



ASU



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

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Apply Now



Enquiry

Master in Business Analytics

Programme Details

Final Qualification

Master Degree

Language of Study

English

Mode of Study

Full Time

Programme Structure

Study Period

2 Years

Total Credit Hours

36 Credit Hours

Number of Courses

9 Courses + Thesis or
10 Courses + Applied Project

Brief about the Programme

Unlock your potential with the Master in Business Analytics programme, designed to empower you with critical knowledge and cutting-edge skills in the dynamic field of data-driven decision-making. This comprehensive curriculum blends theoretical foundations with practical applications, equipping you to tackle complex business challenges with innovative analytical techniques. Learn from industry experts and gain hands-on experience using advanced tools and technologies that are transforming organisations worldwide.

Whether you are aiming to enhance your career prospects or pivot into a new field, the programme prepares you to thrive in today's competitive landscape, fostering a mindset focused on strategic thinking and impactful solutions. Students may choose between 9 courses plus a research thesis, or 10 courses plus an applied project.

Aims of the Programme

1. Enable learners to develop in-depth knowledge and critical awareness of the contemporary business analytics field.
2. Provide learners with a deep and systematic understanding of business analytics.
3. Equip learners with required skills that are relevant to the business analytics workplace.
4. Enable learners to reveal, develop, and apply detailed analytical, creative, problem-solving, and research skills in the field of business analytics.
5. Equip learners with comprehensive knowledge and technology for innovation and professional learning in the business analytics context.



Career Paths

1. Data Analyst
2. Business Intelligence Analyst
3. Data Scientist
4. Business Analyst
5. Operations Analyst
6. Marketing Analyst
7. Supply Chain Analyst
8. Risk Analyst
9. Financial Analyst
10. Fraud Analyst
11. Research Analyst
12. Consultant

Entry Requirements

1. Holding a Bachelor's Degree or its equivalent from a university or college recognized by the Ministry of Education in the Kingdom of Bahrain.
2. The Bachelor's Degree programme should be in the same specialization as the Master Programme or in a similar qualifying field according to the study plan; otherwise, the student should pass a number of remedial courses approved by the University and specified by the relevant department.
3. The applicant should be the holder of a Bachelor's Degree with a GPA of not less than Good or its equivalent to be admitted. If the cumulative GPA is lower than the required minimum, the application may be granted conditional admission with remedial courses selected by the academic department and as per the University graduate studies bylaws.
4. The applicant must pass the English placement test adopted by the University or provide a (TOEFL) score of (500) or equivalent. Otherwise, the student commits during the first year to study and pass one English remedial course determined by the college.
5. The applicant should pass an interview conducted by a committee in the Academic Department.
6. Transfer students are admitted according to Article (17) of the Graduate Studies Bylaw.



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