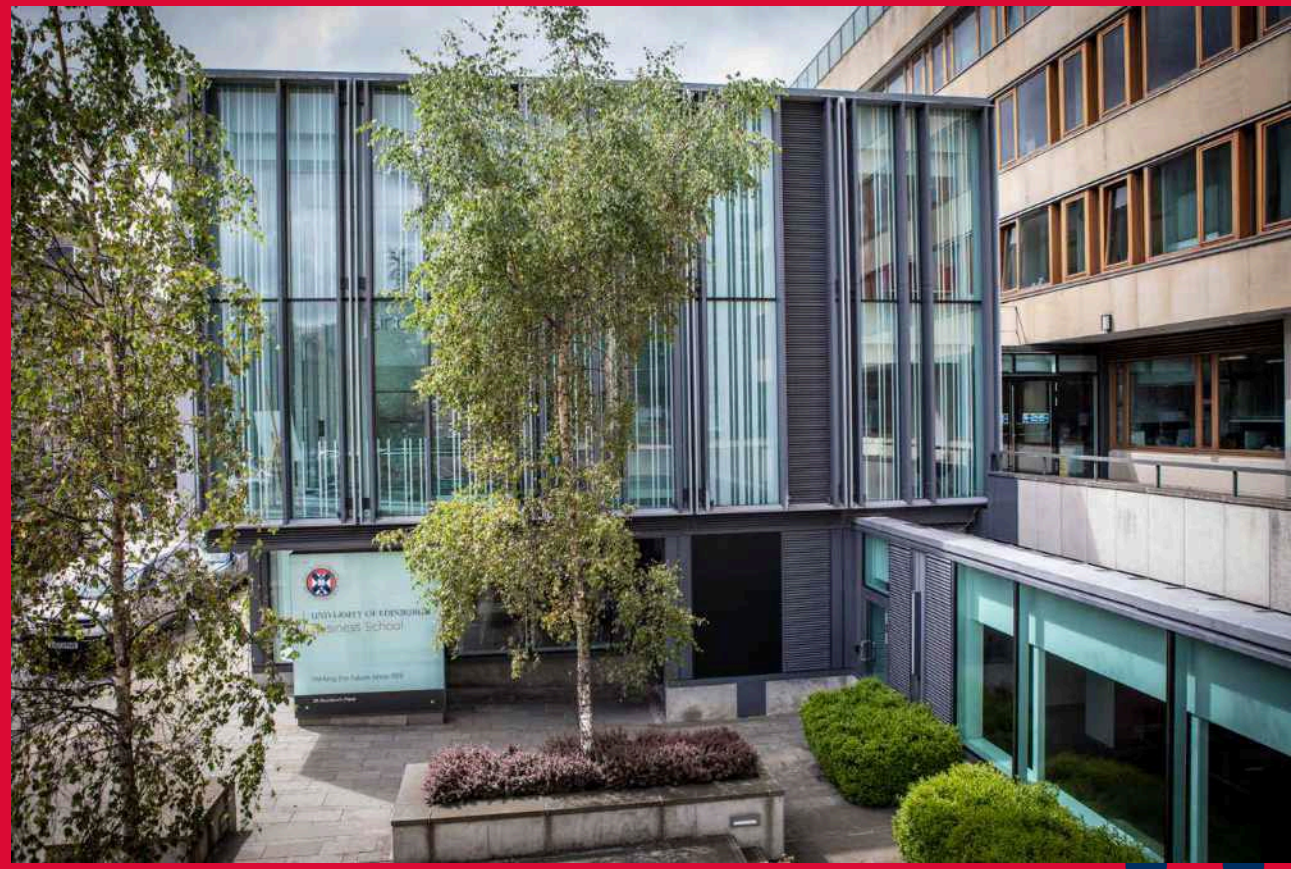
UNIVERSITY OF EDINBURGH
Business School

MSc in Data and Decision Analytics

PG Online Learning Open Days 2025

This session will start at 1pm (BST)



Coming Up

- **Business School**

  Hear about what makes our community so special

- **MSc in Data and Decision Analytics**

  Learn more about the online format and programme structure

- **Student development**

  Discover how we'll support your career progression

- **How to apply + fees and funding**

  Understand the selection criteria, entry requirements and costs

- **Q&A**

  Use the chat box to get answers to your specific questions

University of Edinburgh Business School

- 100+ years teaching business
- Triple accredited:
  - AMBA, EQUIS, AACSB
- Professional accreditations:
  - CIMA, ACCA, CFA, CBI, CIPD
- Small cohort size
- 260 faculty and staff
- 700+ PGT students
- 70+ nationalities
- Vibrant research ecosystem
- Dedicated student support
- Industry engagement
- Networking events
- Guest speakers
- 20,000+ alumni

MSc in Data and Decision Analytics

Douglas Alem

Programme Director of the MSc in Data and Decision Analytics (online)

Senior Lecturer in Business Analytics

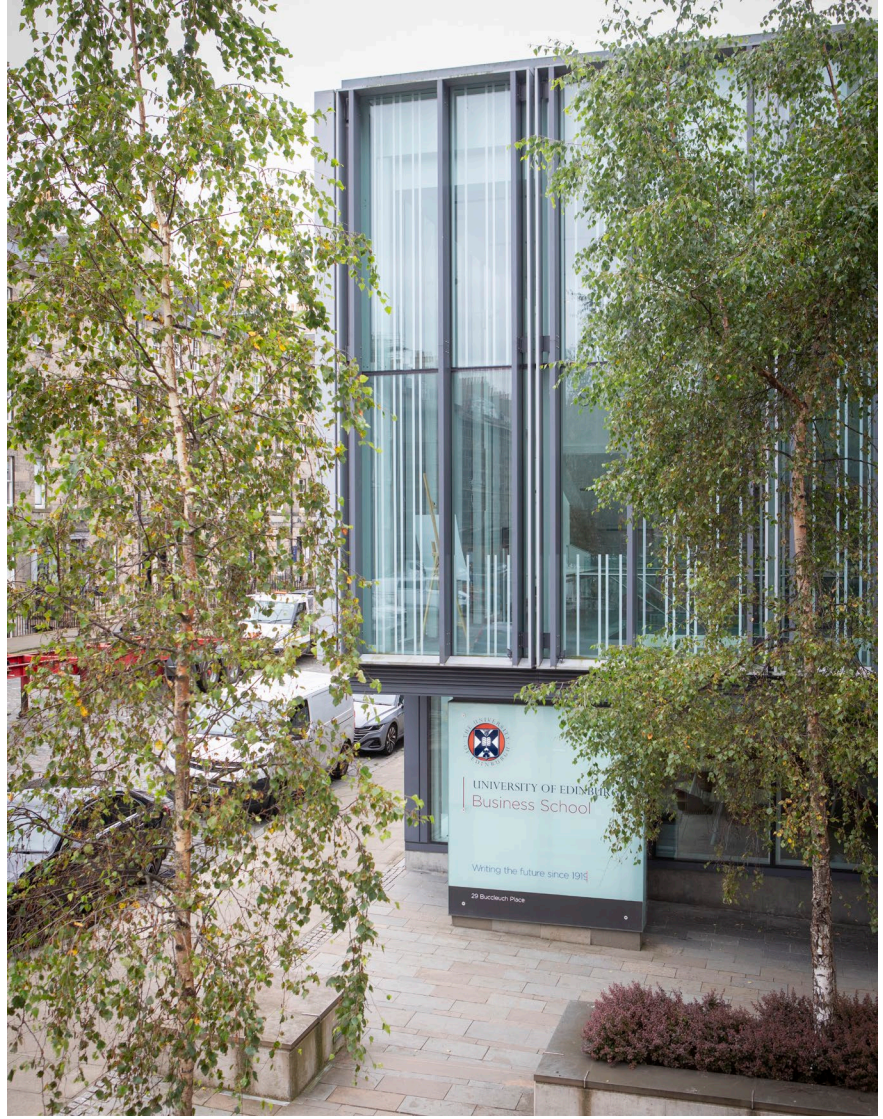
Douglas.Alem@ed.ac.uk

MSc Data and Decision Analytics

Our part-time MSc Data and Decision Analytics, studied over 24 months, prepares students not only to be able to analyse and digest data, but also to translate this into effective decision-making in the age of Big Data.

Delivered through a mixture of live online sessions with course organisers and asynchronous activities, this course combines theoretical foundations with practical hands-on experience.

https://www.business-school.ed.ac.uk/msc/data-decision-analytics/overview/learning-outcomes



Online learning format

- **Learning Format**

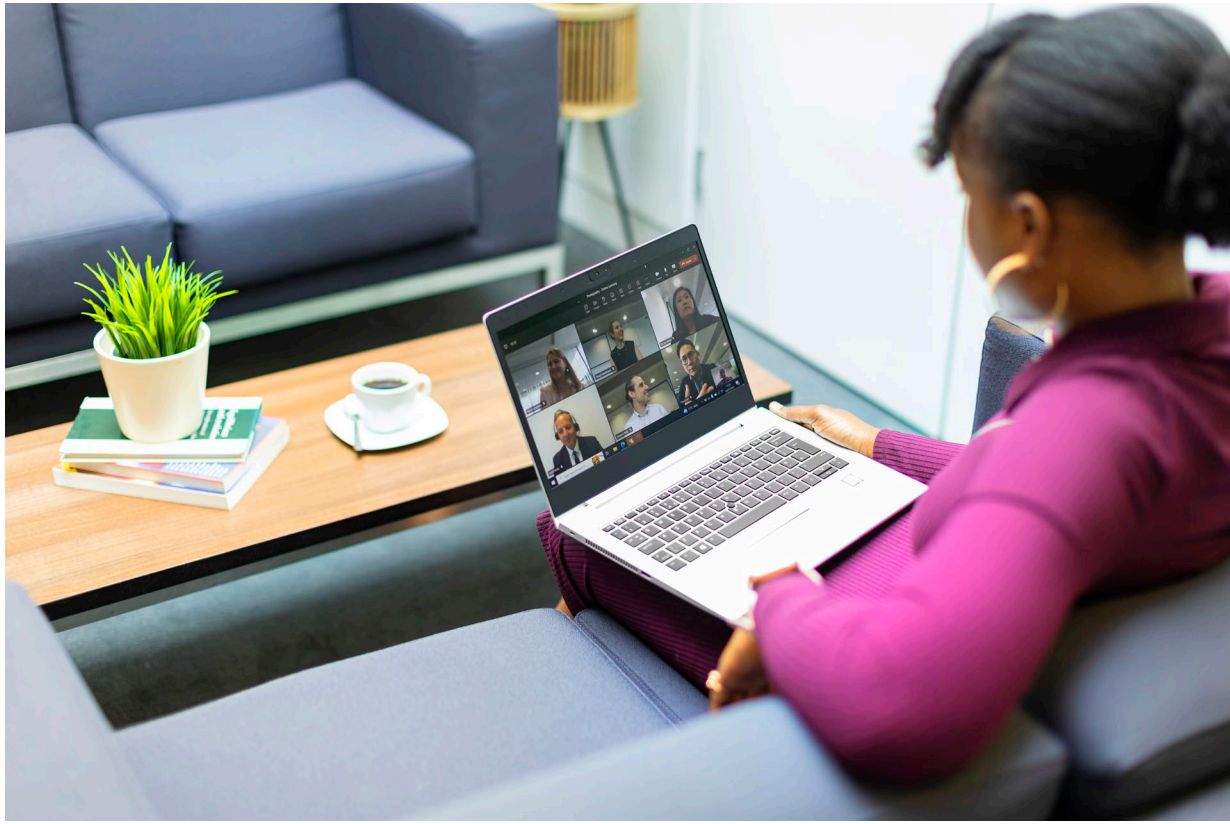
  You will learn through a combination of live online sessions and asynchronous activities

- **Interactive Sessions**

  Live online sessions will introduce the theoretical foundation of the given subjects, and will allow you to practice the concepts through hands-on activities such as tutorials and computer labs

- **Resource Platform**

  The programme's materials and overall resources will be available in the online platform called Learn



Scheduling your studies

- **Live online sessions**

  These take place on Mondays and Tuesdays between 09:00 and 18:00 GMT

  There will be a maximum of **4 hours** required during these **two days of the week** for participating in the live online sessions

- **Personal study**

  You will need to set aside approximately **15 hours per week** for reading, re-watching recorded online sessions, tutorials, and assignments.

Technical requirements

- **You will need access to:**
  - a computer
  - the internet
  - a fully up-to-date web browser

- **IT support**

  Help is available to any student in the event of technical difficulties

Programme Structure

Year 1

Semester 1 (Sep – Dec)

- Data Analysis and Statistics for Business
- Programming and Data-Driven Storytelling

Semester 2 (Jan – May)

- Applied Decision Optimisation
- Applied Machine Learning

Year 2

Semester 1 (Sep – Dec)

- Data Management
- Heuristic Optimisation
- Data Analytics for Web and Social Media

Semester 2 (Jan – May)

- Understanding Planetary Health & Data
- Making science relevant to policy and decision-making
- Time Series Forecasting

Key:
Compulsory course
Option course

Dissertation

Through the completion of a piece of individual research, you will develop a deep understanding and level of analysis of theories (machine learning and optimization) and applications to practical business problems.

Students will have the opportunity to closely work with leading world-class faculty in cutting-edge research projects.

Benefits

- Real project defined by a leading world-class faculty and/or company's business needs
- Enhances your technical skills, also developing further transferable skills
- Gain an insight into the sponsoring company
- You get to network and raise your profile
- Enhances employability and adds to your CV

Career outcomes

It is anticipated that demand for data analytics employees will continue to grow as analytics is viewed as a key competitive resource by many companies.

We expect the programme to open a range of career pathways in analytics for our graduates or to allow them to progress further within their existing career.

Roles we anticipate to be among these pathways include:

- Business consultants
- Business analysts
- Data analysts
- Business intelligence and analytics consultants
- Metrics and analytics specialists
- Analytics associates
- Solution architects
- Business process analysts
- Management consulting associates
- Operational research consultants

Ask AI

"The University of Edinburgh's online MSc in Data and Decision Analytics appears to be a robust and well-designed program from a highly reputable institution. Its strong curriculum, focus on both predictive and prescriptive analytics, practical approach, and dedicated career support suggest that it can indeed significantly increase your chances of securing a great job in data or decision analytics. If the online format suits your learning style and current commitments, it's definitely worth serious consideration."

“

My MSc enables me to innovate and initiate progress.

Citra Dini Yatie MSc

Changing banking practices through data

Student Development Team

Jo McLaren

Student Development Manager

Aligned to 4 MSc programmes: MSc in Data and Decision Analytics (online), MSc Human Resource Management, MSc International Human Resource Management and MSc Marketing.

jmclare3@ed.ac.uk

Prepare for your future career

The Student Development Team is here to help you maximise your potential in the global market.

- **Professional development**

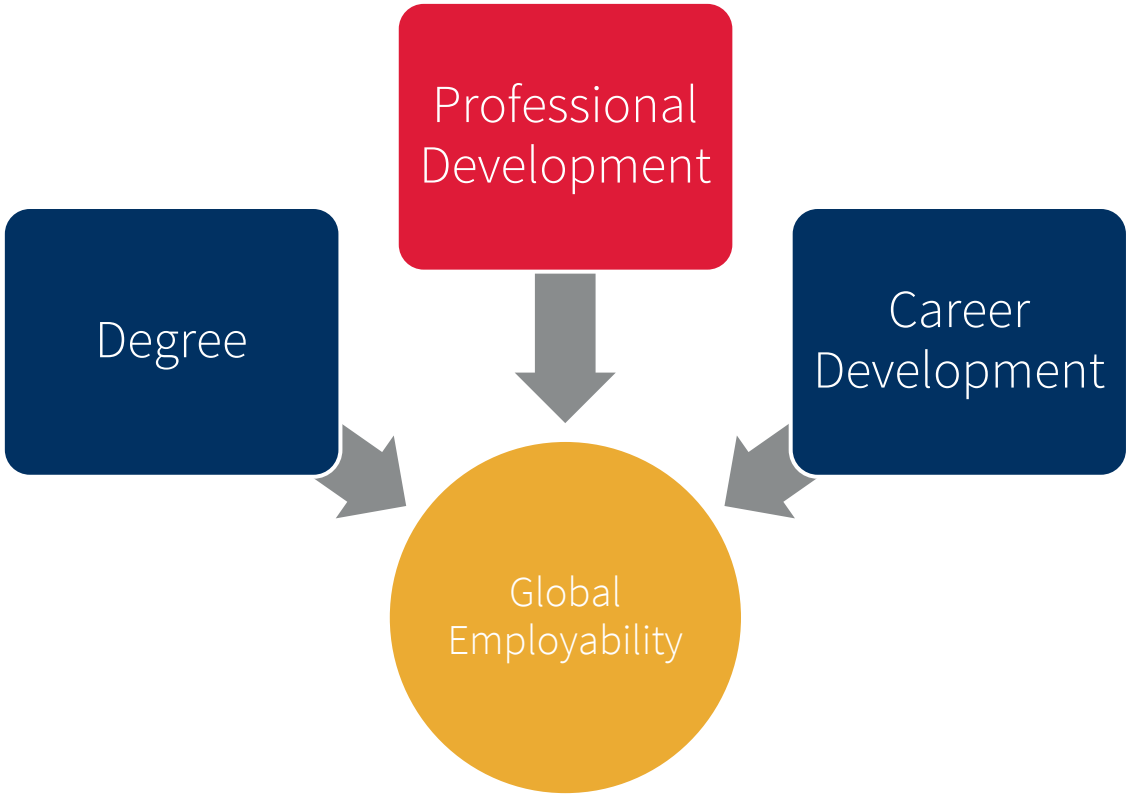
  Through workshops and programme support, we help you develop sought-after transferrable skills. The more you engage with our content and sessions, the more we can support you!

- **Career development**

  Gain the skills to secure your desired job, from writing a great CV to effective job searching and interviewing. We offer workshops, events, and 1:1 support.

- **Global employability**

  The Business School is a culturally diverse setting. Our employability expertise considers the international settings our students want to progress into.



Student Development Team

Induction week:
Build community, self-reflect, and familiarise yourself with Learn

Strengths coaching, Emotional Intelligence coaching & traditional coaching (4x free sessions)
Understand your strengths and weaknesses and set actions to achieve your goals by tapping into your unrealised strengths

Unlimited online career 1:1s:
Review your CV, cover letters, LinkedIn, interview/presentation skills, mock interviews, job search strategy, etc.

Industry & Alumni engagement:
Hybrid career lounges and guest speakers events

Tailored support:
We support your career and professional development to help you achieve global employability after your online Masters

Dedicated LinkedIn group: Stay up to date with events, interact with your cohort and feel a connection to UEBS

Online resources: Asynchronous **access** to professional & career development content

Monthly drop-in sessions: An opportunity to come together and connect each month, informally. Ask questions, share best practise, stay update on upcoming events. Alternate timings 8am, 12pm, 6pm UK time to cover different timezones.

Get the support you need

- **Student Adviser**

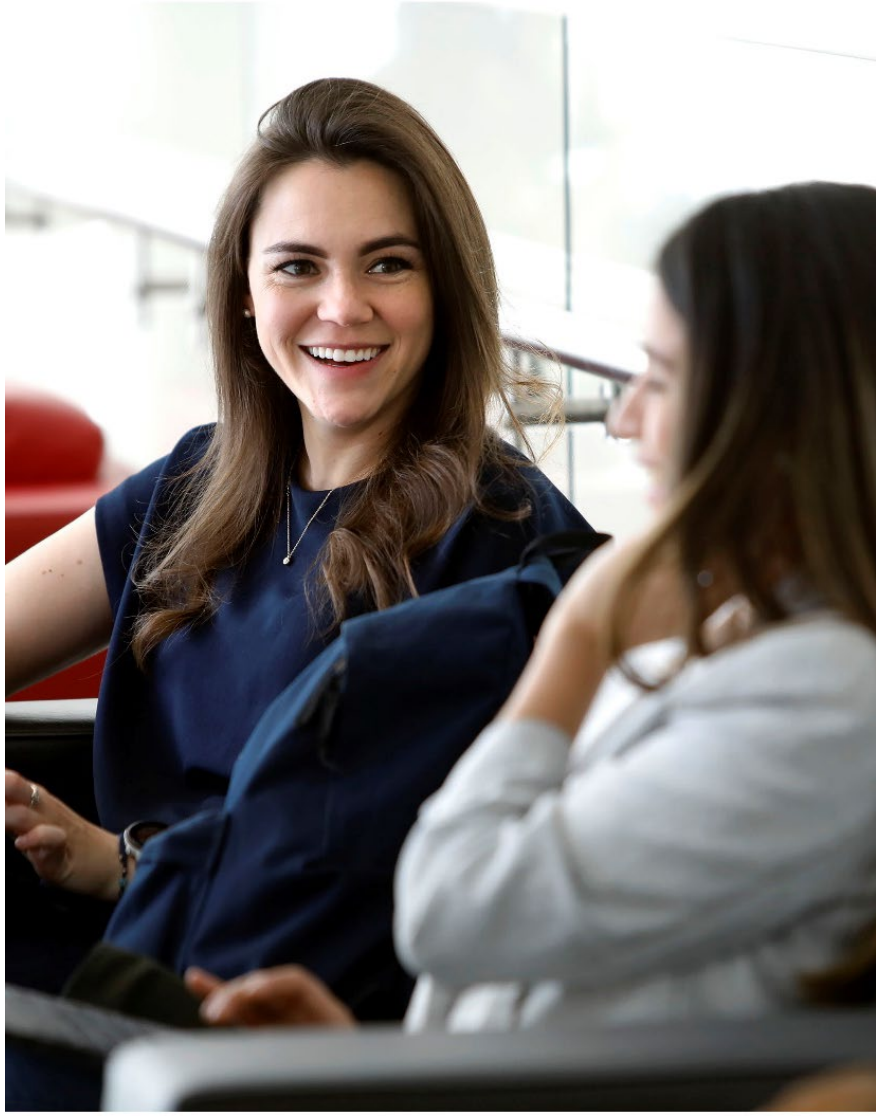
  This is your go-to person who can help you with:
  - advice on your programme and courses
  - mental health support
  - academic study skills development

- **Wellbeing service**

  You can access additional wellbeing and mental health support via this central University service

- **Academic guidance**

  Support is available through your Programme Director, Course Organisers, as well as the Institute for Academic Development



Admissions requirements

You will need a UK first-class or 2:1 honours degree in one of the subjects below, or an equivalent overseas qualification.

- An undergraduate degree in any disciplinary area related to management science, operational research, statistics, econometrics, mathematics, physics, computer science, engineering, or business and management which incorporates a distinct quantitative element is required

- Candidates with a first class or 2:1 honours degree in an unrelated subject area but who have relevant work experience will be considered on an individual basis

- Candidates' background should ideally include courses and/or experience gained in topics such as linear algebra, calculus, probability, and statistics

Document requirements

- **Degree certificate**

  If graduated

- **Official transcript**

  On headed paper or with a University stamp and signature, as well as grading scale

- **Reference**

  Academic if still studying or graduated within last two years otherwise professional

- **Personal statement**

- **English language certificate**

  (e.g. TOEFL, IELTS) even if out of date

Note: Documents must be provided in the original language as well as with an official English translation.

Application review

MSc Admission Decision

- 60% academic performance
- 40% non-academic qualities

Personal statement

Length

- 3,500 characters (approximately 500 words) in formal English

Content

- What skills, qualities, and experiences have prepared you to undertake this programme?
- What value do you think you can add to the learning community as part of an internationally diverse group?
- What impact do you hope to make in your future career, and how will this programme contribute to your aspirations?

Tips

- ✓ Tailor your personal statement to each programme and university
- ✓ Include relevant experience, e.g. paid or voluntary work experience
- ✓ Let us know about professional qualifications
- ✓ Tell us why you're suitable for the programme
- ✓ Don't write much more than the expected 500 words

Funding your studies

Tuition fees for 2025 entry	
Home and international	£20,400*

*One half of the fee is payable at the beginning of each year of the programme.

Scholarships

- The Business School Data Analytics (Online) Scholarship
- Awards of £5,000
- Deadline to apply: **1 July 2025**

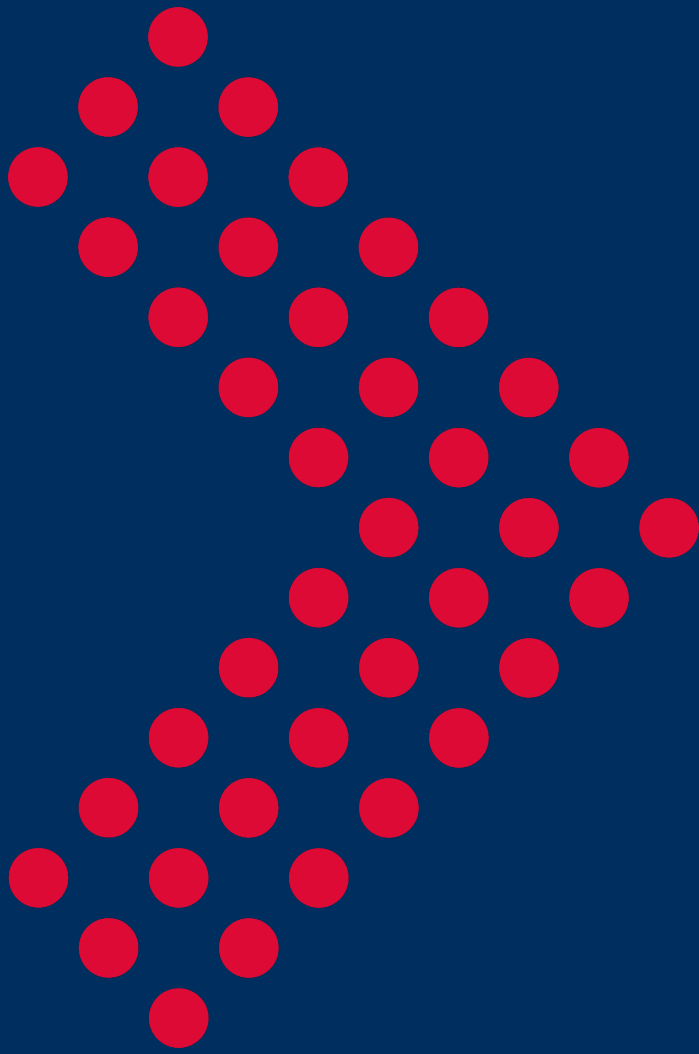
Apply

Applications are open for **September 2025** entry

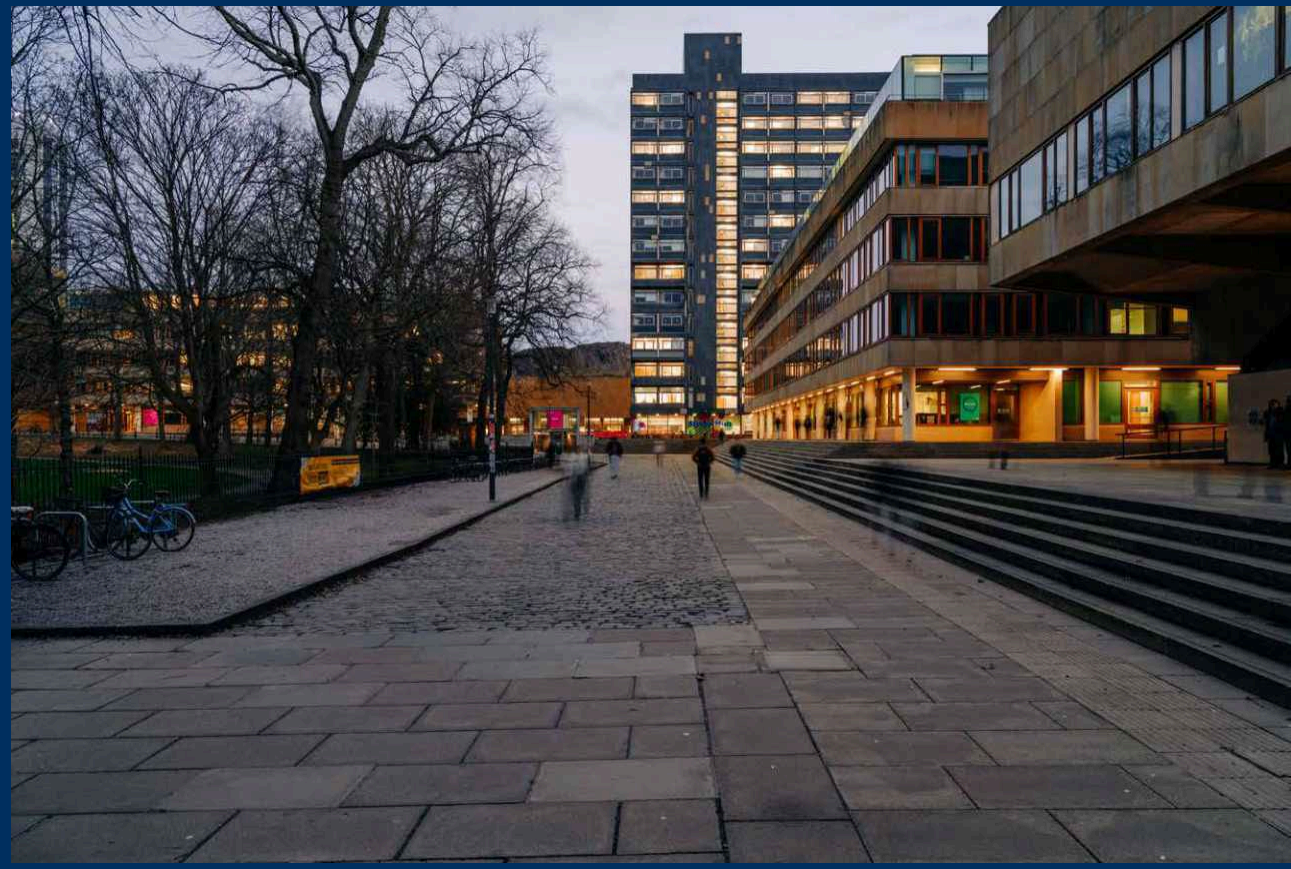
The application deadline is **21 August 2025**

Apply now via our website

Questions?



Thank you

futurestudents@ed.ac.uk

www.business-school.ed.ac.uk