



MSc in Data Analytics & Digital Business: a new master designed to bridge the gap between data specialists and decision makers

Press release

Lille, 13 March 2017 – EDHEC Business School is pleased to announce the launch of a new **MSc in Data Analytics & Digital Business**. This new master will be delivered on our Lille campus, starting September 2017. It is designed for all students originating from business curriculum from top institutions as well as candidates with engineering or scientific backgrounds.

“Google nowadays processes over 40,000 search queries every second on average which means over 3.5 billion searches per day and 1.2 trillion searches per year worldwide”¹. The next question is: what to do with this data?

This new master has been specifically designed to bridge the gap between data specialists and decision makers. It offers our students a unique opportunity to place themselves at the forefront of tomorrow’s business decisions by acquiring a **‘common language’** understandable by both data scientists and business management.

Through this one-year programme, entirely taught in English, students will develop solid intelligence in data usage, quantitative methods, business & management analytics and practices & soft skills. They will have the choice between the “Business Analytics and Intelligence” and “Data Science” majors.

The MSc in Data Analytics & Digital Business prepares students to attractive jobs in many career fields, such as digital (digital brand manager, social media manager...), consultancy (digital transformation, business & marketing analytics...), business development (e-commerce manager...), marketing, big data (data scientist, chief data officer...) or entrepreneurship.

« This MSc in Data Analytics & Digital Business is a further example of the growth of our offering in order to meet the expectations of our corporate partners and students, and to train managers capable of tackling the challenges of the digital revolution », said Emmanuel Metais, PhD, Associate Dean for Graduate Studies, EDHEC Business School.

¹ source: internetlivestats.com



MSc in Data Analytics & Digital Business

Structure: 10 month full-time programme + 3-6 month experience

Location: Lille Campus

Programme : entirely taught in English

- 2 majors :
 - o Business Analytics & Intelligence
 - o Data Science

- 8 core modules (360 hours) :
 - o Foundations of Big Data Analytics
 - o Strategic & Digital Analytics
 - o Marketing analytics
 - o Laws/Ethics/Security for Big Data
 - o Information and Big Data systems
 - o Data visualisation, Data mining, Machine learning
 - o Programming in R., Python and Avanced VBA
 - o Optimisation

- Talent Identification & Career Development (TI&CD) (40 hours)

- 3-6 month internship / work experience

- A choice of 6 electives

- Master Project

Apply online at www.edhec.edu or send an email at international.admissions@edhec.edu
Deadline to apply: **30 June 2017**

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About EDHEC BUSINESS SCHOOL

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 7,900 students in academic education
- 20 degree programmes: BBA, Master in Management, MScs, MBAs, PhD, etc.
- Over 30,000 alumni in 125 countries
- 156 permanent professors
- 13 research and teaching chairs
- A €121.5m budget
- €20m of R&D revenues, including €15m from international sources
- One of the first business schools worldwide to hold the triple crown of accreditations from AACSB, EQUIS and AMBA

Operating from campuses in Lille, Nice, Paris, London and Singapore, EDHEC is one of the world's top 15 business schools. Fully international and directly connected to the business world, EDHEC commands a strong reputation for research excellence and its ability to train entrepreneurs and managers capable of breaking new ground. EDHEC functions as a genuine laboratory of ideas and produces innovative solutions valued by businesses. The School's research work inspires its teaching with its focus on "learning by doing" in order to build people to build business.

For more information on EDHEC Business School: www.edhec.edu