



OLLSCOIL NA
GAILLIMH
UNIVERSITY
OF GALWAY

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

MSc Business *Analytics*

THE

Awards
2025

Shortlisted

Business School of the Year

University
ofGalway.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, 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*.



Programme Learning Outcomes

Upon completion of the MSc Business Analytics, students will have acquired industry-standard skills and in-depth knowledge to:



Understand and be able to use specific IT which is used in developing business analytics



Analyse and solve business problems using applied data analytics tools and techniques



Transform organisations managing data-driven innovations



Identify, analyse and solve applied problems in individual and team-based settings



Apply effective decision-making to global business problems



Understand how to analyse data, extract insights and transform them into business value



Schedule of Modules

Semester 1

Core Modules (30 Credits)

[MS5128: Decision Theory, AI and Analytics - 5 Credits](#)

[MS805: Database Systems - 5 Credits](#)

[MS5107: Business Modelling and Analytics - 5 Credits](#)

[MS5105: Statistical Techniques for Business Analytics - 5 Credits](#)

Optional Modules (10 Credits required)

[MG557: Strategic Management - 5 Credits](#)

[IMS804: Systems Development & Project Management - 5 Credits](#)

[MS806: Business Applications Programming - 5 Credits](#)

Semester 2

Core Modules (30 Credits)

[MS5130: Applied Analytics in Business and Society - 5 Credits](#)

[MS5126: Philosophy of Information and Information Ethics - 5 Credits](#)

[MS5129: Storytelling through Data Visualisation - 5 Credits](#)

[MS809: Enterprise Systems - 5 Credits](#)

[MS5106: Data Science and Big Data Analytics - 5 Credits](#)

[MS5114: Advanced Programming for Business Analytics - 5 Credits](#)

Year Long

Major Project (30 Credits)

[MS5131: Major Business Analytics Project - 30 Credits](#)

List of modules is indicative and subject to change

Click on individual modules for course module information

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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

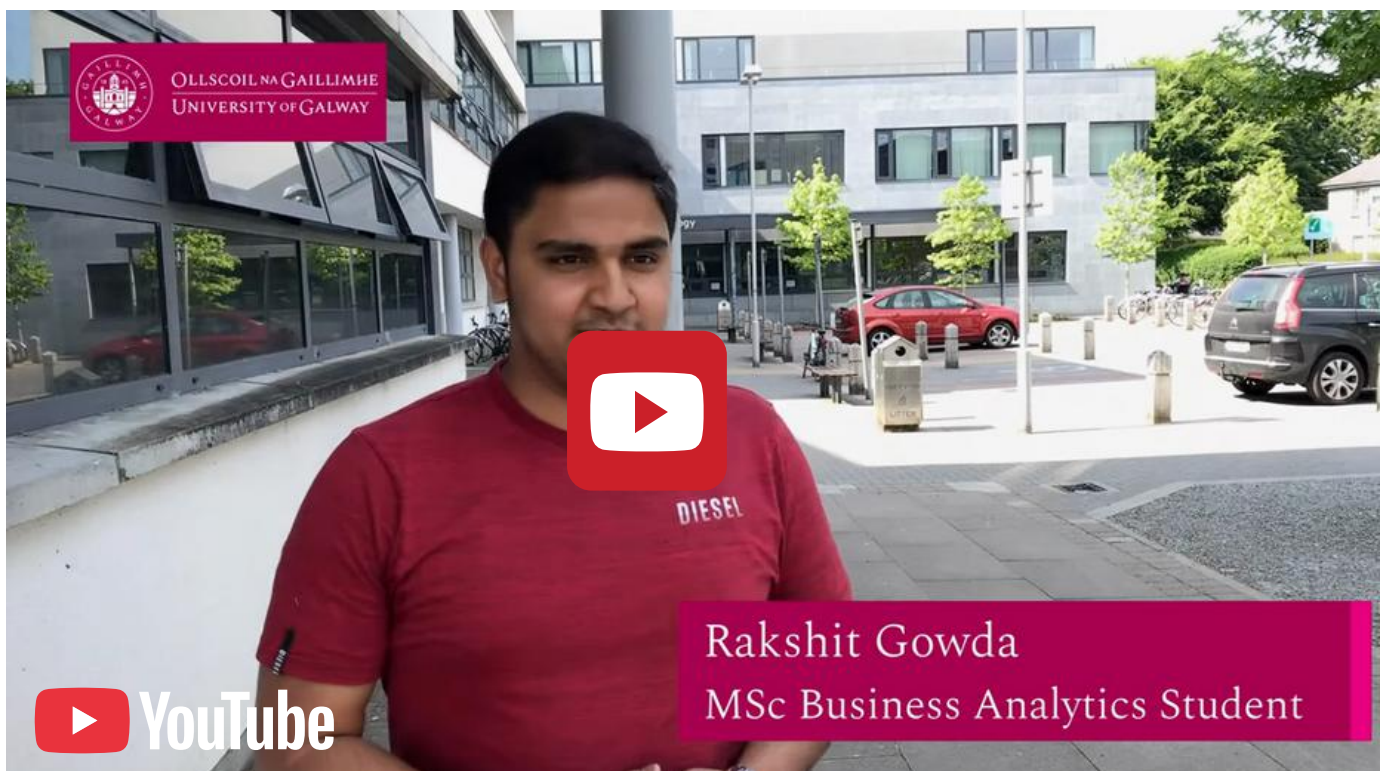
“ This programme enriched and developed my technical and business skills. It provided a solid foundation for transitioning my career towards business analytics through a blend of theoretical and practical learning activities. It was both a challenging and enjoyable journey that truly embraced cultural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



Why Choose the *MSc Business Analytics*

Future-Proof Your Career

- High Demand: PwC's 2025 CEO Survey found 91% of Irish CEOs express concern over skills availability. Analytical thinking remains the most sought-after skill, with 70% of organisations deeming it essential by 2025.
- 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.



Leading *the future*

Join a globally recognised institution ranked among the best for sustainability, and study on a campus committed to creating a greener future. Imagine earning a MSc degree that not only equips you with cutting-edge skills but also aligns with your values of environmental stewardship.

Our business programmes are designed to foster innovation and leadership, preparing you to excel in today's competitive market. The University offers a unique blend of academic excellence, practical experience, and a sustainable campus environment, making it the ideal choice for future business leaders.

Envision your career flourishing as you benefit from our world-class faculty and strong industry connections.



Top 2%



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 **3rd in Europe and ranked 64th in the world** by *Times Higher Education THE Impact Rankings 2025*. 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 Ambassador for 2024-25, chosen from across society as leaders in driving forward Ireland's progress towards the UN Sustainable Development Goals.



University of Galway has been ranked **1st in Ireland** for Sustainable Development for a third year in a row by the Times Higher Education The Impact Rankings 2025



University of Galway has been ranked **3rd in Europe and 64th in the world** for Sustainable development by the Times Higher Education The Impact Rankings 2025



University of Galway is ranked **64th in the world** in the 6th edition of the Times Higher Education (THE) World IMPACT Rankings 2025



University of Galway is ranked **38th in the world for SDG 3** in the 2025 Times Higher Education Societal Impact Rankings

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 for Academic Year 2026/27

EU: €11,700

Non-EU: €21,500

Student Levy: €140



**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

**Costumer AI &
Data Innovation Strategist**
DELL

