Aston University

PROGRAMME SPECIFICATION

2013-14

Programme Title	Business and Marketing Analytics
UCAS/JACS Code	N100
School/Subject Area	Aston Business School Mainly Operations & Information Management Group, plus contributions from others
Final Award	MSc
Interim Award(s)	Postgraduate Certificate, Postgraduate Diploma
Mode(s) of Study	Full-time and part-time on campus, flexible credit accumulation.
Normal Length of Programme	FT: 12 months PT: 24 months minimum, up to 3 years allowed by the University FCA: up to 3 years
Total Credits	Certificate 60, Diploma 120, MSc 180
Programme Accredited By	None
Dates Programme Specification Written and Revised	11/1/2011, 27/05/11, 15/06/12, 21/06/13

Educational Aims of the Programme	• To provide a programme of study that meets the needs of local, national and international candidates, enabling them to learn by the exchange of experience as well as formal academic study. • To meet the needs of recent graduates and those already in employment who wish to acquire specialist skills and knowledge in Operational Research, statistics and their use in marketing. • To provide students with an excellent learning experience that draws on the research and consultancy of Aston academic staff, utilising the University's links with business, professional and public sector organisations. • To provide students with opportunities to enhance their employability by developing life-long learning and personal development skills. • To produce well qualified graduates who are equipped for and aspire to senior positions. • To cause students to reflect upon and develop their own positions in relation to corporate responsibility, sustainability and ethics. The programme specific aims are : • To apply the theoretical knowledge and practical solution methods from Operational Research and statistics to business situations in general and marketing in particular. • To understand how modern performance measurement and management methods can be applied within organisations in general and in marketing in particular. • To enable the student to identify the appropriate type of statistical and econometric analyses needed for various decision making contexts and to carry out such analyses; • To develop the skills necessary to both build and interpret common empirical models in the performance measurement literature. • To develop knowledge and understanding of key theories, concepts and models in supply chain management.

Relevant Subject Benchmark Statements and other External and Internal Reference Points used to inform programme outcomes	• Quality Assurance Agency (QAA) Benchmarking Statement in Business and Management for Masters level programmes • UK Quality Code Part A.1 (2011) • Quality Assurance Agency (QAA) Codes of Practice • Liaison with other UK providers of postgraduate education in Operational Research and Marketing Analytics in the framework of the UK Operational Research Society and the Committee of Professors in Operational Research

TAUGHT STAGE

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Marketing Management	15	7	BMM601	Core	Y	N
Statistical and Econometric Methods	15	7	BNM818	Core	Y	N
Operational Research Methods	15	7	BNM820	Core	Y	N
Performance Measurement in Practice	15	7	BNM826	Core	Y	Y
Market Analytics	15	7	BNM828	Core	Y	Y
Data Mining & Business Intelligence	15	7	BNM842	Core	Y	N
Select 1 operational research optional module:						
Foundation in Business Systems	15	7	BNM805	Option	Y	N
Managing Projects	15	7	BNM808	Option	Y	N
Effective Management Consultancy	15	7	BNM817	Option	Y	N
Select 1 marketing optional module:						
Marketing Research	15	7	BMM603	Option	Y	N
Marketing Strategy	15	7	BMM604	Option	Y	Y
TOTAL	120					

DISSERTATION STAGE

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
MSc Dissertation	60	7	MSCDISS	Core	N	N
TOTAL	60					

Programme Outcomes and Learning, Teaching and Assessment Strategies			
A. <u>Knowledge and Understanding</u>			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
A1	The theories, principles and underlying concepts and practice of management and an understanding of business models and processes in a national and international context	Lectures and exercises based on theories: • convey essential knowledge • provide guidance to students on effective use of learning materials	Examinations: • to assess learning outcome • to test students' ability to marshal information concisely and accurately within a limited time Written assignments and extended project: • to assess learning outcomes • to assess ability to marshal information and present an argument
A2	How Operational Research and Statistics can support interventions in decision contexts in organisations, including their assumptions and limitations.		
A3	How statistical and other data mining methods can be used to uncover the information from marketing data and use it effectively to enhance customer value, attraction and retention of customers.		
A4	How quantitative methods in the form of Data Envelopment Analysis or Econometrics can support performance management in organisations, including their use in assessing performance in marketing.		

B. Intellectual Skills			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
B1	Demonstrate competence in critical reasoning and decision-making.	Lectures and exercises which emphasise the underlying theories and rationale of the approaches used in interventions for decision making in organisations	Examinations, assignments and projects which require judgement and critical input from the student
B2	Demonstrate a high level of intellectual and analytical skills, and, through intensive postgraduate study, have acquired and developed understanding of business and management subjects.		
B3	Critically assess and engage with business and management problems		

C. Professional Skills			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific skills and management competencies including:	• Lectures, and exercises using the theories covered in the lectures.	Examinations: • to assess learning outcome • to test students' ability to marshal information concisely and accurately within a limited time Written assignments: • case studies requiring the formulation of models, use of special software to analyse the models and reporting on the outcome for non-specialists
C1	Use mathematical and statistical methods in managerial decision making.		
C2	Formulate, solve and interpret linear, integer and multi-criteria programming models		
C3	Use probability and statistical models for inferences about populations from samples and using correlation and regression analysis.		
C4	Analyse marketing data including on types of client purchases, timing and location of purchases in order to develop marketing strategies.		
C5	Use mathematical and statistical methods in managerial decision making.		

D. Transferable Skills			
	On successful completion of their programme, students are expected to show:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific skills and management competencies including:	• group working skills via case studies and syndicate groups • computer and IT skills • Use of group decision support methods for structuring complex problems.	• Written reports • presentations • Syndicate group work • Projects requiring the use of IT. • consultancy projects in public and private sector organisations
D1	IT and computing skills		
D2	Report writing skills		
D3	Presentational skills		
D4	Communication and team working skills		
D5	Competency in understanding relevant statistical analyses		
D6	Enhanced personal skills and self-confidence in order to optimise career prospects.		
D7	Ability to apply and integrate their key skills and competencies by undertaking a major dissertation		

Entry Requirements	**Direct Entry:** • A UK honours degree or an overseas degree recognised by Aston or • A degree-equivalent professional qualification • Evidence of quantitative aptitude in mathematics to a level of a good GCSE pass or equivalent. **English Language Requirements (for candidates whose first language is not English):** • A TOEFL score of 100 (internet-based with minimum 23 in writing and speaking and 22 in reading and listening). • An IELTS score of 6.5 overall with no less than 6.5 in writing and speaking and 6.0 in listening and reading. • A Pearson Academic score of 61 overall with 61 minimum in writing, speaking, reading and listening • Candidates with TOEFL 85 or above (internet-based) with 21 minimum in writing and reading, 20 in listening and 22 in speaking, or IELTS 6.0 overall with 6.0 or above in all sections, or Pearson Academic 59 overall with a minimum score of 59 in each section are offered the opportunity of attending an 8-week pre-sessional course. • Candidates with TOEFL 75 overall (internet-based) with minimum 18 in reading and writing, 17 in listening and 20 in speaking, or IELTS 5.5 overall with 5.5 or above in all sections, or Pearson Academic Pearson Academic 51 overall with a minimum score of 51 in each section are offered the opportunity of attending a 12 week pre-sessional course. • Candidates with TOEFL 70 overall (internet-based) with a minimum score of 17 in reading and writing, 16 in listening and 19 in speaking, or IELTS 5.0 overall with 5.0 or above in all sections, or Pearson Academic 47 overall with a minimum score of 47 in each section are offered the opportunity of attending a 16 week pre-sessional course. • Candidates with TOEFL 65 overall (internet- based) with a minimum score of 16 in reading, 17 in writing, 15 in listening and 18 in speaking , or IELTS 5.0 overall with a minimum of 5.0 in writing and 4.5 or above in speaking, listening and reading, or Pearson Academic 42 overall with a minimum score of 42 in each section are offered the opportunity of attending a 20 week pre-sessional course. • A GMAT of 550 minimum may be required

Programme Regulations	**Attendance requirements:** Students are required to attend all sessions as specified for the course. **Flexible Credit Accumulation – Receiving an award:** The Programme Examination Board will consider students on this mode of attendance at least annually. The Board will agree the options open to students e.g. accept a Postgraduate Certificate and withdraw from the programme or continue with the programme. Students will receive a 'statement of progress' letter at least once per year usually after a Programme Examination Board indicating: which credits have been passed, whether the credit passed entitles the student to an award and the period of study remaining until the time-limit for FCA programmes is reached (5 years from the start of the programme). If a student wishes to accept an award and leave before the end of the programme they must respond to the statement as soon as possible indicating they wish to receive an award.
	Specific assessment requirements for modules / module pass marks: The Board of Examiners may apply condonement to allow one or more assessments marked at 49% or below (but not normally below 40%) as passes. The Board of Examiners will normally condone a maximum of 30 credits of taught modules.
	Dissertation Requirements: It is a requirement of the MSc Business & Marketing Analytics that students undertake a major dissertation. The dissertation is assessed in 2 components: Career & Project Skills (15%) MSc Dissertation (85%). The Dissertation of up to 20,000 words will contain the literature review, terms of reference, methodology, analysis, findings and recommendations.

General Regulations (http://www1.aston.ac.uk/registry/for-staff/regsandpolicies/general-regulations/) and the Regulations for the programme (above) take precedence over other information sources such as student handbooks if there is a conflict. If there is a conflict between General Regulations and Programme Regulations then General Regulations take precedence unless an exemption has been approved.

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.