

Programme Specification

MBA AI and Business Analytics

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September, November, January, March, May, July
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	Lincoln University of Business and Management, Dubai
<i>Delivery location:</i>	Lincoln University of Business and Management, Dubai – Online delivery only
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Postgraduate Certificate in Management Postgraduate Diploma in Management
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Subject Benchmark Statement for Business Management (March 2023)
<i>Mode/s of study:</i>	Postgraduate periods of study¹ Full-time (1 year)
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	No
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

The MBA Artificial Intelligence and Business Analytics is an internationally recognised postgraduate qualification designed to equip professionals with the skills, knowledge, and insight to lead in a data-driven world. Whether you are an experienced manager seeking to integrate AI and analytics into strategic decision-making or an aspiring leader preparing for technology-focused roles, this programme provides the tools to transform business operations, drive innovation, and enhance organisational performance.

¹ The standard period of study will apply unless otherwise stated

Delivered entirely online with a flexible learning delivery model, the programme ensures accessibility for professionals across the Globe, allowing you to study without interrupting your career or personal commitments.

Throughout the programme, you will explore real-world challenges in AI, data analytics, and business management, learning collaboratively by drawing on your own professional experience alongside diverse perspectives from your peers. Projects and assignments are designed to ensure immediate application of theoretical frameworks and practical tools, enhancing your ability to implement data-driven solutions in professional contexts. Interactive virtual learning communities foster knowledge exchange, critical analysis, and problem-solving under expert guidance.

The programme emphasises the integration of pioneering research, emerging AI technologies, and contemporary management practice, encouraging a strategic and ethical approach to data-driven business leadership. You will develop a deep understanding of organisational challenges, data strategy, and ethical AI deployment, preparing you to make informed decisions that maximise both individual and organisational potential.

A distinctive feature of the programme is its strategically designed induction framework, aimed at enhancing student readiness, retention, and academic success, particularly for those returning to education after a professional break. The induction provides a comprehensive overview of the programme structure, delivery schedule, assessment strategy, and academic expectations, ensuring clarity from the outset. It incorporates structured training on the virtual learning environment (Moodle), academic writing and referencing standards, and detailed guidance on assessment requirements to promote academic confidence and performance. Students are also formally briefed on institutional regulations and policies, including academic misconduct, suspension of studies, mitigating circumstances, and overall academic integrity, reinforcing a culture of professionalism and ethical scholarship. This proactive and structured orientation strengthens student engagement, minimises academic risk, and supports progression through clear alignment with institutional quality assurance standards.

Special features of the programme include:

- Development of advanced skills in AI, data analytics, and technology-driven business strategy, applicable across multiple industries in the Middle East, South Asia, and globally.
- Focus on ethical AI, responsible management, and data governance within regional and international contexts.
- Preparation for leadership roles that require the integration of technology, analytics, and business decision-making.
- Assessment methods designed to mirror real organisational challenges, ensuring strategic application of AI and data insights.
- Opportunities to apply AI and business analytics tools directly to your professional experience, supporting critical reflection and innovation.
- Engagement in collaborative virtual forums and projects with peers from diverse professional and cultural backgrounds.
- Comprehensive personal and academic support tailored to working professionals in your region.
- Networking and professional development opportunities through interaction with industry practitioners, employers, and alumni events.

Admissions criteria

You must meet the minimum entry requirements, which are published on the programme-specific webpage. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution

or

- Possess a High School equivalent and/or a college diploma, along with a minimum of 2 years' corporate work experience, appropriate to enable you to contribute to the programme

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The overarching aim of the MBA Artificial Intelligence and Business Analytics is to develop a critical understanding of technology-driven business challenges while enhancing analytical thinking, self-awareness, and reflective practice. The programme is designed to equip you with the leadership capabilities, technical expertise, and ethical insight needed to drive innovation. The programme is designed to teach you to make informed strategic decisions and maximise personal and organisational potential in a data-driven global economy. It supports the development of responsible, forward-thinking, and ethically aware managers who can operate effectively across diverse professional and international environments.

You will be supported as you:

- Develop a critical understanding of the role of AI, business analytics, and emerging technologies within organisational contexts globally and across the Middle East and South Asia.
- Translate theoretical knowledge into practical applications, using AI and data-driven approaches to solve complex business problems while reflecting on learning processes and outcomes.
- Explore ethical considerations, sustainability, and responsible use of technology, preparing you to act as an accountable and innovative leader.
- Enhance lifelong learning, professional growth, and personal development, enabling you to approach challenges with autonomy, originality, and strategic foresight.

Programme learning outcomes

Upon successful completion of the programme, students will be able to:

Level 7

- 7.1 Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of business, AI and business analytics management
- 7.2 Demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of contemporary business AI and business analytics issues within the context of society
- 7.3 Demonstrate a systematic, integrated and critically aware understanding of business AI and business analytics management, leadership, and teamwork
- 7.4 Critically reflect and evaluate management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships
- 7.5 Formulate a critical awareness of current issues in business AI and business analytics management, informed by contemporary research and practice
- 7.6 Demonstrate a deep knowledge and critical understanding of AI and business analytics organisations, context and response to changes in the global business environment

- 7.7 Extrapolate information critically and creatively utilising appropriate decision-making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information
- 7.8 Design, conduct, analyse and disseminate an independent research project relevant to AI and business analytics management

Programme structure

Full Time

Intake – first module	Code	Level	Semester	Title	Credits	Module status	
						Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
September	MBB7066M	7	1	Strategic Leadership and Change	30	C	X
November	MBB7067M	7	1	Global Business Strategy and Development	30	C	X
January	MBB7068M	7	2	Strategic Resource Management	30	C	X
March	MBD7000M	7	2	Principles of AI and Business Analytics	30	C	X
May	MBB7072M	7	All	Capstone Project	60	C	NC

Intake ➔	Sep-26	Nov-26	Jan-27	Mar-27	May-27	Jul-27	Sep-27
Modules ➔	MBB7066M	-	-	-	-	-	-
	MBB7067M	MBB7067M					
	MBB7068M	MBB7068M					
	MBD7000M	MBD7000M	MBD7000M	MBD7000M	MBB7066M	MBB7067M	MBB7068M
	MBB7072M	MBB7066M	MBB7066M	MBB7066M			
	-	MBB7072M	MBB7067M	MBB7067M	MBB7067M	MBB7067M	MBB7068M
		-	MBB7072M	MBB7068M	MBB7068M	MBB7068M	
			-	MBB7072M	MBD7000M	MBD7000M	
				-	MBB7072M	MBB7066M	
					-	MBB7072M	
						-	MBB7072M

N.B. The programme will have six intakes per year as part of a carousel recruitment model whereby each new cohort of students joins the previous cohort.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 50 in order to progress).

Learning, teaching and assessment

A key outlook of the MBA AI and Business Analytics at York St John University in partnership with LUBM is that combining advanced academic theory with practical, technology-driven experience enhances understanding and develops students as both professionals and leaders in data-intensive environments. Modules are delivered using a range of teaching, learning, and assessment strategies, including lectures, seminars, tutorials, workshops, and interactive case-based exercises. Each module is supported through a Virtual Learning Environment (VLE), encouraging you to participate in online discussions, collaborative projects, and peer learning, fostering meaningful engagement across a diverse, internationally informed cohort.

Many students may be returning to formal study after time away or may be new to postgraduate level education. Introductory support in research techniques, study skills, academic writing, and data-driven analysis is provided from the start of the programme and continues throughout. LUBM's strong academic support team, combined with a focus on collaborative learning, ensures a personalised and inclusive student experience.

Assessment is integrated across all modules through a structured programme of work undertaken while studying for the award. A variety of assessment methods are employed, including presentations, critical essays, data analysis projects, portfolios, and reflective reports. Formative feedback is provided by module tutors to guide students before submission, and detailed summative feedback supports continuous professional and academic development.

You will also be supported in enhancing your research, analytical, and technical skills, strengthening employability and career progression in AI, data science, and technology-driven management roles across the Middle East, South Asia, and international markets.

In alignment with institutional quality assurance standards and the programme's fully online mode of delivery, teaching and learning methods are purposefully designed to maximise engagement, interactivity, and academic rigour within a structured virtual environment. All learning activities are delivered through the Virtual Learning Environment (VLE), with live synchronous sessions conducted via Zoom meetings to ensure consistency, accessibility, and monitored participation. Sessions incorporate structured group discussions, breakout room activities, collaborative problem-solving tasks, polls, and appropriately integrated open-source gamified tools to enhance active engagement and applied learning. Students regularly deliver online presentations and participate in peer-to-peer critique, fostering confidence, critical reflection, and professional communication skills within a digitally mediated academic setting.

Progression and graduation requirements

The University's [regulations](#) for taught postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised:

Programme originally approved: July 2026