

Programme Specification

MSc Digital Business and Data Analytics (full-time)

PFTZDIGBDAHM

MSc Digital Business and Data Analytics (part-time)

PPTZDIGBDAHM

For students entering in 2027/28

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MSc Digital Business and Data Analytics (full-time) - 12 months MSc Digital Business and Data Analytics (part-time) - 24 months
Accreditation	Association to Advance Collegiate Schools of Business (AACSB) EFMD Quality Improvement System (EQUIS)
Programme Start Dates	September
QAA Subject Benchmarking Group	Computing, Business and Management

Programme information and content

The MSc Digital Business and Data Analytics is designed to equip students with knowledge and practical skills to develop digital business solutions that align with business strategy, data, information, and technology. The emphasis is on the strategic use of very large data sets, often referred to as 'Big Data'. Students will learn to develop a strategic approach to managing big data in business, through analysing real business problems, understanding approaches to business intelligence, and acquiring hands-on data analytics skills to leverage information technology, machine learning and artificial intelligence. The programme aims to equip graduates with the data analytics' tools necessary to appreciate how big data can help organisations worldwide gain a competitive edge and set them apart in a competitive job market.

Programme Learning Outcomes

-MSc Digital Business and Data Analytics (full-time)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Apply data analytics skills for business decision making and solution design for organisations in a wide range of business situations.
2	Critically evaluate existing and emerging research, literature and practices, and design and undertake a substantial piece of independent research in data analytics.

3	Communicate effectively in both oral and written format for a variety of purposes and audiences.
4	Use digital technologies and data to address contemporary and sustainable issues from diverse perspectives.
5	Apply digital ethics principles in the discipline to problem solving and solution design.
6	Collaborate effectively and apply suitable team working skills in group settings for problem solving.
7	Take personal responsibility for self-directed learning and manage time effectively.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

Module information

The programme comprises 180 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

Compulsory modules

Module	Name	Credits	Level
INMR66	Business Domain and Requirements Analysis	20	M
INMR77	Business Intelligence and Data Mining	20	M
INMR91	Business Informatics	20	M
INMR95	Business Data Analytics	20	M
INMR99	MSc Dissertation (MSc Digital Innovation/MSc Digital Business and Data Analytics)	40	M

The remaining credits will be taken from a list of optional modules from the Henley Business School, or other departments within the University.

Part-time or flexible modular arrangements

The programme can be taken part-time over two consecutive years.

The dissertation should be taken in the final year; the other 140 credits can be divided between the two years at the student's discretion. A student may undertake an optional module at any time, without necessarily being constrained by the completion of core modules.

Placement opportunities

Students may carry out their dissertation projects in organisations as part of a placement. The placement needs to be arranged by students and requires an approval by the Programme Director who ensures that the placement satisfy the requirements of Dissertation.

Study abroad opportunities
N/A

Optional modules
The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery
Teaching is organised in modules. The method of delivery varies among modules, especially in terms of the proportions of time allocated to lectures, tutorials and seminars. Some modules may include group work. The programme requires a substantial amount of independent reading, research and study and you are expected to take personal responsibility and show initiative in developing your knowledge and understanding of the field of study. You will also need to enhance your skills in communications, information handling, numeracy, problem-solving, data analysis and the use of information technology. You will work under time pressure throughout the programme and will learn to set priorities and manage your time in order to meet strict deadlines. Career planning/development is also an integral part of the programme. The total study hours for the programme will be 1800 hours. The contact hours for your programme will depend on your module combination; an average for a typical 20-credit module is 200 hours. This includes, in addition to your scheduled contact hours, guided independent study which student will be expected to undertake. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description. Elements of your programme will be delivered via digital technology. The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

Accredited by:

EFMD Quality Improvement System (EQUIS)

Association to Advance Collegiate Schools of Business (AACSB)

Assessment

The programme will be assessed through a combination of written examinations (including class tests), coursework, group work and oral assessments. Further information is contained in the individual module descriptions.

Progression

N/A

Classification

The University's taught postgraduate marks classification is as follows:

Mark	Interpretation
70 - 100%	Distinction
60 - 69%	Merit
50 - 59%	Good standard (Pass)

Failing categories:

40 - 49%	Work below threshold standard
0 - 39%	Unsatisfactory Work

For Master's Degree

The following conditions must be satisfied for the award of a Master's degree:

Award of a Master's degree

- (i) an overall weighted average of 50% or more over 180 credits
- (ii) a mark of 50% or more in at least 120 credits
- (iii) not more than 20 credits with a mark below 40%

In addition, for all classifications, student must:

- (i) achieve a mark of 50% or more for the Dissertation

In addition to the threshold conditions for the award of a Master's degree, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

Distinction

[An overall weighted average of 70% or more over 180 credits

OR

an overall weighted average of 68% or more over 180 credits and marks of 70% in at least 90 credits]

[AND

Where the dissertation is included in the conditions for the award of a Master's degree, a mark of at least 60% in the dissertation]

AND

No marks below 40%.

Merit

[An overall weighted average of 60% or more over 180 credits

OR

an overall average of 58% or more over 180 credits and marks of 60% in at least 90 credits]

AND

No marks below 40%.

For Postgraduate Diploma

The following conditions must be satisfied for the award of a Postgraduate Diploma:

Award of a Postgraduate Diploma

(i) an overall weighted average of 50% or more over 120 credits

(ii) a mark of 50% or more in at least 80 credits

(iii) no credits with a mark below 40%

In addition to the threshold conditions for the award of a Postgraduate Diploma, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

Distinction

[An overall weighted average of 70% or more over 120 credits

OR

an overall weighted average of 68% or more over 120 credits and marks of 70% in at least 60 credits]

AND

No marks below 40%.

Merit

[An overall weighted average of 60% or more over 120 credits

OR

an overall average of 58% or more over 120 credits and marks of 60% in at least 60 credits]

AND

No marks below 40%.

For Postgraduate Certificate

The following conditions must be satisfied for the award of a Postgraduate Certificate:

Award of a Postgraduate Certificate

- i. an overall weighted average of 50% or more over 60 credits
- ii. no credits with a mark below 40%

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 19: Awards: Postgraduate Master's, Postgraduate Diploma, Postgraduate Certificate

Please note that there may be a specific version for your year of entry.

Additional costs of the programme

For textbooks and similar learning resources, we recommend that you budget approximately £500. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including textbooks and electronic resources, are available through the Central Library and the Business School Academic Resource Centre. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to your module selection, you may be required to purchase sundry materials (i.e. printing). During your programme of study, you will incur some additional costs, such as printing and photocopying – for these facilities are available on campus. Essential costs in this area will be low as most coursework is submitted electronically.

Many students find it advantageous to have their own personal computing facilities* though there are central lab PC facilities available.

*Software for some technical modules (e.g. data mining/analytics) may work on Windows environments only.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

MSc Digital Business and Data Analytics (full-time) for students entering in session 2027/28
8 July 2026

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