

# MSc BUSINESS ANALYTICS

## (SANDWICH & WEEKEND)

### Why Study for an MSc in Business Analytics at the University of Ghana Business School?

The MSc Business Analytics programme will provide graduates with in-depth knowledge and skills in business/data analytics through practical teaching to generate valuable insight and foresight that can assist with business decision making. Students will learn how to identify patterns, visualize, and extract meaningful insights from data to facilitate the business decision-making process. The programme is carefully crafted to ensure that graduates acquire a firm grounding in important areas such as Machine Learning, Business Intelligence, and Text Analytics. The programme will enable graduates to assume management roles such as Business Analyst, Data Analyst, Data Scientist, HR Analyst, Marketing Analyst, Financial Analyst, Supply Chain Analyst, and Management Consultants.

## STRUCTURE/SCHEDULE OF COURSES

<i>SEMESTER 1: Core Courses</i>		
Course Code	Course Title	Credits
MSBA 601	Unsupervised Machine Learning	3
MSBA 603	Data Wrangling	3
MSBA 605	Programming for Analytics	3
MSBA 607	Statistics for Business Analytics	3
<i>SEMESTER 1: Elective Courses (Minimum 3 credits, maximum 6 credits to be taken)</i>		
Course Code	Course Title	Credit
MSBA 609	Strategy for Analytics	3
MSBA 611	Database Management (Required)	3
MSBA 613	Marketing Management	3
MSBA 615	Human Resource Management	3
MSBA 617	Financial Management	3
MSBA 619	Accounting for Managers	3
MSBA 621	Supply Chain Management	3
<b>Sub-total for Semester 1 coursework</b>		<b>15-18</b>
<i>SEMESTER 2: Core Courses</i>		
Course Code	Course Title	Credit
MSBA 602	Business Intelligence	3
MSBA 604	Data Governance, Policy, and Regulations	3
MSBA 606	Research Methods in Business Analytics	3
MSBA 608	Supervised Machine Learning	3
<i>SEMESTER 2: Elective Courses (Minimum 3 credits, maximum 6 credits to be taken)</i>		
MSBA 610	Advanced Text Analytics	3
MSBA 612	Analytics for Marketing	3
MSBA 614	Analytics for Accounting	3
MSBA 616	Analytics for Human Resource Management	3
MSBA 618	Analytics for Finance	3
MSBA 620	Analytics for Supply Chain	3
<b>Sub-total for all Semester 2 Coursework</b>		<b>15-18</b>
MSBA 600	Project Work: Business Analytics Project	6
MSBA 622	Seminar: Issues in Business Analytics	3
<b>Sub-total for research work</b>		<b>9</b>
<b>Sub-total for all Semesters Coursework</b>		<b>30 - 36</b>
<b>Overall Total for Graduation</b>		<b>39-45</b>



### Coordinator:

**Dr. Emmanuel Awuni Kolog**

### Admission Requirement:

Applicants should have a good first degree (at least second-class lower division) its equivalent from a recognised tertiary institution in social sciences and other related disciplines. In exceptional instances, applicants with a third class with a minimum of five years working experience in public service management may be considered for admission.

### Physical Address:

One-Year Special Programmes Office  
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Opposite Goli Filling Station), 3rd Floor, Room 3W9

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