

Business Analytics BSc (Hons)

4 years (with a Foundation Year)

Future proof your career in the dynamic world of global business with data & analytics

BSc (Hons) Business Analytics offers you a strong foundation in business and technology modules. You will develop skills in analytics, software development and utilisation, data management, internet technologies, digital marketing, financial analytics, and project management. You will gain experience of software tools such as Excel, SAGE, Power BI and Tableau.

BSc (Hons) Business Analytics offers great employment opportunities, particularly in the technology, professional services, and finetech (financial technology) The course provides you with the transferable and technical skills attractive to employers in the ever changing world of work.

CUC
City University College

U
Ulster
University
Qatar



Engage With Us



HOW TO APPLY

Please apply directly to the university
www.cuc-ulster.edu.qa

 +974 3319 6012

Entry Requirements

Entry point: Foundation

- Be 18 years old or over upon completion of the International Foundation Programme.

- The successful completion of 12 years of high school education with a minimum of 50 % overall percentage

- Attain the equivalent of a minimum grade C, at GCSE level, in 5 subjects

- Attain an Academic IELTS overall score of 5.0 or equivalent (with no contributing band score of less than 5.0).

- Other international qualifications will be considered on merit for equivalency with the above requirements.

Entry point: Year 1

Completing of 13 years of education with three A levels Grade C, C, C

OR

IB Certificate with 24 points with at least 12 points at Higher Level

OR

Pearson BTEC Level 3 Extended Diploma level (MMM Profile)

- Academic IELTS overall score of 6.0 or equivalent (with no contributing band score of less than 5.5).

OR

- Other international qualifications will be considered on merit for equivalency with the above requirements.

*Subject to final University approval

If you do not meet the entry requirements, CUC will provide you with a support programme that will help you improve your English level and your academic skills.

What Will You Study?

International Foundation Year

- Introduction to Entrepreneurial Leadership
- English with Study Skills
- Extending Critical Thinking for Undergraduate Study
- Introduction to Creative Industries
- English for Academic Transition
- Exploring Cultural Identities
- Project-Based Learning
- Introduction to Mathematics for Business
- Introducing Ireland: History & Literature

Year 1

- Principles of Management
- Academic and Career Enhancement Skills
- Software Development
- Database Systems
- Principles of Marketing
- Accounting Information Systems

Year 2

- Finance for Decision Making
- Professional Skills Development
- Internet Technologies
- Project Management
- Management Information Systems
- Data Analytics for Business

Year 3 (Final Year)

- Digital Strategy and Communications
- Econometrics and Financial Analytics
- Leadership and Strategy
- Marketing Metrics
- Advanced Data Analytics for Business
- Business Intelligence