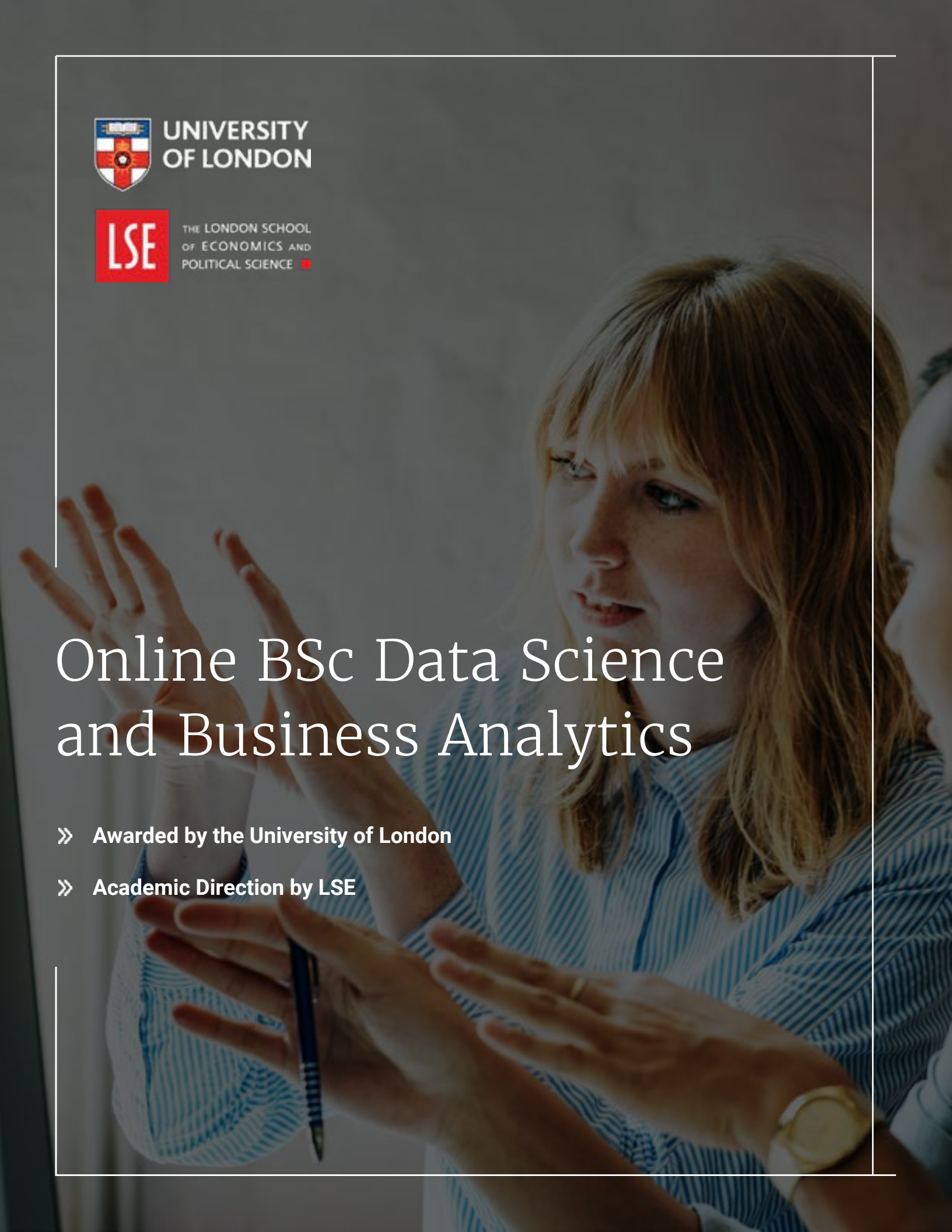

UNIVERSITY OF LONDON

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**

Table of Contents

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
EC2020 Elements of Econometrics

ST2187 Business Analytics, Applied Modelling and Prediction

YEAR THREE

MN3141 Marketing Management

ST3189 Machine Learning

ST3188 Statistical Methods for Market 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.

UNIVERSITY OF LONDON

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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