

MSc DIGITAL BUSINESS, DATA ANALYSIS & MANAGEMENT

**BUSINESS
& STRATEGY**

**INTAKE: SEPTEMBER
CAMPUS: SOPHIA ANTIPOLIS (F)
TAUGHT IN ENGLISH**



The first comprehensive degree in digital business and data analysis in Europe

This programme was conceived of by top executives in major global companies. They recognised that the digital transformation of business has resulted in a severe shortage of graduates with the knowledge and quantitative skills necessary to work in a data-rich environment.

Career opportunities

Opportunities for our graduates include positions as executives or consultants in areas such as business analytics and strategy, data strategy, digital and social media; and on the management side, as data technology managers, strategic partner managers, digital marketing managers, etc.

Programme outline

The *knowledge* courses encompass traditional business disciplines, e.g. strategy, marketing, economics, and information systems. Each course is tailored to emphasise the nature of digital transformation, and its implications for analysis and decision-making.

The *skills* courses include big data analytics and business statistics. These courses provide students with the tools necessary to properly collect and analyse data in a digital environment.

Students will participate in group projects that allow them to apply this training to real-world, data-intensive cases.

Why choose this programme

This programme is the first comprehensive MSc in the area of digital business in Europe. It provides students with the knowledge and skills that are in high demand in all market sectors.

The MSc curriculum is monitored by members of the programme's Advisory Board to ensure that graduates meet all the requirements of a dynamic labour market. The Board includes academic and professional digital experts.

See details: www.skema.edu/programs/masters-of-science/msc-digital-business-advisory-board

The programme is based at SKEMA's Sophia Antipolis campus, on the French Riviera, the largest technology park in Europe. This environment facilitates a rich set of interactions between SKEMA students, faculty and international firms where students often find internships.

What differentiates the MSc Digital Business?

- ▶ The programme is aimed at students interested in developing comprehensive knowledge about digitisation - the most powerful force in modern business.
- ▶ Designed to produce professionals with skill sets highly sought after in the job market.
- ▶ Dynamic curriculum incorporating today's industry requirements.
- ▶ Overseen by an Advisory Board including digital experts from major global companies, and renowned international academics.
- ▶ Taught by SKEMA's leading faculty in various disciplines.
- ▶ A unique combination of knowledge courses (strategy, economics, marketing and information systems) and skills course (Big data analytics, business statistics, and econometrics).
- ▶ Based in the heart of Europe's largest technology park, the programme benefits from interactions with leading players in digitisation.

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu

skema
BUSINESS SCHOOL

6

campuses on
four continents

8000
students

120+
nationalities on
SKEMA's campuses

42,000
graduates throughout the
world in 145 countries

Triple
accreditation



25th best worldwide Master in
Management (2018)

4th best worldwide MSc Financial
Markets & Investments (2018)

WWW.SKEMA.EDU

Programme structure

	CREDITS
Fall semester - Mandatory courses	30
Digital Business and Innovation	5
Digital Marketing	4
Managerial Economics	5
Identifying and Managing Business Opportunities	4
Statistics	4
Data Technology Management	3
Data Visualisation	2
AI Management	2
Employability and Careers	1
Spring semester - Mandatory courses	30
Strategy in the Digital Economy	5
Big Data and Analytics	5
Data-driven Business Insight	5
Research Methods	3
Salesforce Contest	2
Privacy on the Internet	3
Understanding the Digital Consumer	3
Data Management Infrastructure	3
Employability and Careers	1
Professional thesis	30
TOTAL CREDITS FULL YEAR	90

“ The Digital Business MSc was the most important factor that helped me to regain my professional footing after almost five years away from the job market. It has updated my skills and given me all the necessary tools to understand digital business strategy, data management, digital marketing, e-commerce, business operations and IT strategy. Furthermore, the MSc included classes in collaboration with the most important actors in the digital economy, such as Salesforce, IBM, SAP, Amadeus. This was a precious experience that paved our way towards those companies, getting us to know what they expected from us and the opportunities they had to offer as our future employers.

This MSc programme was our practical guide to the job opportunities into the most influential companies that exist now in the market. As a result, I have found an internship within a week of the end of the academic year inside the world leader of software solutions for enterprises SAP Labs France. „

Marigleta Hyso, MSc Digital Business, Data Analysis & Management, 2016-2017

“ I have developed a wide range of relevant skills and learned how to work with data scientists and engineers. Being able to understand data while having a business school degree is a profile companies are looking for.

We learned how to use various statistical packages, such as Stata, IBM Watson Analytics, IBM SPSS Modeler, and Salesforce which is used by many digital firms. Guest teachers from companies including IBM, Salesforce, Amadeus, SAP also contributed.

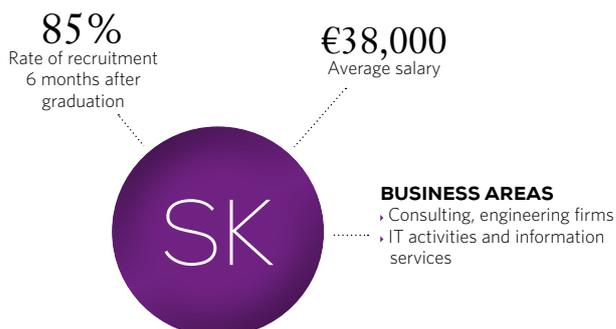
Professors pay close attention to our progress. And the programme directors continuously solicit feedback from current and past students to keep this MSc innovative and relevant. This great MSc has allowed me to find my dream job just two and a half months before the end of the academic year - in Airbus Defense & Space in Madrid. „

Geoffrey Koslowski, MSc Digital Business, Data Analysis & Management, 2016-2017

These details are for information only and may be changed by the school without prior notice.

SKEMA MSc employment rate

MSc Digital Business, DataAnalysis & Management
SKEMA Careers Service employment survey class of 2016



Programme Director

Zakaria Babutsidze

Tuition fees

- ▶ One-year MSc: €16,900
- ▶ Two-year MSc option: €28,000 (total fees for two years' tuition)

Recruiting companies

Airbus, Cartier, Google, McKinsey, SAP Labs France, Sysco, Wavestone...

