University of Kent

School of
Mathematics, Statistics
and Actuarial Science

YEAR IN DATA ANALYTICS 2021

Information for students

ABOUT THE YEAR IN DATA ANALYTICS

The Year in Data Analytics is a one-year, self-contained programme which offers you a unique opportunity to develop key analytical and specialist data science skills, ready for your future career.

Why should I add a Year in Data Analytics to my degree?

Data plays a significant role in today's world, from predicting your shopping habits and personalising your social media feeds, to determining your eligibility to buy a home and influencing our accessibility to healthcare, social care and much more.

Knowing how to understand different datasets is a key skill employers are looking for and demonstrating your knowledge and skills can open many doors for you in your chosen career.

What skills will I gain from studying the Year in Data Analytics?

The skills you will gain from studying the Year in Data Analytics include:

Data collection and handling
You will gain an understanding of the available sources of data and how to manipulate them.

Design
You will learn how to specify, design and construct appropriate analytical frameworks.

Data analysis and implementation
You will develop an awareness of how to implement data analysis methods and tools, and how to assess them in terms of suitability, assumptions and accessibility within a given problem.

Critical thinking and problem-solving
You will develop critical and analytical approaches to solve real-world and current problems.

Communication
You will have the opportunity to present technical problems and communicate their solutions to a range of audiences, enhancing your written and oral communication skills.

Collaboration and team work
You will work in groups to complete tasks, assessments and projects.

"Data is everywhere in our day to day lives. Learning how to handle them can provide a competitive advantage when applying for jobs."

Declan Wong
Accounting and Finance with a Year in Data Analytics

How does the Year in Data Analytics fit into my degree?

The Year in Data Analytics can be taken either in between Stage 2 and Stage 3 or at the end of Stage 3.

When studying the Year in Data Analytics, you will primarily be taught within the School of Mathematics, Statistics and Actuarial Science (SMSAS) with some modules taught by the School of Social Policy, Sociology and Social Research (SSPSSR). Upon completion of the year, you will return to your home School where you will complete your registered degree.

Successful completion of both the Year in Data Analytics and your registered degree will allow you to graduate with your current degree title augmented with the words '*with a Year in Data Analytics*'.

Who can study the Year in Data Analytics?

The Year in Data Analytics is open to undergraduate students at the University of Kent who are currently in Stage 2 or Stage 3 of their degree programme.

Applicants will need to have achieved grade B or above in GCSE Mathematics (or equivalent) and an average of over 50% in Stage 1 of their current degree programme.

Students from the School of Mathematics, Statistics and Actuarial Science, the School of Psychology, and those who have taken the Q-Step programme are not eligible to take the Year in Data Analytics.

What types of careers can I go into with the skills I've gained by studying the Year in Data Analytics?

The skills gained from studying the Year in Data Analytics can help you enter a wide range of careers including:

- Data Analyst
- Business Manager
- Market Analyst
- Project Coordinator
- Fund Manager
- Marketing Executive
- Product Designer
- Social Statistician
- Scientist
- Civil Service Manager
- Government Economist
- Politician
- Policy Maker
- Researcher
- Local Authority Strategist
- Investigative Journalist

How do I apply?

To apply to add a Year in Data Analytics to your degree, visit **kent.ac.uk/smsas** and click the link for the Year in Data Analytics to complete our application form.

PROGRAMME STRUCTURE

The Year in Data Analytics includes seven modules specifically designed to equip you with the skills, knowledge and understanding to collate and analyse different datasets and communicate your findings.

The programme is comprised of 100% coursework across the following modules:

1. MA5951 An Introduction to Data Analytics
This Module will give you the fundamentals of what data analytics means in the real world. You will be introduced to core statistical techniques and data handling using specialist statistical software.

2. MA5952 Understanding and Synthesising Research
This module will give you the knowledge and skills required to interpret the results of quantitative research, and to synthesise the diversity of findings on a particular issue.

3. MA5953 Creating Your Own Data
This module will further develop your statistical skills and ability to conduct research. You will gain an understanding of how information sources such as opinion polls, research data, social media posts and administrative data are created, and you will be able to create these information sources independently.

4. MA5955 Predictive Modelling
This module builds on the knowledge gained through studying MA5951, introducing you to new statistical models. You'll learn how to make predictions about the future based on past data using a variety of modelling methods.

5. MA5956 Big Data and Other Analytical Techniques
This module focuses on Big Data and text mining. You will discover the techniques used to explore large datasets, as well as gain key data mining skills.

6. MA5954 Communicating and Presenting Results
During this final taught module you will learn about the different methods for conveying your data findings, and how to tailor your communication style to specialist and non-specialist audiences.
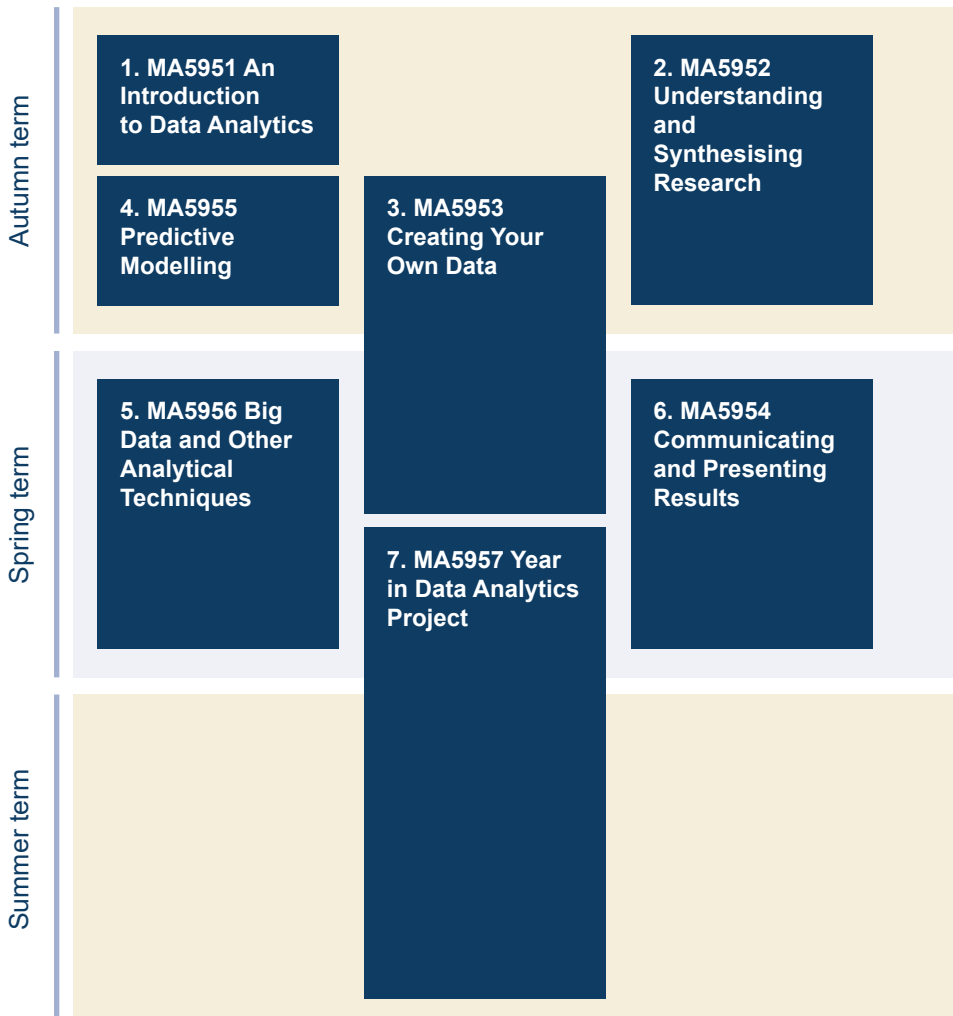
7. MA5957 Year in Data Analytics Project
This module gives you the opportunity to put into practice everything you have learnt over the year. You will work independently to collate and analyse data relating to your chosen project, communicating your findings through a dissertation.

A member of staff will support you throughout your project.

"I'm really enjoying studying the Year in Data Analytics. It's challenging at times but I've really been loving using R."

Scarlett Angel
Biomedical Science with a Year in Data Analytics

	Autumn term		
Autumn term	**1. MA5951 An Introduction to Data Analytics**		**2. MA5952 Understanding and Synthesising Research**
	4. MA5955 Predictive Modelling	**3. MA5953 Creating Your Own Data**	
Spring term	**5. MA5956 Big Data and Other Analytical Techniques**		**6. MA5954 Communicating and Presenting Results**
		7. MA5957 Year in Data Analytics Project	
Summer term			

How will I be assessed?

The Year in Data Analytics is 100% coursework. You'll complete assessed assignments in your taught modules, and you will complete a dissertation at the end of the programme.

How many hours of classes will I have per week?

Typically you will have up to 8 hours of classes a week. These will be a mixture of lectures, seminars and computer classes.

How will the Year in Data Analytics contribute to my degree?

This is a pass or fail programme. You need to pass the programme overall and successfully complete your existing degree to graduate with your degree title including the Year in Data Analytics.

WHAT OUR YEAR IN DATA ANALYTICS STUDENTS SAY

Alya Al-Zaabi
Philosophy with a Year in Data Analytics

I chose to study the Year in Data Analytics as it plays an integral part in our lives and I was intrigued to learn more about it. Also, having studied logic, I was fond of formalising arguments as well as learning about probability: I thought these skills and interests would coincide well in the Year in Data Analytics.

Studying the course is very interesting. Having modules that are different, for example in the Synthesising Research module there is more independent research involved compared to learning about statistical principles. This is good in terms of our ability to understand different aspects of data analytics.

I hope studying the Year in Data Analytics will benefit me by enhancing my employability prospects. I'm now considering a career as a data analyst.
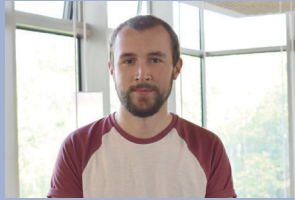
George Brady-Hoy
Business and Management with a Year in Data Analytics

My business course placed emphasis on the fact that the future is in data. I chose to study the Year in Data Analytics as it lined up with my ultimate career aims.

The Year in Data Analytics is lot more focused than I originally expected. We study intense modules one by one, rather than randomly assorted, and each topic is approached from the ground up.

Studying in the School of Mathematics, Statistics and Actuarial Science is vastly different from studying in the Kent Business School at the Medway Campus. There's great sense of community at the Canterbury Campus and in the School.

I would recommend studying the Year in Data Analytics.

Scarlett Angel
Biomedical Science with a Year in Data Analytics

I decided to study the Year in Data Analytics as I felt uninspired and wanted to challenge myself in a new field so that I could enjoy learning something new.

I wasn't really sure what to expect from the course if I'm honest, as it's so different to my degree.

I've really fallen in love with the Year in Data Analytics, and I will definitely be looking to carry it on in further education, and maybe in future as a career.

The teaching style is completely different to what I've experienced previously, but way more engaging as the class size is small. It's hands-on as we learn through using R as we go.

Studying the Year in Data Analytics is the best decision I've made at uni. If you're considering it, just go for it - it's fab!

**Declan Wong
Accounting and Finance
with a Year in Data
Analytics**

I'm studying the Year in Data Analytics because it will provide me with additional skills which is suitable in the area of finance.

The coding element of the Year in Data Analytics makes the course more practical and interesting. I particularly enjoy learning a new programming language in R.

It is an exciting course that involves a lot of practical work. It is fast paced and covers a lot of content.

I would recommend studying the Year in Data Analytics because it can provide you with the skills that employers look for.

**Akansha Kumar
Business Administration
with a Year in Data
Analytics**

Data has always excited me and after completing my business degree I wanted to do more data associated study.

Data analysis is an underlying thing in most departments at this time. By studying the course, I'm adding many skills to my CV.

The Year in Data Analytics is a very intense but exciting course, and the Year in Data Analytics team are very supportive.

I recommend studying the course as it adds value to your existing degree and helps you to think in a more technical way.

**Aderemi Awosanya
Sociology and
Economics with a Year in
Data Analytics**

I chose to study the Year in Data Analytics because it will boost my employability and because it gives me the opportunity to do some practical learning.

The course has more contact hours than I was expecting but I'm enjoying getting to grips with the computer programmes we are using.

It's challenging but stimulating and I am enjoying the course very much. It's been my favourite year of studying by a country mile!

The course is an invaluable investment into your future and I'd definitely recommend studying the Year in Data Analytics. The skills you acquire are extremely valuable and the quality of teaching is high.

FURTHER INFORMATION

For more information about the Year in Data Analytics visit www.kent.ac.uk/smsas or contact our Admissions Team:

Admissions Team
School of Mathematics, Statistics and Actuarial Science (SMSAS)
Sibson Building, Parkwood Road
Canterbury, Kent
CT2 7FS

T: +44(0) 1227 816410
E: smsasugadmissions@kent.ac.uk