

PROFESSIONAL MASTER'S DEGREE BA BUSINESS ANALYTICS

 **Level professional**
master's degree

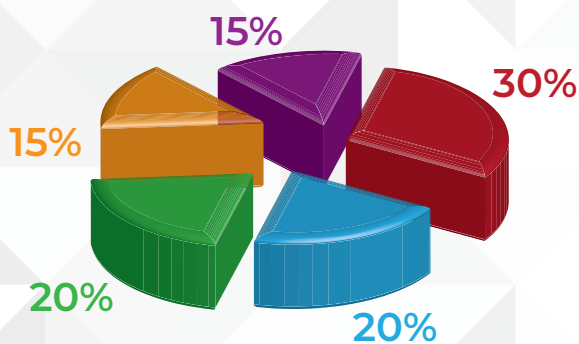
 **Prerequisite**
Baccalaureate + 3

 **Credits**
120 ECTS

 **Duration**
4 semesters

 **Study mode**
Basic training/ Full time

At the crossroads of Data Science, Statistics and Management, Esprit School of Business (ESB) offers a Professional Master's program in Business Analytics, co-constructed with the company "Business & Decision Tunisia". This co-construction aims to ensure a technological support for students for better professional integration in the job market.



MANAGEMENT

Management, Innovation Strategy, Business Process Management...

DATA ANALYSIS & COMPUTER SCIENCE

BI, Machine Learning, Big Data, IoT, Analytics Consulting...

MATH & STATISTICS

Quantitative Methods, Modelling, Predictive Analysis...

SOFT SKILLS

Seminars, Personal development, Business games, Languages...

PROFESSIONAL PROJECT

Cross-disciplinary projects, Company visits, Internships, Graduation Projects...

Skills

- Analyse, manage and use data in decision-making.
- Anticipate information needs and continuously seek new relevant sources of information.
- Help develop a strategic vision based on explanatory predictive modelling.
- Build the best-developed performance indicators using analysis techniques data and the most robust digital practices.

Jobs

Business Analyst
Business Developer, Business Development Manager
Analyst Engineer, Business Engineer
Data Manager
Analytical Consultant
Business Analytics Specialist, Data Analyst, Data Miner, Data Scientist
BI Analyst, BI Expert Consultant
BI Project Manager, Business Intelligence Consultant, Big Data Consultant, Data Strategist

Activity Area

IT service companies
Software publishers
Banks, Insurance & Scholarships
Commercial or industrial companies