



University of
Central Lancashire
UCLan Cyprus

MSc Data Analytics

Data Analytics is the science that allows decision makers to unveil new business insights by examining large amounts of data to uncover hidden patterns, correlations and other important insights. This course is designed to provide graduates and working professionals with knowledge and a diverse set of skills that span across all layers of the knowledge discovery stack including storage, mining, analytics, decision support frameworks and visualisations, as well as practical experience with modern tools.

In particular, students will learn how to (i) analyse large data sets and summarise their main characteristics with the use of attractive data visualisations; (ii) design and create databases that allow organisations to efficiently manage and query their enterprise data; (iii) discover patterns in large data sets with established techniques from various fields such as statistics, machine learning and artificial intelligence; and (iv) understand today's turbulent business environment and learn how modern BI tools enable organisations to survive and excel.

The MSc Data Analytics programme at UCLan Cyprus is the only programme in Cyprus which offers the SAS Joint Certificate. UCLan Cyprus MSc Data Analytics graduates have the option to receive the SAS Joint Certificate in Business Intelligence and Data Mining in addition to their MSc award. The SAS Joint Certificate equips students with additional knowledge and skills to apply analytics to real business problems using real business data and provides students with a competitive advantage in the marketplace, through a professional certification which is in high demand by the market. The combination of the MSc Data Analytics programme and the SAS Joint certificate curriculum prepares graduates to work in a data-rich business environment and have a rewarding career in the digital age.



MSc Data Analytics

✉ admissions@uclancyprus.ac.cy

☎ +357 24 69 40 00

MODULES	SEMESTER	ECTS
COMPULSORY		
Master's Project	2,3	30
Critical Analysis	1	10
Business Intelligence and Data Analytics	1	10
Enterprise Data Management	1	10
Exploratory Data Analysis	2	10
Knowledge Discovery	2	10
OPTIONAL		
Information Security Management	2	10
Advanced Topics in Human Computer Interaction	2	10
ERP Systems	1	10
Strategy and International Management	2	10
e-Marketing	2	10
Leadership and Management	1	10
UX Away from the Desktop	2	10

CAREER OPTIONS

This course is designed to provide graduates and working professionals with skills that enable them to organise, analyse, explore, interpret and visualise their data, as well as acquire practical experience with modern tools. These skills can be used in virtually every industry domain that uses data, such as Banking Consumer, Healthcare, Energy, Manufacturing, Technology, etc.

Additionally, the course provides a multitude of career options in both national and international data analytics companies such as Data Analytics Business Consultant, Data Analytics Architect, Data Engineer, Data Solution Architect, Data Analyst, Analytics Associate, Business Intelligence and Analytics Consultant, Metrics and Analytics Specialist, and many more.

ENTRY REQUIREMENTS

> Bachelor's degree, with at least Lower Second Class grade or equivalent.

> Proof of English Language knowledge to a score of at least IELTS 6.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).



The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.

