of business with an emphasis on responsible leadership, digital business acumen, and a commitment to Equality, Diversity, and Inclusivity (EDI). The MBA blends theory and practical experience to offer insights into effective organisational management in the competitive global context through innovative subject areas supported by the latest research to cultivate your ability to approach complex issues creatively and systematically, with a strong focus on ethical decision-making.

The MBA (Business Analytics) is an innovative degree that provides the opportunity to combine state-of-art managerial theory and practices with Business Analytics units that build on our success as a market leader and with units designed for non-computing graduates who aspire to develop careers focusing on the application of business analytics. Supported by our state-of-the-art data laboratory and with access to the latest data analytics and management software and technologies, you will develop a knowledge and understanding of tools and techniques to manage and analyse vast amounts of data necessary for advanced decision making, and an appreciation of varieties softwares to transform data into value-added information and business intelligence to inform decision maker and innovators. You will develop knowledge and skills to design and implement business analytical algorithms using appropriate tools and languages. Students will experience state-of-the-art data analytics tasks and techniques, dimensional data modelling principles, data transformation methods, operational research and business simulation through access to state-of-the-art software and technologies.

The course adopts a practice-led curriculum and aims to develop in-depth knowledge of organisations and their effective management in the dynamic competitive global context, and a critical appreciation of how to apply this knowledge and understanding to complex challenges leading to innovative opportunities to enhance strategic business and management practice through data-driven decision-making.

Our faculty boasts extensive management experience, and students engage in live projects with leading employers from diverse sectors. This experience fosters personal and professional growth, nurturing creative and innovative leadership qualities. Our objective is to enhance your professional prospects by equipping you with the latest insights in organizational development and change. You will develop the attributes and skills expected of post-graduates, as recognised by professional and industry bodies such as the Chartered Management Institute, including team working, negotiation skills, leadership, confidence and the ability to apply critical and creative thinking to complex problems to develop innovative opportunities.

Successful completion of the MBA Business Analytics will provide the potential for career opportunities globally where there is evidence of a shortage of talented individuals possessing business knowledge and understanding at this level combined with business analytics skills that will provide the potential for you to have a real impact on the transformation of any organisation you join.

Course Learning Outcomes	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below	
	Outcome	Award
	1 Acquire a critical appreciation of connections across diverse business functions and stakeholder groups and demonstrate the ability to apply effective enterprise management principles.	MBA, PGDip, PGCert
	2 Demonstrate an in-depth understanding of ethics, sustainability, and diversity through the application of responsible leadership within organisations.	MBA, PGDip, PGCert
	3 Evaluate market dynamics and customer behaviour to support the generation of actionable insights in the global context.	MBA, PGDip
	4 Demonstrate practical skills that support the application of financial and risk management principles.	MBA, PGDip
	5 Identify and analyse appropriate data to support ethically sound strategic and operational management decision-making.	MBA, PGDip
	6 Apply comprehensive in-depth understanding of integrated knowledge discovery and management methods and techniques to support business decision-making.	MBA, PGDip
	7 Use business analytics and skills to transform data into business intelligence.	MBA, PGDip
	8 Develop comprehensive knowledge of the contemporary global business environment and critically analyse its influence on organisational strategy and innovation.	MBA, PGDip
	9 Develop proficiency in appropriate research methods and techniques as demonstrated by the ability to gather and analyse data, evaluate its relevance and validity, and synthesise a wide range of information	MBA
	The MBA adopts a dynamic teaching methodology, incorporating block teaching and guided learning techniques. Embracing innovative approaches such as flipped classrooms, the MBA curriculum is tailored to nurture early career leaders and managers into global citizens. The teaching philosophy prioritises internationalisation, responsible leadership, digital literacy, data-driven decision-making, and employability skills.	

Teaching, learning and assessment strategies

The teaching team comprises seasoned academics with specialist research backgrounds and practitioners with extensive industry experience. Students are regarded as partners in the learning journey, fostering a collaborative environment that aligns with professional aspirations.

The learning experience is structured to cultivate independent and self-directed lifelong learners. Through a blend of individual, peer, and group assessments, students develop a comprehensive understanding of their personal capabilities and the evolving business landscape. The curriculum emphasises practice-led learning, empowering students to apply theoretical knowledge in real-world scenarios.

The MBA utilises a block teaching model, with each unit designed to enhance specific employability and research skills. Significant direct contact time is supplemented with individual study and preparation opportunities, fostering a holistic approach to learning.

All MBA Assessments are grounded in real-world dynamic global context scenarios that support the fusion of theory and practice in authentic work contexts. All assessments are designed to support key takeaways for your employability.

To cater to diverse learning styles, the course employs a variety of assessment methods, including:

Business Reports to showcase your contextual insight and professional acumen.

Project Plans to highlight your project planning skills.

Presentations to support your creativity and communication skills

Project and Consultancy Reports designed to foster critical analysis and integrate the knowledge gained throughout the course and apply it independently in practical situations.

Business simulations, allowing you to demonstrate the ramifications of your strategic decision-making.

Software and technology to source vast amounts of data necessary for big data and analytics and an appreciation of software to transform data into value-added information and business intelligence to inform decision making and disruptive innovation.

Tools and languages to design and implement data mining and analytics algorithms and dimensional data modelling principles, data transformation methods, operational research and business simulation.

Learning support	The University's comprehensive student support service includes: Student Information Desk, a one-stop shop for any initial enquiries; Student Support team advising and supporting those with physical or learning needs or more general student well-being; Study Hub team providing academic skills support with the learning and development team; Learning resources and referencing support with the academic liaison library team Personal Academic Tutoring system; Course Coordinators, Unit Coordinators and Tutors Academic Success Tutors Careers & Employability Service Student Union
Admissions Criteria	https://www.beds.ac.uk/entryrequirements Approved Variations and Additions to Standard Admission N/A
Assessment Regulations	https://www.beds.ac.uk/about-us/our-university/academic-information Note: Be aware that our regulations change every year Approved Variations and Additions to Standard Assessment Regulations' N/A

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MBA001	Responsible Leadership and Sustainable Management	7	30	Core		TD A	TD A	TD A	TD A	TD			D						
MBA004	Strategy Analysis and Practice	7	30	Core	TD A	TD A	D	TD	TD A	D			TD A						
MBA005	MBA Applied Project	7	60	Core	DA	DA	DA	DA	DA	DA	DA	DA	TD A						
MBA020	Knowledge Discovery and Management	7	30	Core	D	D	D	D	D	TD A	TD A		D						
MBA021	Digital Business Analytics	7	30	Core	D	D	D	D	D	TD A		TD A	D						

Section C: Assessment Plan

The course is assessed as follows :

-

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MBA005	7	14 WEEKS	Core	PR-OT	3	WR-WB	13	PR-OR	14		
MBA001	7	6 WEEKS	Core	WR-BUS	3	PR-OR	7				
MBA020	7	6 WEEKS	Core	PR-ORAL	3	CW-ESS	7				
MBA021	7	6 WEEKS	Core	WR-GR	3	CW-ESS	7				
MBA004	7	6 WEEKS	Core	CW-PO	3	WR-I	7				

Glossary of Terms for Assessment Type Codes	
CW-ESS	Coursework - Essay
CW-PO	Coursework - Portfolio
PR-OR	Practical - Oral Presentation
PR-OT	Practical - Other Skills Assessment
WR-BUS	Coursework - Business Report
WR-GR	Coursework - Group Report

WR-I	Coursework - Individual Report
WR-WB	Coursework - Worked Based Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Graduate School of Business
Head of School/Department	Alexander Kofinas
Course Coordinator	