



University College Dublin  
College of Business and Law



## Why UCD?

- Top 2% World University
- Ireland's largest and most international university
- Emphasis on Research and Innovation
- Safe, modern campus in Dublin, capital city of Ireland
- Extensive accommodation options with 24 hour security
- 1 hr flight from London

## MSc in Business Analytics

### Why is this course for me?

The programme is suitable for graduates from a wide variety of disciplines including Business Studies, Engineering, Computer Science and Maths who would like to use their aptitude for mathematics/computerised problem solving to address business problems.

Business Analytics is a branch of applied mathematics that uses quantitative and computer techniques to optimise decision-making in business, taking advantage of the large amounts of data now available and meeting the challenges of a dynamic environment. It is a technically focused programme directed at management applications, not a general course about management. This programme is comparable to a Masters degree (typically MSc) in Operational Research (UK) or Operations Research (USA).

### UCD College of Business and Law

UCD Michael Smurfit Graduate Business School is one of an elite group of schools worldwide to achieve the Triple Crown of Accreditation from EQUIS, AACSB and AMBA and we are the only Irish member of CEMS, which is a global alliance of leading business schools and organisations. Accreditations are your guarantee that you will receive a top quality, world class MBA and they position our school, and more importantly our students, in the minds of the international business community.

A Financial Times survey ranked UCD Smurfit School as the leading business school in Ireland and 14th in Europe. The School's academics hold the highest qualifications from the world's leading universities and this together with their business experience enables them to create a stimulating environment both in teaching and research.



## What will I study?

You will learn how to use advanced mathematics and quantitative techniques to make effective business decisions that will help enhance companies' performance in an increasingly competitive business environment. This specialist management programme builds on students' technical and analytical knowledge and experience while providing the technical skills needed to develop software and implement these techniques in a business problem-solving environment.

You will be given the tools to be an expert in business analytics and get experience with applying these tools in practice and in engagement with leading Irish companies. You will be exposed to current research in all aspects of decision and management science, including work in the field of Project Management, Simulation, Multi-criteria Decision Making and Spatial Decision Support Systems.

## Career Opportunities

The MSc in Business Analytics programme can lead to careers in software design, management consultancy, systems analysis, financial analysis, operations research, information technology and logistics management. Because of the strong mathematical focus of the course, many graduates move into careers in investment

banking. Our graduates are employed in companies such as:

Distinct Business Consulting, PA Consulting, IBM, Deloitte Consulting, Merck Sharp and Dohme, Intel, Dell, Revenue Commissioners, AIB, Accenture, J.P. Morgan, Goldman Sachs.

The UCD MSc in Business Analytics programme is built around the unique concept of building partnerships with companies that are at the forefront of applying quantitative analysis (IT, software and mathematical) techniques in business. Aspects of these company partnerships include company staff completing the programme part-time and company funded scholarships for prospective students, as well as current students completing dissertations and projects on real company problems. Partner companies are also invited to suggest relevant content for the course that would best fit their recruitment needs.