

The Manchester MBA

Elective: **Big Data Analytics**

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The University of Manchester
Alliance Manchester Business School

Every organisation today runs on data but only those who can interpret it gain a real advantage. This elective shows you how.

In Big Data Analytics you will explore how businesses transform vast, complex datasets into actionable insight, driving smarter decisions, faster responses, and innovation. From business intelligence to predictive and text analytics, you'll learn how data powers real-time strategy across industries.

Through hands-on workshops and real-world datasets, you'll move beyond theory, applying data mining techniques, building visualisations, and experimenting with tools used by leading organisations.

Along the way, you'll demystify big data technologies and see how analytics delivers impact in marketing, operations, and beyond.

We also tackle the bigger questions: data ethics, governance, AI-driven decision making, and how organisations create value from data.

By the end, you will be able to analyse complex data, communicate insights with confidence, and understand how analytics shapes competitive advantage and drives value creation.

How you'll benefit



Build a strong analytics foundation: Understand big data concepts, BI methodologies and the role of analytics in strategic decision making.



Apply analytical techniques to real business problems: Practise data mining, text analytics and visualisation using real world datasets.



Translate data into strategic insight: Learn to present analytical findings clearly and persuasively to non technical stakeholders.



Evaluate emerging technologies: Develop awareness of new analytics tools, AI trends and their implications for business strategy.



Strengthen data driven leadership skills: Gain confidence in using evidence to shape decisions, identify opportunities and drive organisational value.

Delivery method

This 2 month course is delivered through a 4-day in-person workshop and two 1-hour online learning sessions.



Ali Owraq

Ali Owraq is a Professor in Digital Transformation and Unit Director for Big Data Analytics. He also leads Alliance Manchester Business School's Centre for Teaching, Learning and Innovation.

He teaches across undergraduate and MBA programmes, specialising in data-driven systems and digital technologies. Before joining AMBS, Ali worked on EU-funded service and data-driven innovation projects and as an IT consultant.

He has received multiple teaching awards including both the Faculty and University of Manchester prize for teaching excellence.

Have any further questions about The Manchester MBA?

 Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.