Ollscoil na Gaillimhe
University of Galway

Scoil Ghnó agus Eacnamaíochta J.E. Cairnes
J.E. Cairnes School of Business and Economics

Master of Science
Business Analytics

THE Awards 2026 Shortlisted Business School of the Year

EQUIS ACCREDITED

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED



Programme at a Glance

Award
Master of Science (Business Analytics)

Course code
MSC-BA

NFQ Level
Level 9

Duration
1 year full-time

Next Intake
September

Delivery Mode
On Campus

ECTS
90 ECTS

Tuition Fees
- EU Fee: €12,000
- Non EU Fee: €22,100

- Student Levy: €150

Who is this for?

The MSc Business Analytics is ideal for recent graduates from Business, Engineering, Computer Science, Mathematics, Economics, and the Sciences, as well as graduates from other fields that incorporate quantitative techniques and analytical problem-solving.



Ready to apply?

Why *choose* this programme?

Practical Training

Explore analytics through ethics, AI, decision theory and business modelling in a modern curriculum

Strong Employer Network

Recent graduates have progressed to firms including SAP, IBM, Intel and Bank of Ireland.

Career Progression

Many students are sponsored by employers or secure graduate roles before completing the programme.

Ranked and Recognised

Study at a Triple Accredited business school ranked in the top 1% worldwide and study a programme ranked in the top 200 in the QS Business Master's Rankings 2026

Industry-Led Learning

Learn from expert faculty and benefit from industry engagement and real-world business challenges.

Employabilty

Launch your career in high-growth sectors with the analytical and strategic skills employers need.



Unlock the Power of Data for *Modern Business Success*



In today's AI-driven world, organisations are constantly seeking skilled professionals who can **harness the power of artificial intelligence and business analytics to drive strategic decisions.**

The MSc in Business Analytics is your gateway to mastering the art and science of applying AI and analytics within any organisation.

Designed as a specialist course, **this programme blends your existing talents with cutting-edge AI and technological skills alongside essential business knowledge.** You'll learn to manage big data, apply AI to extract valuable insights, and put business analytics into practice in real-world scenarios, all while positioning yourself as an indispensable asset in any knowledge-based organisation.

This programme offers a comprehensive learning experience through lectures, interactive workshops, expert guest lectures, and hands-on technology tutorials, including **two dedicated modules in AI for Business**. You'll gain the skills needed to not only understand and apply AI and IT in business analytics but also to analyse complex business problems, manage data-driven innovations, and make decisions that drive global business success.

With this Master's, you'll **acquire the industry-standard AI and analytics skills** that top employers are seeking in today's competitive job market.



Structure & Assessments

The programme is delivered over two semesters plus a summer period.

Programme Structure

Semester 1

Taught Modules
September - December

Semester 2

Taught Modules
January - April

Semester 1 and 2

Major Business Analytics Project

Assessment Methods

- Written examinations
- Individual and group assigments
- Case studies
- Presentations
- Research project
- Your workload includes lectures, tutorials, workshops and independent study.

You will have access to cutting-edge resources, including industry-standard software and real-world datasets, to support your learning and professional growth

Typical Workload

Expect approximately 40-45 hours of study per week.



Modules

The programme comprises 90 ECTS credits.
Modules are subject to change.

Semester 1

Core Modules (30 Credits)

- MS5105: Statistical Techniques for Business Analytics - 5 Credits
- MS5107: Business Modelling and Analytics - 5 Credits
- MS5128: Decision Theory, AI and Analytics - 5 Credits
- MS5136: Application & Database Development - 10 Credits
- MS5137: AI for Business - 5 Credits

Semester 2

Core Modules (30 Credits)

- MS5106: Data Science and Big Data Analytics -5 Credits
- MS5126: Philosophy of Information & Information Ethics - 5 Credits
- MS5129: Storytelling Through Data Visualisation - 5 Credits
- MS5130: Applied Analytics in Business and Society - 5 Credits
- MS5139: Advanced AI for Business - 10 Credits

Semester 1 and 2

- MS5131: Major Business Analytics Project - 30 Credits



Module availability and delivery may change. Please refer to the programme webpage for the most up-to-date information.

Capstone Experience

Students complete a 30-credit Major Business Analytics Project, combining seminars, research skills training, and applied problem-solving. You will work with real datasets and contemporary challenges, refining your ability to deliver data-driven insight with impact.

Guest Speakers

In 2025/26 welcomed speakers from many industry partners including SAP and the Information Lab





Site visits

Students participated in site visits to companies such as Cisco, LinkedIn, Microsoft and Accenture.

Graduate Outcomes*

Our graduates progress into meaningful careers across consulting/professional services, big tech, telecoms, financial services and medtech/pharma



88% in employment or further study

6 months after graduation*

Top Employment Sectors



Technology



Financial Services & Banking



Consulting & Professional Services



Insurance Services

Reported Graduate Roles

- Senior Buinsss Analyst
- Analytics Consultant
- Project Lead in Cloud or AI Solutions
- Software Developer
- Support Engineer
- Data Engineer
- Software Engineer
- Business Intelligence Analyst
- HR Technology Manager
- Regulatory Affairs Specialist

Graduate Employers

Source: University of Galway Graduate Outcomes Survey AY24-25

Leading *the future*

We are now a 'Triple Crown' School

We are part of an elite group comprising only the top 1% of business schools globally

Join **a globally recognised institution ranked among the best** for sustainability, and study on a campus committed to creating a greener future. Earn a MSc degree that not only equips you with cutting-edge skills but also aligns with your values of environmental stewardship.

Our business programmes are designed to foster innovation and leadership, preparing you to excel in today's competitive job market. The University offers a unique blend of academic excellence, practical experience, and a sustainable campus environment, making it the ideal choice for future business leaders.

Envision your career flourishing as you benefit from our world-class faculty and strong industry connections.

QS WORLD UNIVERSITY RANKINGS
2026
275th

QS WORLD UNIVERSITY RANKINGS
Europe 2026
98th

QS WORLD UNIVERSITY RANKINGS
Ireland 2026
4th

THE WORLD UNIVERSITY RANKINGS
The Sunday Times 2026
351-400

THE WORLD UNIVERSITY RANKINGS
The Impact Ranking 2025
- **1st in Ireland**
- **64th in the World**

THE WORLD UNIVERSITY RANKINGS
For Business and Economics 2026
301-400

Top 2%
of universities in the QS World rankings

Since 2024
University of Galway advanced to
SDG Ambassador

Hear from our Graduates



”I chose this programme because it integrates both business and technology aspects. It's not just about learning theories but also involves practical applications. Moreover, the course content is quite comprehensive, covering areas such as data science, enterprise systems, and data visualization. I was particularly attracted by how applied and practical the course is. .”

Ling Zhang

Scholar recipient, MSc Business Analytics, AY25-26



There was a real emphasis on how we could apply programming languages such as Python, R and C# to solve real world problems which I found to be very interesting.

Thoma Cavanagh

Scholar recipient, MSc Business Analytics, AY25-26



I chose this programme because it felt practical and aligned with where the industry is heading. Data is everywhere, and I wanted a skillset that would stay relevant. Looking back, that was the right decision.

Yashaswini Pate

Scholar recipient, MSc Business Analytics, AY25-26

Admissions & how to apply

Entry Requirements

- Normally a H2.1 degree (NFQ Level 8 or equivalent). However, candidates with a H2.2 honours degree and who have a minimum of 2 years relevant work experience will also be considered..The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

English Language Requirements

- IELTS 6.5 overall, with no less than 6.0 in any one component or equivalent.



How to apply?

Apply online at: https://nuigalway.elluciancrmrecruit.com/Apply/Account/Login



Scholarships

Business Merit Scholarships available.



Work in Ireland

Non-EU students are eligible for the 24-month StayBack Visa here. A great opportunity to accrue international experience.

Questions?

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find out more

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Where will it take *you*?

universityofgalway.ie/choose-postgrad

businesspostgrad@universityofgalway.ie

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