UNIVERSITY
OF LONDON

LSE THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

# Online BSc Data Science and Business Analytics

» **Awarded by the University of London**

» **Academic Direction by LSE**

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On any given day, we interact with a vast array of data collection sources, from payment systems to voice-activated personal assistants to smartphones.
This presents a tremendous opportunity for qualified data scientists who can critically evaluate this tidal wave of information, communicate their findings and help organisations make data-driven decisions.

## 360
**earn three-hundred sixty**
CREDITS

## 3
**complete in as few as three**
YEARS

## 4
**choose from four annual**
START DATES

## Learning Outcomes

**Analyse** data and draw actionable insights for informed decision-making.

**Leverage** mathematical and statistical models to tackle real-world problems.

**Navigate** the intersection of business, management and data.

## Course Progression

### Build your quantitative foundation.

**Study mathematics, statistics, economics and other important numerical skills and concepts.**

### Develop your applied knowledge.

**Focus on applications, techniques and methodologies in areas like machine learning, econometrics and information systems management.**

### Diversify your understanding.

**Take courses in complementary disciplines like finance, management and economics, or further explore advanced quantitative areas.**

### Graduate Entry

**Have you already earned a degree? You may qualify for our Graduate Entry route, which enables you to complete a shorter programme.**

# Programme Structure

## YEAR ONE

**MT1186** Mathematical Methods

**ST104A** Statistics 1*

**ST104B** Statistics 2*

**EC1002** Introduction to Economics

**MN1178** Business and Management in a Global Context

## YEAR TWO

**ST2195** Programming for Data Science

**ST2133** Advanced Statistics: Distribution Theory*

**ST2134** Advanced Statistics: Statistical Inference*

**MT2116** Abstract Mathematics
OR
**EC2066** Microeconomics

**ST2187** Business Analytics, Applied Modelling and Prediction

## YEAR THREE

**MN3141** Marketing Management

**ST3189** Machine Learning

**ST3188** Statistical Methods for Marketing Research

**Open Choice****

*\* Half course*
*\*\* Open choice courses: Choose a) one 100-, 200- or 300-level course (or two half courses) from the course selection list (PDF 1.3 MB)*
*or b) two LSE summer school courses.*

## Careers and Employability

Due to the proliferation of data and the increasing need for data-driven decision-making, the demand for data science professionals in a variety of roles has continued to grow across the globe. Data scientists work in a wide range of industries and sectors, for organisations of varying size and scope.

### Sample Industries

Academia

Consulting

Energy

Finance

Government

Health care

Retail and ecommerce

Technology

### Sample Employers

Financial technology companies

Health care organisations

Investment firms

Management consultancies

Multinational corporations

Private and commercial banks

Public sector institutions

Universities and research institutions

### Sample Roles

Business analyst

Data scientist

IT consultant

Machine learning engineer

Operational researcher

Software developer

Systems analyst

Web designer

Here are a few ways data-skilled professionals contribute to their organisations:
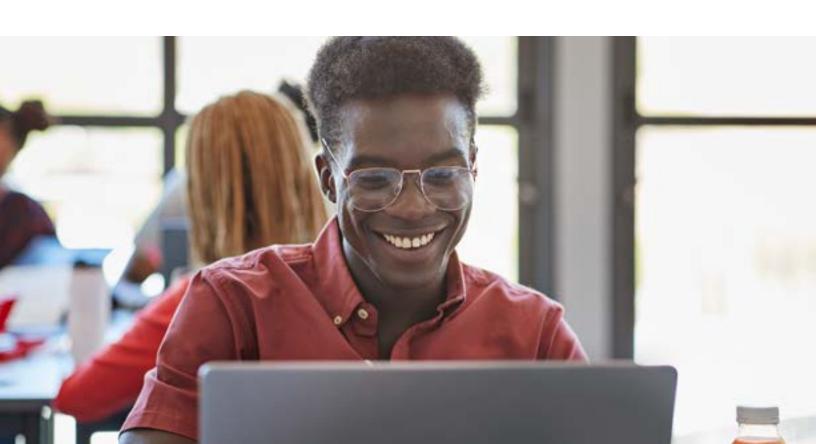
**Asking the right questions:**

In addition to evaluating existing data, data professionals can help organisations determine what kind of data to collect and how it can be used to solve challenges.

**Extracting meaningful insights:**

Data professionals use various techniques to make connections, establish relationships and trends, and predict future challenges for their organisations.

**Improving decision-making:**

Data professionals can be conduits between technical and non-technical teams, helping executives, engineers and marketers make data-driven decisions.

# Discover the Story Behind the Data

**Ready to take the next step? Start your application
and we'll pair you with one of our dedicated admissions counsellors.**

**APPLY NOW**