



**NEW MSc DATA ANALYSIS  
VISUALISATION & COMMUNICATION  
COMMENCING SEPTEMBER 2015**

Data, and the information locked inside, is now recognised as the definitive source for competitive advantage in every economic sector, and a crucial contributor to health and wellbeing. The true value, however can only be unlocked if the data is understood and communicated optimally. Major global organisations work extremely hard to unlock key information from within data to help improve business efficiencies, customer engagement, increase sales, better understand consumer buying behaviours, ensure the delivery of efficient services to customers and highlight ways to improve quality of life.

There is significant evidence showing a shortfall in people with the appropriate skills necessary to fully engage in the data chain, which is providing concern to some major employers. This MSc programme will go some way to addressing this shortfall in skills and will put you in a strong position for careers in this vitally important business process.

[www.abdn.ac.uk](http://www.abdn.ac.uk)



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The programme is based on a strong collaboration between Human Geography and Computing Science, with input where possible from experts throughout the university. It also benefits from the strong partnerships we have with public sector (e.g. SNH, SEPA, RSPB, NHS) and industry (e.g. IBM, Philips Electronics, Nuance, Arria, First). The programme is appropriate for students from a wide variety of backgrounds, including computing science, applied mathematics/physics, and engineering, but also for students from disciplines where relevant skills in data analysis (or cognitive science) are taught, such as Human Geography and Sociology

Core courses:

- > Data Management
- > Data Analysis and Visualisation
- > Linked Data and the Semantic Web
- > Research Methods

You will also be required to select from a number of courses, incl:

- > Introduction to Database Systems
- > Natural Language Processing
- > Human Computer Interaction
- > Transport Geography
- > Digital Geography

For more information, contact

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**[www.abdn.ac.uk/study/postgraduate](http://www.abdn.ac.uk/study/postgraduate)**

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