



THE UNIVERSITY
OF THE
WEST INDIES

Masters Programme
Faculty of Social Sciences



New

Department of Management Studies

MSc. Business Analytics
with Specialisation in Marketing
with Specialisation in Finance

2017-2018

The MSc. Business Analytics programme was developed to fulfil a significant market need. It is designed to equip graduates with the tools and analytical skills needed to engage in continuous exploration of past and current business trends in order to enhance future performance, and offer organisations new opportunities for a competitive advantage. Specifically, this new graduate programme will develop students' data mining skills and techniques to make extensive use of data, statistical and quantitative analysis, explanatory and predictive modelling, and fact-based management to drive decision-making. In addition, this programme concludes with a capstone research project that allows students to apply the skills they have learned throughout their course of study. Graduates from this programme will be able to analyse both structured data and unstructured data, translate the analysis into decisions that will improve business performance, develop bespoke data models, and effectively communicate to interested parties.

Objectives

The programme is designed to:

- Develop students ability to think critically about interesting real-world data mining challenges;
- Equip students with the requisite skills to leverage data sources and business analytics to generate insights, support business decisions, and address critical business challenges;
- Enable students to develop the skills needed to collect, analyse and interpret data, as well as provide data-driven solutions to business and marketing problems;
- Challenge students to develop and conceptualise applied research topics targeted at real world data mining problems that are of interest to industry, government, and/or academia; and
- Enhance students' communication skills to enable them to produce high quality reports, thereby helping them to effectively communicate their analytical findings to industry, government, and/or academic institutions.

Entry Requirements

Admission to the programme will be open to persons who satisfy either of the following

A. Entry Requirements for Degreed Applicants

Applicants under this category should have:

- i. A Bachelor's degree or equivalent from a university or college acceptable to The University of the West Indies, with at least second-class honours.
 - Students are expected to have a good grounding in a quantitative subject such as mathematics, statistics, physics, engineering, computer science, management science, economics, business or a quantitative social science. Students who are adjudged to have an insufficient background in a quantitative discipline may still qualify for entry into the programme, but will be required to pursue a preliminary year before the MSc. Business Analytics courses are pursued.
 - Students with Pass degrees will be considered on the following conditions:
 - o They are currently working in a statistics or data analytics related field; and
 - o They are successful at an interview conducted by the entrance committee within the Department of Management Studies.
- ii. Two letters of recommendation.

B. Entry Requirements for Non-Degreed Applicants

Individuals working in the private sector with a desire to obtain advance training in Business Analytics who do not have an undergraduate degree, will be required to undertake a preliminary year of study. The entry criteria for these students would be:

- I. Technical certificates or diplomas that can be assessed by the University of the West Indies.
- II. Five years experience in a statistics or data analytics related field.

All students will be interviewed and must provide two letters of recommendation.

Programme Structure / Course of Study

Students can either opt to do the MSc. Business Analytics or MSc. Business Analytics with a specialisation in either Finance or Marketing. The Programme will be undertaken over a minimum period of 18 months.

MSc. Business Analytics

The **MSc. Business Analytics** will consist of eleven (11) core modules (3 credits each), two (2) elective modules (3 credits each), and an Applied Project (6 credits).

Core Modules

- Accounting for Managerial Decision Making
- Quantitative Methods
- Logistics and Supply Chain Management
- Strategic Planning and Management
- Marketing Management and Strategy
- Computer Simulation
- Introduction to Business Analytics
- Data Preparation and Visualization
- Data Mining I – Supervised Learning
- Data Mining II – Unsupervised Learning
- Database Design and Management
- Consulting or Applied Project

Two Electives from:

- Mathematical Methods
- Econometric Methods
- Investment Analysis & Portfolio Management
- Risk Management of Financial Institutions
- Derivatives
- Advance Financial Engineering
- Marketing Research
- Consumer Behaviour
- Electronic Marketing
- Essentials of Project Management

MSc. Business Analytics with Specialisation

The **MSc. Business Analytics with a specialisation** in either **Finance** or **Marketing** will consist of nine (9) core modules (3 credits each), three (3) compulsory specialisation modules (3 credits each), one (1) elective module (3 credits), and an Applied Project (6 credits).

Core Modules

- Accounting for Managerial Decision Making
- Quantitative Methods
- Strategic Planning and Management
- Computer Simulation
- Introduction to Business Analytics
- Data Preparation and Visualization
- Data Mining I – Supervised Learning
- Data Mining II – Unsupervised Learning
- Database Design and Management
- Consulting or Applied Project

Additional Courses for Each Specialisation

Finance Specialisation:

- Corporate Finance
- Investment Analysis & Portfolio Management in the Caribbean
- Derivatives

One elective from:

- Risk Management of Financial Institutions
- Advance Financial Engineering

Marketing Specialisation:

- Marketing Management and Strategy
- Marketing Research
- Electronic Marketing

One elective from:

- International Marketing
- Consumer Behaviour
- Integrated Marketing Communications

Cost

Programme fee	BDS \$35,000 (US \$17,500)
Plus ID Card Fee	BDS \$30.00 (US \$15.00)
Plus UWI Registration fees per semester	BDS \$520.00 (US \$260.00)

Programme fee includes books, a laptop and materials.

Programme Fee and University Registration fees are subject to change.

Students enrolled in this self-financed programme are billed for the courses for which they register each semester. University fees are additional to the programme fees and are billed every semester until the degree has been awarded.

CONTACT INFORMATION FOR MSc. Business Analytics

Programme Coordinator

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HIGHER DEGREE PROGRAMMES

FACULTY OF HUMANITIES & EDUCATION

MA Caribbean Studies:
Languages / Literatures
MA Creative Arts
PG Dip / MA Cultural Studies
MA History
MA Heritage Studies
MA Linguistics
PG Diploma in Education (*Secondary*)
Master in Education (MEd)
specialisations (Curriculum Studies; Educational Leadership; Inclusive Practices for Special Needs Students; Language & Literacy Education; School Counselling; Science and Technology Education; Social Context and Education Policy; Testing, Measurement and Evaluation; and The Psychology of Education)

FACULTY OF LAW

LLM / PG Diploma Law
(with specialisations in Corporate and Commercial Law, Public Law, Intellectual Property Law, General)

FACULTY OF MEDICAL SCIENCES

DM Anaesthesia and
Intensive Care
DM Emergency Medicine
PG Dip / MSc., DM
Family Medicine
DM General Surgery (Parts I and II)
DM Internal Medicine
DM Obstetrics and Gynaecology
DM Ophthalmology
DM Orthopedics (Part II)

DM Paediatrics
DM Psychiatry
Master in Public Health

FACULTY OF SCIENCE & TECHNOLOGY

PG Dip / MSc. Biosafety
PG Dip / MSc. Computing
Innovation
MSc. Computing Research
MSc. Natural Resource and
Environmental Management
PG Dip / MSc. Technology
Entrepreneurship
MSc. Renewable Energy
Management

FACULTY OF SOCIAL SCIENCES

Master of Social Work
MSc. Applied Psychology
MSc. Banking & Finance
MSc. Building & Construction
Management
MSc. Business Analytics
(with optional specialisations in Finance or Marketing)
MSc. Counselling Psychology
MSc. E-Governance for
Developing States
MSc. Financial & Business
Economics
MSc. Financial Management
MSc. Human Resources
Management
MSc. Integration Studies
MSc. International Management
MSc. International Trade Policy
MSc. Investments
& Wealth Management
MSc. Labour &
Employment Relations

MSc. Logistics and Supply
Chain Management
MSc. Marketing
MSc. Project Management
& Evaluation
MSc. Sociology
MSc. / PG Dip. Sport Sciences
MSc. Tourism & Events
Management
MSc. Tourism & Hospitality
Management
MSc. Tourism & Sport
Management
MSc. Tourism with Project
Management
MSc. Tourism Marketing
MSc. Transport Economics

THE INSTITUTE FOR GENDER AND DEVELOPMENT STUDIES

PG Dip / MSc. Gender and
Development Studies

CAVE HILL SCHOOL OF BUSINESS

Doctor of Business
Administration
Executive Master in
Business Administration (*offered
in three specialisations: – General
Management, Public Sector Management
and Human Resource Management*)
Masters in Business Administration
(Entrepreneurship)
International Master in
Business Administration
Masters in Entrepreneurship
and Innovation



UWI also offers a range of MPhil and PhD programmes in a number of areas. Information on these as well as our application process, online application forms, and the documentation required can be found at:
www.cavehill.uwi.edu/gradstudies