

# Online MBA with Data Analytics

Harness the power of data to drive business strategy and leadership success.



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# **Your programme need-to-knows**



## **Start date**

January, March, June, and September

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## **Study mode**

Online

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## **Duration**

1 year full-time, 2 years part-time

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## **Credits**

180

# **Shape your future at a world-class institution**



**London's #1 modern university**

(Times Good University Guide, 2022)



**Top 10 for postgraduate satisfaction**

(Postgraduate Taught Experience Survey, 2023)



**Silver in 2023 Teaching Excellence Framework**

(Teaching Excellence Framework, 2023)



**Joint number 1 modern university in the UK for research**

(Research Excellence Framework, 2021)



**Ranked in the top 15% of young universities worldwide**

(Times Higher Education Young University Rankings, 2024)



# **The advantage of Roehampton Online**

## **Learn on your terms.**

Advance your career from anywhere with our cutting-edge virtual learning platform. Access course materials and resources anytime, from any device, at your convenience.

## **Support when it matters.**

Count on our dedicated support teams to provide quick answers and ensure you feel confident throughout your studies.

## **Pave your way forward.**

Choose a learning path that reflects your career objectives, supported by the tools and resources to help you succeed.

# Set yourself apart in the world of business

## **Gain a multidisciplinary edge.**

Equip yourself with a powerful combination of business strategy and cutting-edge data analytics expertise.

## **Learn from industry experts.**

Hear from those directly shaping digital industries and gain real-world experience in leadership before you graduate.

## **Turn theory into action.**

Go beyond textbook must-haves and immerse yourself in real-world scenarios and digital challenges.

## **Build meaningful connections.**

Expand your professional network by engaging with a diverse community of ambitious and like-minded peers.

## **Expand your global perspective.**

Enhance your self-development through our Global Leadership Programme, featuring live guest lectures, online workshops, and industry connections.

## **Future-proof your career.**

Stay ahead of emerging trends and seize new opportunities with expert guidance and the latest sector insights.



# **Our comprehensive curriculum**

## **Lead smarter, not harder, with a degree that fuses business strategy and analytics.**

In today's data-driven world, effective leadership requires the ability to transform raw data into meaningful insights and visually compelling narratives. This programme equips you with advanced capabilities in data analysis and visualisation while strengthening your core business acumen. You'll master the entire data lifecycle, from data wrangling and statistical analysis to deploying interactive visualisations and making data-driven decisions.

Gain practical experience through strategic, managerial, and analytical modules – studying entirely at your own pace and immediately applying your skills for real-time impact. Through case-based learning and practical applications, you'll sharpen your critical thinking and problem-solving abilities, preparing you to lead in data-driven industries.

## **You'll walk away ready to:**

- Cultivate strategic thinking and problem-solving capabilities to drive innovation and business success.
- Lead and innovate with advanced data-driven skills and strategic business knowledge in the digital economy.
- Apply ethical data handling and decision-making practices in line with professional standards.
- Take on leadership roles, using data science skills to enhance business performance and sustainability.
- Communicate data insights effectively to support decision-making and business transformation.

# Engaging modules at your convenience

With Roehampton Online, learning is possible anywhere, anytime, and in any way. In this programme, you'll work through each forward-looking, research-driven module at your own pace, allowing you to balance your studies and personal commitments with ease.

You'll engage in a blend of hands-on learning and innovative assessments, applied projects, and a practical dissertation to challenge your analytical thinking and problem-solving skills to prepare you for the real world.

- Strategy in Practice
- Problem Solving and Research Methods for Managers
- Consultancy Practice
- Strategic Marketing and Communication
- Strategic Leadership and Change
- Financial Management and Decision-Making
- Data Analytics
- Data Visualisation
- Applied Research or Consultancy Project (Dissertation)



## **Strategy in Practice**

Learn how to confidently assess and apply essential business tools to drive improvement and growth. You'll explore practical strategies for navigating challenges, leveraging alliances, and staying competitive in a constantly evolving market.

## **Problem Solving and Research Methods for Managers**

Develop the skills to tackle complex business challenges with confidence. This module focuses on critical thinking, research design, and ethical decision-making to help you find innovative solutions and create impactful proposals.

## **Consultancy Practice**

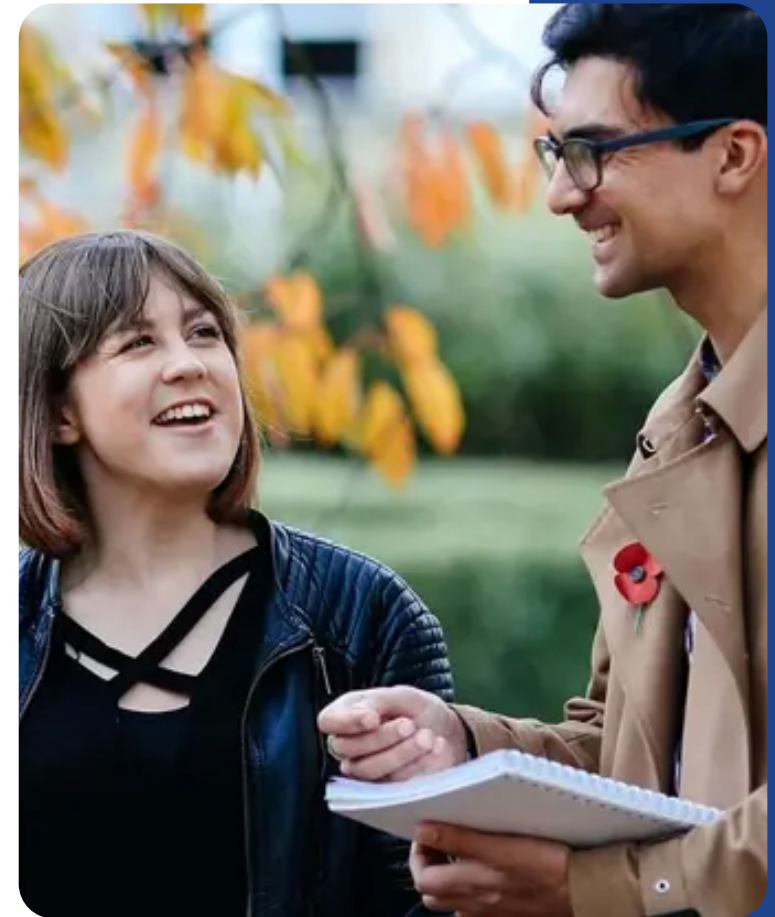
Step into the role of a professional consultant, mastering the art of client engagement, team collaboration, and effective communication. Through real-world projects, you'll hone your ability to drive change and deliver results.

## **Strategic Marketing and Communication**

Explore how global organisations create value through innovative marketing strategies. From targeting and positioning to digital transformation and product innovation, you'll discover how to craft solutions that resonate with today's consumers.

## **Strategic Leadership and Change**

Understand the dynamics of organisational change and how to lead teams through it effectively. This module equips you with the tools to navigate challenges, inspire your team, and create long-lasting positive impact.



## **Financial Management and Decision-Making**

Gain a strong foundation in financial management, from budgeting and performance metrics to integrated reporting. Learn to make informed decisions that drive organisational success in a global context.

## **Data Analytics**

Master the fundamentals of data analysis to uncover trends and inform decision-making. This module helps you develop the skills to analyse complex datasets, apply statistical methods, and draw actionable conclusions that support business goals.

## **Data Visualisation**

Learn to transform data into compelling visual stories. You'll explore how to design impactful charts, graphs, and dashboards, using web tools to present your findings in ways that drive clarity and influence business decisions.

## **Applied Research or Consultancy Project (Dissertation)**

Tackle a real-world business challenge by critically analysing an identified problem and delivering a theory-based, actionable solution. This project allows you to apply your knowledge and skills to make a meaningful impact.





# Entry requirements

## Higher education requirements

This programme prepares you for graduate roles focused on applying data-driven strategies to optimise processes and implement best practices within business settings. To be eligible, you should hold a second-class honours degree, equivalent to a 2:2 UK degree in a STEM-based subject. However, the University of Roehampton encourages non-graduates with appropriate professional qualifications and those with third-class honours degrees to apply.

## English language requirements

This programme is taught in English. Non-native English speakers are required to demonstrate an English-language proficiency equivalent to IELTS 6.5 overall, with no component below 5.5, or TOEFL 600. If your IELTS score is 6.0, you may be eligible to take Roehampton's online pre-sessional English course to help prepare for your studies.

# Your programme leaders

**Dr Alison Watson**



Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of AdvanceHE, Chartered Manager (CMI) and Chartered Marketer (CIM), her research covers marketisation of HE, segmentation, student recruitment and e-learning, with current work on responsible leadership. She holds an MBA (Leicester) and a PhD (Teesside).

Dr. Maria Argyropoulou brings extensive academic and managerial experience to the Roehampton campus. Over the past decade, she has focused her research on entrepreneurial economics and organisational studies. Her expertise spans business development, management, innovation, leadership, information technology, strategic management, and marketing management.

**Dr Maria Argyropoulou**





## **Support from day one**

Online learning doesn't mean you have to navigate your educational and professional journey alone. We're here to help with a range of our student support services:

### **Financial support**

We're committed to helping you invest in your academic journey without overwhelming your finances, offering financial support options to accommodate your needs.

### **Technical support**

To ensure you receive a seamless online learning experience, our on-demand technical support team will be there to answer any technology-related issues or questions you have.

### **Admissions support**

Our admissions team is here to assist you at every step of the enrolment process. They're happy to answer any queries you have throughout your online journey.

### **Study support**

We offer extensive academic resources and study support services to enhance your learning and success, all available from day one.

# **Take your future further**

At Roehampton, we recognise that acquiring the right skills is essential to securing your dream career. That's why employability is central to all our online degree programmes.

Beyond the valuable knowledge gained through our modules, we offer a range of career services to further boost your chances of achieving your professional goals.

Here are just a few of the resources available to you as an online postgraduate student at Roehampton:

**CareerLink:** Our online career services tool offers CV builder support, interactive mock job interviews, volunteering and jobs directories, skills courses, and more.

**Handshake:** Roehampton's career services app of choice connects you with top employers and allows you to discover employment opportunities.

**Career advisors:** Set up an appointment with one of our career advisors to get advice on career planning, job applications, and interviews.

**On-demand webinars:** Hear from experts and gain essential insights to help you make informed decisions about your career and academic future.





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Roehampton  
London

Start your  
online  
postgraduate  
journey with  
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**START MY APPLICATION**

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