



OLLSCOIL NA
GAILLIMHÉ
UNIVERSITY
OF GALWAY

Scoil Ghnó agus
Eacnamaíochta J.E. Cairnes
J.E. Cairnes School of
Business and Economics

MSc Business *Analytics*



University
of Galway.ie

Unlock the Power of Data for Modern Business Success

In today's data-driven world, organisations are constantly seeking skilled professionals who can harness the power of business analytics to drive strategic decisions.

The MSc in Business Analytics is your gateway to mastering the art and science of managing and developing business analytics within any organisation.

Designed as a specialist course, this programme blends your existing talents with cutting-edge technological skills and essential business knowledge. You'll learn to manage big data, extract valuable insights, and apply business analytics in real-world scenarios, all while positioning yourself as an indispensable asset in any knowledge-based organisation.



This programme offers a comprehensive learning experience through lectures, interactive workshops, expert guest lectures, and hands-on technology tutorials. You'll gain the skills needed to not only understand and apply IT in business analytics but also to analyse complex business problems, manage data-driven innovations, and make decisions that drive global business success.

With this Master's, you'll acquire the industry-standard skills and deep knowledge that top employers are seeking in today's competitive job market.

University of Galway Sustainability Rankings and Accolades

University of Galway has been named the **#1 university in Ireland** for sustainable development for a third year in a row, we are ranked **5th in Europe and ranked 47th in the world** by *Times Higher Education THE Impact Rankings 2024*. The accolade has been awarded in recognition of the University's progress in responding to the United Nations' Sustainable Development Goals (SDGs).

We are the first University to make the list as a Sustainable Development Goal Champion for 2023-2024, chosen from across society as leaders in driving forward Ireland's progress towards the *UN Sustainable Development Goals*.



Why Choose the *MSc Business Analytics*

Future-Proof Your Career

- High Demand: with 17,000 new jobs in Business Analytics expected in Ireland, this MSc positions you at the forefront of a booming industry.
- Global Relevance: gain skills that are in demand not just in Ireland, but worldwide.

Comprehensive Skill Development

- Hands-On Learning: engage with real-world projects and industry experts to apply your knowledge.
- Cutting-Edge Curriculum: learn the latest tools and techniques in data analytics, programming, and strategic IT management.

Career Support

- Dedicated Guidance: benefit from personalised career support and industry networking opportunities.
- Masterclasses: learn from top professionals, including CEOs and industry leaders, who share their insights and experiences.

Aligned with National Strategy

- Strategic Alignment: this programme is part of Ireland's National Skills Strategy 2025, ensuring your skills are aligned with the needs of the economy and society.

Real Impact

- Transformative Learning: not only will you master business analytics, but you'll also learn to leverage data to drive innovation and strategic decisions, making a tangible impact in any organisation.



Mastering *Business Analytics*

Semester 1 Taught Modules

- **Database Systems:** build and manage essential databases.
- **Business Applications Programming:** develop key programming skills.
- **Decision Theory & Analysis:** support decision-making with analytical tools.
- **Statistical Techniques:** apply statistical methods for data-driven insights.
- **Business Modelling & Analytics:** optimize decisions through modeling.
- **Electives:** choose between Strategic Management or Systems Development & Project Management.

Semester 2 Taught Modules

- **Information Systems Strategy:** drive innovation with strategic IT use.
- **Enterprise Systems:** integrate and manage core business processes.
- **Systems Security & Ethics:** navigate ethical and security challenges.
- **Advanced Programming:** sharpen your programming skills.
- **Data Science & Big Data:** explore the impact of big data on business.
- **Applied Customer Analytics:** use data to enhance customer understanding.

Capstone Project

Major Business Analytics Project: Apply your knowledge in a real-world project, showcasing your readiness for industry.



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Student Testimonials

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SHAUNA DEVERY | REGULATORY AFFAIRS ASSOCIATE, CERENOVUS,
JOHNSON & JOHNSON | BUSINESS MERIT SCHOLARSHIP RECIPIENT

“ The programme covers a wide range of relevant topics within the industry which provides students with the knowledge and skills necessary for employment within the analytical employment sector. The teaching staff put an incredible amount of time and effort into the delivery of each module, ensuring a focus on students that may not have a technical background or experience within the industry”



JONATHON LAWLOR | SENIOR IT DATA PROFESSIONAL -
ADVANCED ANALYTICS AT ELI LILLY & CO

“ The programme provided fundamental topics such as Decision Theory and Analysis, Applied Customer Analytics and exposure to cutting-edge disruptive technologies. The emphasis and encouragement to develop fundamental skills including, (i) reflective and analytical thinking, (ii) communication, and (iii) leadership have already been and will continue to be used for the rest of my professional career.”



AHMED ELWARDANY | BUSINESS INTELLIGENCE ANALYST -
FINANCE, GOOGLE

“ This programme enriched and developed my technical and business skills. It provided a solid foundation for transitioning my career towards business analytics through a blend of theoretical and practical learning activities. It was both a challenging and enjoyable journey that truly embraced cultural diversity in a friendly and supportive environment.”



EMMA MARLBOROUGH | HR TECHNOLOGY MANAGER, KKR

“ I found the course is well designed to accommodate students of various backgrounds. My HR background has been complemented with new technological skills. Being given the opportunity to work with a client for my capstone project equipped me with essential consultancy experience, learning first hand about business challenges when using analytics.”

Student Testimonials

Admission

Entry Requirements

Normally a H2.1 degree (NFQ Level 8 or equivalent). However, candidates with a H2.2 honours degree and who have a minimum of 2 years relevant work experience will also be considered.

IELTS score of 6.5 or equivalent, if applicable. The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

Duration

1 year - Full-time

Course Fees

EU: €11,500 p.a. 2025/26

Non-EU: €21,000 p.a. 2025/26

Student Levy: €140



**1-2 year
stay-back
visa scheme**

Find out more:

Programme Director

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Programme Administrator

Ms Melissa O'Hea

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Learn More:



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I was impressed with the quality and thoroughness of the MSc (Business Analytics) programme and the enthusiasm of the students. Not only does the programme teach the important fundamentals of business analytics, big data and data science, but they encompass that learning within a broader design thinking approach. The success of the programme speaks for itself in the number of students who are placed in high positions of responsibility at some of the leading companies throughout Ireland and the EU.

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Testimonial

Bill Schmarzo

**Customer AI &
Data Innovation Strategist**

DELL

