MSc IN
DATA AND BUSINESS ANALYTICS

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

Format: Full-time
Teaching language: English
Intake: September
Campus: Rennes
Duration: 1 or 2 years

Degrees awarded: Master of Science + Grade de Master Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données

Level 7 RNCP Title No. 39273

MASTER YEAR 1 (M1)*

> Introduction to Programming Language
> Managing Diversity: Awareness and Action
> Change Management in a Digital and Sustainable World
> Statistics and Data Analysis
> Open Strategy for an Uncertain World
> Data Management
> Introduction to Business Analytics
> Decision Science
> Introduction to Data Analytics Specialisations
> Introduction to AI and Machine Learning
> Time Series Analysis
> Data Analytics Project
> Introduction to Deep Learning
> Introduction to Research Methods
> Introduction to Pen-Testing

LANGUAGES

> French language and culture for non-fluent French speakers
> Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

PROFESSIONAL EXPERIENCE

> 2-month internship minimum (in France or abroad)

MASTER YEAR 2 (M2)*

> AI and Marketing
> Big Data and Business Analytics
> Data Science Toolbox
> Research Methods for Data Strategies (focus on literature review and GP)
> Social Media Intelligence
> Unframed Leadership and Collaborative Intelligence
> Data Project Management
> Case Studies in Business Analytics Ethics and Risk
> Data Driven Demand Planning (D3P)
> Retail Analytics
> Decision Models for Supply Chain Planning
> Harnessing AI for Business
> Learning Expedition
> CRM Systems with AI Integration

RESEARCH

> Graduating Project

PROFESSIONAL EXPERIENCE

> 4-month internship minimum (in France or abroad)

* Courses subject to change

RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

" *Unlock your career potential with our Master of Science in Data and Business Analytics, a programme crafted to offer the perfect blend of business acumen and technical expertise. Immerse yourself in a curriculum that emphasises essential data skills and advanced programming, ensuring you're equipped to tackle complex analytics challenges. Leverage our exclusive partnerships with learning platforms to gain hands-on experience with cutting-edge tools and technologies. Develop the ability to analyse and, more importantly, interpret data within a given context to inform strategic business decisions. This MSc prepares graduates for international careers in all fields of industry and services, more specifically in marketing analytics, commercial analytics and supply chain analytics.*

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts! "

CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...

ADMISSION

ADMISSION CRITERIA

ACADEMIC BACKGROUND

2-YEAR MSc (M1):
- 3-year bachelor's degree

1-YEAR MSc (M2):
- 4-year bachelor's degree or 3-year bachelor's degree with minimum 3 years of professional experience*

*VAPP process required

ENGLISH REQUIREMENT

- TOEIC score of **785**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge **B2**, or completion of the last **two years** of education in English.

NB: An official test with a minimum score of TOEIC>800, TOEFL>80 or IELTS>6.5 is required for graduation

ADMISSION PROCESS

1. Apply Online
https://apply.rennes-sb.com
Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

2. Online Interview
Eligible candidates will be invited to an online interview featuring pre-recorded questions.

CONTACT US

inquiries@rennes-sb.com

FOR MORE INFORMATION ON THE PROGRAMME
SCAN QR CODE

rennes-sb.com

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