PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	**Leeds Trinity University**
Teaching institution	**Leeds Trinity University**
'Parent' Faculty *(ICE / BCDI / SHS)*	**BCDI**
'Parent' School	**Business School**
Professional accreditation body *(if applicable)*	**N/A**
Final award *(eg. BA Hons)*	**MSc**
Title of programme(s)	**Business Analytics**
Subsidiary award(s) *(if any)*	**Postgraduate Certificate in Business Analytics** **Postgraduate Diploma in Business Analytics** **(fallback awards only)**
Honours type *(Single / Joint / Combined)*	**NA**
Duration and mode(s) of study	**1 year full-time (September intake)** **16 months full-time (January intake)** **2 years part-time (September intake only)**
Month/year of approval of programme	**July 2025/August 2025**
Start date (this version) *(month and year)*	**September 2025**
Periodic review next due *(academic year)*	**TBC**
HECoS subject code(s)	**100078 – Business and Management (50%)** **100370 – Information Management (50%)**
UCAS course code & route code (available from Admissions)	**N/A**
SITS codes *(Course / Pathway / Route)* **(available from Student Administration)**	**MSc Business Analytics:** • **Course code – MSLTUBUSAN** • **Route code – BUSANLY**
Delivery venue(s) (please also indicate partner institutions where relevant)	**Leeds Trinity University City Centre Campus**

2. Aims of the programme

Rationale and general aims, including what is special about this programme *(from the student's and a marketing perspective)*

The MSc in Business Analytics will equip you with the skills and knowledge to thrive in a data-driven world. As businesses increasingly rely on analytics to drive decision-making and maintain competitiveness, this programme ensures you are prepared to meet industry demands. You will combine technical expertise with ethical and global business perspectives, as this programme will position you to become a leader in transforming data into actionable insights.

The programme equips students with highly sought-after graduate attributes, preparing them for careers in data-driven decision-making, business intelligence, predictive analytics and AI-driven strategy across various industries, including IT, digital technology, retail and consulting. This programme is also well-suited for experienced professionals who seek to develop a deeper theoretical and applied understanding of data analytics, AI integration and business intelligence, enhancing their career prospects in an increasingly data-centric business environment.

For those interested in entrepreneurship or innovation within the analytics sector, this programme provides the analytical and strategic foundation necessary to develop data-driven business solutions. Aligned with the Quality Assurance Agency (QAA) Master's Degrees in Business and Management Subject Benchmark Statement (2023), this MSc ensures relevance and recognition in higher education and industry. It meets the needs of employers seeking business analytics professionals, while providing students with strong career prospects in Data Science, Business Intelligence and strategic analytics roles.

The MSc Business Analytics aims to provide the most up-to-date analytical and technical skills essential for the rapidly growing business intelligence, data analytics and digital transformation sectors.

Programme Aims:
- Design and evaluate analytical frameworks to gather, interpret and critically assess complex business data, supporting strategic decision-making.
- Create and apply innovative data-driven solutions using advanced analytics tools, addressing real-world business challenges.
- Critically assess and develop ethical, socially responsible and inclusive data practices by evaluating biases, ethical considerations and societal impact.
- Synthesise and integrate global business insights to tackle international challenges, fostering adaptability in a rapidly evolving digital economy.
- Lead and innovate in data-driven environments by designing, evaluating and implementing analytics strategies that enhance business performance and decision-making.

3. Student learning outcomes of the programme

Learning outcomes in terms of:
- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **practical skills specific to the subject (P)** *(for example, lab skills and similar)*
- **employability skills (postgraduate) (E) or attributes and skills (undergraduate) (AS)**

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme, students will have *demonstrated*

Knowledge (K)

K1   A systematic and critical awareness of data analytics principles, current challenges and emerging trends, informed by the latest academic research, industry practices and technological advancements.

K2   A comprehensive understanding of analytical techniques, tools and methodologies, enabling the design and application of data-driven research for solving complex business problems.

K3   The ability to apply data analytics knowledge with originality, demonstrating a practical understanding of data acquisition, visualisation and interpretation techniques to generate actionable business insights.

Intellectual Skills (I)

I1   The ability to critically assess and refine business analytics approaches, evaluating their impact and identifying opportunities for enhancement in data-driven environments.

I2   Enhanced problem-solving capabilities by applying logical reasoning and strategic insight to complex analytical challenges, adapting methods to dynamic business contexts.

I3   Expertise in making well-informed, strategic decisions based on data interpretation and statistical modelling, balancing immediate business needs with long-term objectives.

I4   Proficiency in analysing and synthesising large datasets, extracting meaningful patterns and translating insights into actionable business strategies.

I5   The skills to bridge theoretical knowledge with real-world analytical applications, ensuring that data-driven solutions align with both academic frameworks and industry expectations.

Employability skills

E1   **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible, and resilient;

E2   **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions, and negotiating; contributing to discussions; awareness of interdependence with others;

E3   **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability, and sustainability;

E4   **Problem-solving** – a capacity for critical reasoning, analysis, and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse, and evaluate information from different sources;

E5   **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;

E6   **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables, and to manage a budget;

E7   **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets, and file management; the ability to use the internet and email effectively.

E8   **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas, and to identify and take opportunities;

E9   **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

3a   External benchmarks

Statement of congruence with the relevant published subject benchmark statements
(including appropriate references to any PSRB, employer or legislative requirements)

All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF).

The MSc Business Analytics has been developed in accordance with the Quality Assurance Agency's (QAA) Subject Benchmark Statement for Master's Degrees in Business and Management (QAA, 2023). This ensures that the programme aligns with sector standards, incorporating academic rigour, industry relevance and professional competencies expected at Master's level.

Additionally, the programme aligns with the Institute of Data Analytics guidelines on data analytics and digital transformation, ensuring that students acquire specialist analytical expertise, advanced strategic decision-making skills and a deep understanding of emerging technologies shaping the business analytics landscape.

An application will be submitted for accreditation from the Institute of Data Analytics, reinforcing its industry relevance and commitment to best practices in data-driven decision-making and business intelligence.

4.   Learning outcomes for subsidiary awards

Guidance

The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 7.	***Learning outcomes for the award of Postgraduate Certificate in Business Analytics*** A **Postgraduate Certificate in Business Analytics** may be awarded upon the successful completion of **60 credits at Level 7**. Students will have demonstrated the ability to: 1. Develop foundational expertise in business analytics, data-driven decision-making and digital transformation, applying key concepts to real-world scenarios. 2. Critically analyse and interpret business data, using appropriate analytics techniques and methodologies to support decision-making. 3. Communicate data-driven insights effectively to a range of audiences, demonstrating clarity in reporting and strategic recommendations. 4. Demonstrate professional and transferable skills, including problem-solving, initiative and independent critical thinking, applicable to data analytics roles. ***Learning outcomes for the award of Postgraduate Diploma in Business Analytics*** A Postgraduate Diploma in Business Analytics may be awarded upon the successful completion of 120 credits at Level 7. In addition to the Postgraduate Certificate learning outcomes, students will be able to: 1. Critically evaluate and apply advanced analytics techniques, including predictive modelling and business intelligence, to solve complex business problems. 2. Demonstrate a systematic understanding of research methodologies and apply them to business analytics and strategic decision-making. 3. Exercise autonomous decision-making in complex and uncertain data-driven environments, applying critical judgement and ethical considerations. These fallback awards provide structured exit pathways, ensuring that students at each stage acquire specialist analytical skills, critical thinking abilities and professional competencies relevant to business analytics roles across industries.

5. Content

Summary of content by theme (providing a 'vertical' view through the programme)
The MSc Business Analytics programme is built on cutting-edge analytical frameworks, real-world case studies and advanced data science methodologies, offering a curriculum that is both intellectually stimulating and industry-relevant. This postgraduate programme will equip you with the critical knowledge, quantitative skills and strategic mindset required to excel in the data-

driven business environment. The programme's core themes are seamlessly integrated across modules, ensuring a well-rounded and cohesive learning experience.

Core Themes:
- **Strategic Business Analytics** – Introduces key analytical concepts, statistical techniques and essential data tools, providing you with a strong foundation in business analytics and its applications.
- **Data-Driven Decision Making** – Explores advanced predictive modelling, data interpretation and visualisation techniques, enabling you to extract meaningful insights and support strategic business decisions.
- **Professional Development and Leadership** – Provides a comprehensive understanding of leadership roles, ethical considerations and professional skills essential for data-driven decision-making in organisations.
- **Research Methods and Analytics**– Designed to equip you with a comprehensive understanding of research methods and analytics, serving as essential preparation for undertaking the Master's Research Project.

The **Master's Research Project** is the final element of the programme, providing you with the opportunity to apply the comprehensive knowledge and advanced skills developed during your studies to tackle real-world business challenges or explore specialised areas within business analytics. You can choose from three distinct pathways: academic research, consultancy-based projects or new venture development.

Each module in the programme is carefully designed to integrate advanced theoretical concepts with practical application. This is achieved through the use of current business analytics case studies, interactive classroom debates and critical engagement with industry practices. For example, you may analyse the impact of data-driven strategies on organisational strategy or evaluate how AI-powered tools enhance business performance. This blended approach ensures a dynamic learning experience that balances academic rigour with real-world relevance.

6. Structure

> **MSc Business Analytics**
>
> **Duration: 1 year full-time (September intake), 16 months full-time (January intake)/2 years part-time (September intake only)**
>
> **Total Credit Rating:** 180 (90 ECTS)
>
> **Full-Time Structure (September intake) - with effect from September 2025**
>
> **Term 1 (September – December)**
>
> - **BUS7043 –** Strategic Business Analytics *(30 credits)*
> - **MBA7013 –** Professional Development and Leadership *(30 credits)*
>
> **Term 2 (January – April)**
>
> - **BUS7033 –** Research Methods and Analytics *(30 credits)*
> - **BUS7063 –** Data-Driven Decision Making in Business *(30 credits)*
>
> **Term 3 (May – September)**
>
> - **BUS7006 –** Masters Research Project *(60 credits)*
>
> **Full-time Structure (January intake) – with effect from January 2026**
>
> **Year 1, Term 1 (January - March)**
>
> - **BUS7063 -** Data-Driven Decision Making in Business *(30 credits)*
> - **BUS7033 -** Research Methods and Analytics *(30 credits)*
>
> **Year 1, Term 2 (April - May)**
>
> - Research Project module preparation and initial project proposal development **(BUS 7006 - Masters Research Project)**
>
> **Year 1, Term 2 (September - December)**
>
> - **BUS7043 -** Strategic Business Analytics *(30 credits)*
> - **MBA7013 -** Professional Development and Leadership *(30 credits)*
>
> **Year 2, Term 3 (January-May)**
>
> - **BUS7006** - Masters Research Project *(60 credits)*
>
> **Part-Time Structure (September intake only) – with effect from September 2025**
>
> **Year 1, Term 1**
>
> - **BUS7043 –** Strategic Business Analytics *(30 credits)*
>
> **Year 1, Term 2**
>
> - **MBA7013 –** Professional Development and Leadership *(30 credits)*

Year 2, Term 1

- **BUS7033 –** Research Methods and Analytics *(30 credits)*

Year 2, Term 2

- **BUS7063 –** Data-Driven Decision Making in Business *(30 credits)*

Year 2, Term 3

- **BUS7006 –** Master's Research Project *(60 credits)*

This structure ensures a balanced and progressive learning journey, equipping you with advanced analytical skills, strategic business intelligence and leadership expertise, culminating in a comprehensive research project that integrates your learning.

7. Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and academic experience for the programme

This programme aligns with Leeds Trinity University's Learning, Teaching and Academic Experience (LTAE) Strategy 2022–26, emphasising student-centred, research-informed, inclusive and socially just learning practices. The curriculum is designed to equip you with the skills, knowledge and attributes necessary to excel in data-driven industries while fostering personal and professional development.
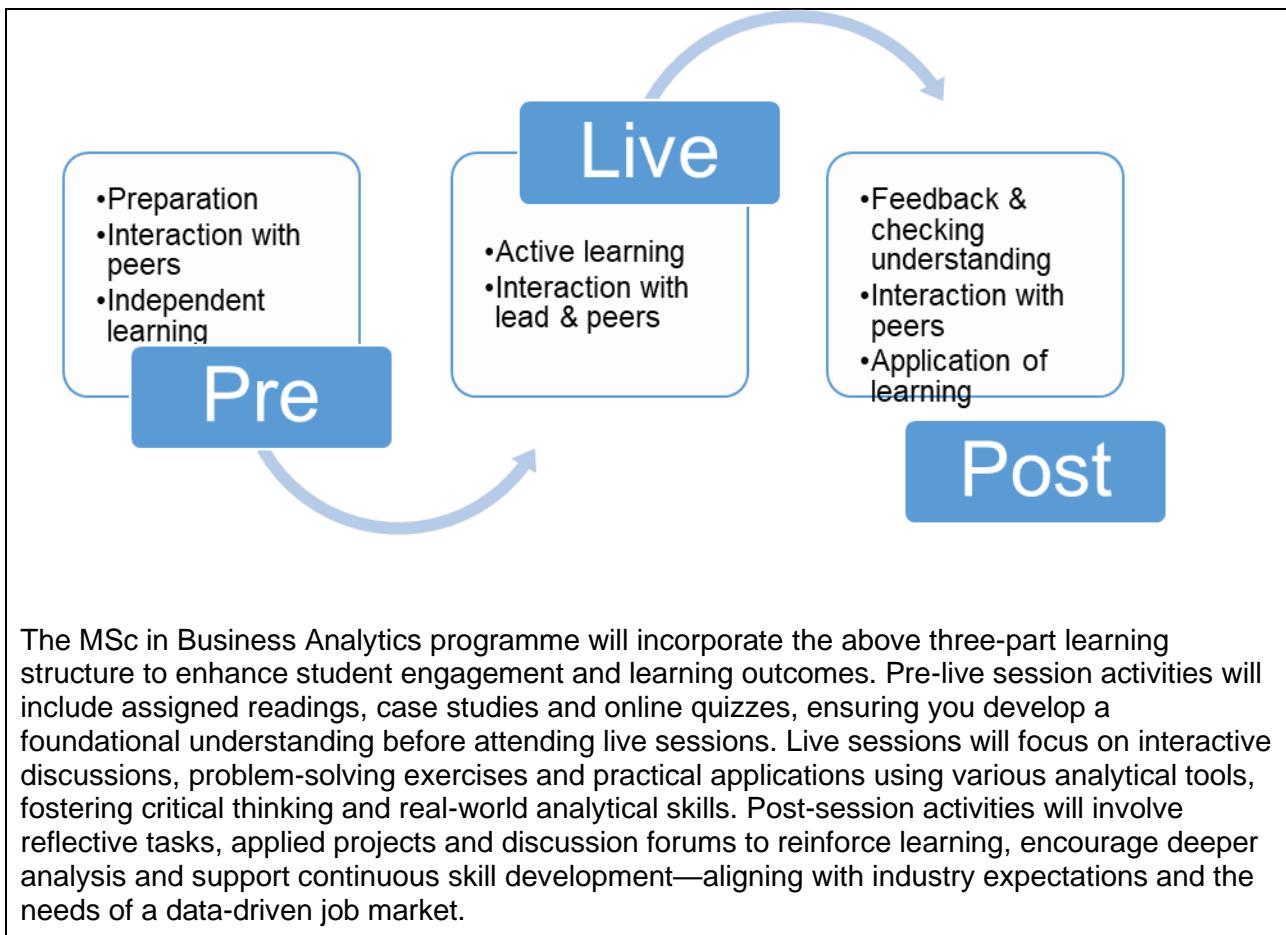
Teaching strategies are designed to actively engage you through problem-based learning, real-world case studies, collaborative projects and applied assessments. Research is embedded throughout the programme, enabling you to critically evaluate and apply data analytics methodologies to address complex business challenges. Independent research projects and practical tasks ensure you gain hands-on experience with cutting-edge tools.

The programme fosters graduate attributes by developing critical thinking, communication and teamwork skills, while emphasising ethical, socially responsible and globally aware data practices. Social justice principles are integrated into the curriculum, encouraging you to consider the broader societal impact of your decisions in diverse contexts.

Professional development opportunities, including placements, guest lectures and networking events, will help you to connect academic knowledge with industry practices. Through a blend of formative and summative assessments, you will receive constructive feedback to enhance your learning. This programme prepares you to adapt to evolving business environments and contribute meaningfully to socially just, data-driven decision-making on a global scale.

Guiding Principles

All programmes within the Leeds Trinity University academic portfolio follow the 'Pre-Live-Post' pedagogical structure for all taught classes.

The MSc in Business Analytics programme will incorporate the above three-part learning structure to enhance student engagement and learning outcomes. Pre-live session activities will include assigned readings, case studies and online quizzes, ensuring you develop a foundational understanding before attending live sessions. Live sessions will focus on interactive discussions, problem-solving exercises and practical applications using various analytical tools, fostering critical thinking and real-world analytical skills. Post-session activities will involve reflective tasks, applied projects and discussion forums to reinforce learning, encourage deeper analysis and support continuous skill development—aligning with industry expectations and the needs of a data-driven job market.

7b) Programme learning outcomes covered

	Assessed learning outcomes of the programme									Skills development								
	K1	K2	K3	I1	I2	I3	I4	I5		E1	E2	E3	E4	E5	E6	E7	E8	E9
	Functional Knowledge	Analytical Techniques	Practical Insight Application	Critical Evaluation	Methodologies	Decision Making	Analysing and Synthesising	Academic and Industry Crossover		Self-management	Teamwork	Business Awareness	Problem-solving	Communication	Application of Numeracy	IT	Entrepreneurship / enterprise	Societal Awareness
BUS7043 Strategic Business Analytics	X		X		X	X	X			X	X	X	X	X	X	X		
MBA7013 Professional Development and Leadership	X			X	X					X		X	X				X	X
BUS7033 Research Methods and Analytics	X	X		X	X	X	X					X	X				X	
BUS7063 Data-Driven Decision-Making in Business	X	X	X	X			X	X				X	X	X	X			
BUS7006 Master's Research Project	X	X		X	X	X	X	X		X		X	X				X	X

8.   Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?	An Honours degree (minimum 2:2) in any discipline.
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	Applicants with significant professional/business experience (at least three years at management level) will be considered following a short interview. Minimum English Language entry requirements: IELTS Academic 6.0 (with no less than 5.5 in any component) or equivalent Exceptions: You do not need to provide evidence of your English Language if any of the following conditions apply: ❖ You're a UK national ❖ You're a national from a majority English speaking country as specified by the UKVI Student visa : Knowledge of English - GOV.UK (www.gov.uk).

9.   Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which <u>must</u> be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
The following regulations apply, together with the General Academic Regulations: • Master's Degree Programme Regulations.

10.   Prerequisites and additional information

Details of modules students <u>must</u> study and achieve credit for before enrolling on a module at a higher level or attaining their final programme award
N/A

11.   Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.