

# MSc Business Analytics



« *Drive the future with data!* »

**ALES POPOVIC, HEAD OF PROGRAMME**



## DEVELOPING ESSENTIAL SKILLS



In today's world, everything is driven by data. Firms hold more information about their business environments than ever before. Increasingly, these organizations are recognizing the role of data in gaining insights and out-thinking competitors. Across industries and sectors, firms are in dire need of analytics professionals to interpret this data and drive business transformation and growth.

The MSc Business Analytics is a hands-on program that mirrors current data trends to develop the next wave of data-savvy professionals.

MSc Business Analytics prepares graduates for a future of data driven and evidence-based decision making. Students will learn how to apply the latest academic thinking and analytical and computing tools to help make business decisions, from leading practitioners and world-class faculty.



### GOOD REASONS TO CHOOSE THE PROGRAMME

- Gain exposure to analytical tools and methods to address a wide range of business challenges
- Learn to recognize opportunities to impact an organization's strategic direction through the implementation of analytics processes
- Learn to source, store, and model the internal and external data needed to answer questions and deliver business value
- Learn to incorporate sophisticated data analytical techniques, approaches, and models to affect outcomes and decision-making
- Develop the managerial and analytical skills necessary to implement change based on data-driven decisions

## PROGRAMME LAYOUT

### INTERNATIONAL PRE-MASTER

#### 2-YEAR MSc OPTION

(If you hold a 3-year Bachelor's degree)

OCTOBER ↔ DECEMBER

- ▶ Geopolitics and International Relations
- ▶ Introduction to Statistics and Data Analysis
- ▶ Fundamentals of Marketing
- ▶ Entrepreneurship
- ▶ Digital Organization
- ▶ Fundamentals of Finance
- ▶ Languages

JANUARY ↔ APRIL

- ▶ The Social Impact of Globalisation & Innovation
- ▶ Negotiation
- ▶ Management in a Multicultural Environment
- ▶ International Issues
- ▶ Digital Environment and RVI
- ▶ Capstone Project

Mandatory internship  
(4 months maximum)

### MSc BUSINESS ANALYTICS

#### COURSES

OCTOBER ↔ DECEMBER

- ▶ Business, Analytics, and Strategy of the Firm
- ▶ Digital Business Strategy
- ▶ Data Privacy and Ethics
- ▶ Enterprise Data Management
- ▶ Decision Models
- ▶ Data Analytics for Finance, Marketing and Supply Chain Management
- ▶ Leadership seminar
- ▶ Shape your career

JANUARY ↔ APRIL

- ▶ Data Preparation for Business Analytics
- ▶ Programming for Business Analytics
- ▶ Statistical Learning and Data Mining
- ▶ Machine Learning and Artificial Intelligence for Business
- ▶ Advanced Business Analytics
- ▶ Data Visualization and Storytelling
- ▶ Final simulation
- ▶ Final dissertation

Academic research work

#### PROFESSIONAL EXPERIENCE

MAY ↔ DECEMBER

This experience can be an internship (4-6 months), a job, or the creation of a start-up company in France or abroad.

Note: above information is subject to change in the course of the year.

## PROGRAMME HIGHLIGHTS

### CERTIFICATION

The programme prepares its graduates for the following certification:

• **Certification in Business Data Analytics (IIBA® - CBDA)** from the International Institute of Business Analysis. Earning this certification informs employers of graduates' passion for and competencies performing business analysis on analytics initiatives. The certification helps identify skilled business data analytics professionals to organizations seeking these in-demand skills.

### PROFESSIONAL EXPERIENCE (4 TO 6 MONTHS)

An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. Students are free to carry out the internship in France or abroad, subject to approval by the internship director, based on its relevance to the MSc programme and course content.

#### Examples of internships:

Business Analytics Interns • Business Analyst Interns • Market Research Analyst Interns • Marketing/Financial Data Analyst Interns • Operation Data Analyst Interns • Social Data Analyst Interns • Data Visualization Consultant Interns

### DOUBLE DEGREE\*

A new partnership with Elon University in North Carolina. Students will have the opportunity to apply for a double degree for the MSc Business Analytics. This is a great opportunity for them to increase their cross-cultural competency and understanding of global business through a program shared between France and the United States!

\*Places for this double degree are limited.



## TAKING YOUR CAREER TO A NEW LEVEL



The Business Analytics creates thoughtful, skilled managers and analysts who transform data into actionable value-adding business decisions.

Opportunities for business analysts have exploded as major organizations have adopted data-driven and technology-focused approaches. You will graduate with the skills businesses need to leverage, manage, and develop data-driven solutions. Graduates will be ideal candidates for positions as in-house experts, managers, or independent consultants.

### A FEW OF THE POSSIBLE JOBS TO WHICH YOU CAN ASPIRE:

- ▶ Business Analytics Specialist
- ▶ Big Data Analytics Specialist
- ▶ Business Analyst Manager or Consultant
- ▶ Management Analyst/Consultant
- ▶ Market Research Analyst
- ▶ Project Manager
- ▶ Product Analytics & Sales
- ▶ Analyst, Sales & Delivery Analytics
- ▶ Marketing/Financial Data Analyst
- ▶ Operation Data Analyst
- ▶ Social Data Analyst
- ▶ Data Visualization Consultant
- ▶ Data Manager

Graduation and employment rates will be available in 2022.