

RNCP CERTIFICATION

FULL-TIME  
**100%**  
IN ENGLISH

STUDY IN  
**PARIS**

# MSC DIGITAL BUSINESS ANALYTICS

IMPROVING THE WORLD  
WITH THE POWER OF  
INNOVATION AND TECHNOLOGY



**BUSINESS  
SCHOOL**  
PARIS-LA DÉFENSE

# STUDY IN PARIS AND EXPERIENCE ONE OF THE MOST ADVANCED STARTUP ECOSYSTEMS AND BUSINESS HUBS IN EUROPE

**MSC DIGITAL BUSINESS ANALYTICS IS DESIGNED TO PROVIDE STUDENTS WITH COMPETENCES AND THE KNOW-HOW TO THRIVE IN DYNAMIC BUSINESS ENVIRONMENTS.**

Participants will learn to master business analysis, advanced techniques and digital tools that will give them a competitive advantage in today's and tomorrow's business world. It forms future executive consultants to play crucial roles in decision making of organizations, technology strategy, corporate innovation, business optimization and development of existing companies or start-ups. **The programme combines theory and practice to develop skills needed to win in the digital age.**

## GENERAL OBJECTIVE

The programme explores diverse digital business models, analytical frameworks and new tools that shape today's business environment. It prepares future consultants to become executives and part of the international community in this digital world. **The course prepares students for career opportunities on the international scene in the field of digital business consulting, e-commerce, digital value chain management, digital ventures and business analytics.** The Leonard de Vinci Business School (EMLV) is close to the companies that shape the economic landscape of tomorrow and therefore

trains managers to answer the needs of multinational and global organisations. The school, particularly recommended for its insertion rate of young graduates in their first jobs, helps students to develop their network and gives them great global career perspectives. **Several visits to French and international firms as well as to start-ups and one of the most advanced startup ecosystems and business hubs in Europe "La French Tech" are part of the programme.**

## CAREER OPPORTUNITIES

The MSc Digital Business & Analytics programme offers a wide range of opportunities for employment. Students may aspire to leading roles such as:

- + Digital Commerce Strategist
- + Senior Business Analyst
- + Web Analyst and Marketer
- + Digital Business Consultant
- + Value Chain Manager
- + E-Commerce Sales Manager
- + Digital Transformation Lead
- + E-Business Analyst
- + Digital Financial Economist
- + Senior Community Manager
- + Digital Market Researcher
- + Manager of Digital Products
- + Business Analytics Manager
- + Digital Marketing & Media Lead
- + Head of Digital Operations
- + Digital Talent Officer
- + Demand Generation Lead
- + Digital Transformation Consultant

**PARIS IS THE  
FIRST STEP  
TO YOUR  
INTERNATIONAL  
CAREER**



## COURSE STRUCTURE



## MODULES

THEMES	DIGITAL BUSINESS	BUSINESS INNOVATION	BUSINESS ANALYTICS	VALUE CHAIN MANAGEMENT
MODULES	Digital Economy & Technology Strategy	Innovation Management and Social Networks in Human Resources	SEO, Digital Advertising & Marketing Analytics	Operations Management
	Law, Ethics & New Technologies	Change Management & Digital Transformation	Demand Generation for E-commerce & Omnichannel Execution	Simulation & Optimization
	Current & Emerging Trends in Digitization	Gamification for Recruitment & People Analytics	Fintech, Financial Engineering & Banking Innovations	Applied Management Science
	Data Management & Statistical Methods	Online Reputation & Crisis Management	UX Design & Online Experiments	Internet of Things, Digitalization & Automation
PLUS	Research Methods	French as a foreign language	Visits to French companies	Career development



# 450

HOURS OF CLASS,  
PROJECTS AND VISITS  
OCTOBER > MARCH

# 6

MONTHS  
INTERNSHIP OR  
DISSERTATION

## PROGRAMMES HIGHLIGHTS

<p><b>100% in English</b></p>	<p><b>The French Touch experience</b> Several business tours in Paris to experience the French Touch Field trips to gain insight into business &amp; management practices</p>	<p><b>French innovation encounters</b> Students will get the opportunity to visit French incubators or accelerators, close encounters with the French Tech and professional fairs</p>
<p><b>Scientific research techniques</b> to engage in independent investigation and understanding of particular issues</p>	<p><b>In La Défense:</b> the first european Business District Close to the companies that shape the economic landscape of tomorrow</p>	<p><b>Passport to an international career</b> Studying in Paris, a step towards an international career</p>
<p><b>International campus</b> International students from all around the world</p>	<p><b>International Certification</b></p>	<p><b>Modern campus</b> Access to Bloomberg and 3D FabLab <b>Sports facilities</b> 6 fully equipped sport rooms</p>
<p><b>EMLV particularly recommended for its rate of insertion of young graduates</b> in their first job helps students to develop their network and give them global career prospects</p>	<p><b>50+ student clubs &amp; societies</b> A good way to socialise and share interests</p>	<p><b>Personalised Tutoring</b></p>
<p><b>Employability</b> Emphasis on soft skills and coaching on career development</p>	<p>EMLV responds to a demand <b>to train managers of multinational organisations</b></p>	<p><b>Corporate partners</b> EMLV has developed a network with over 100 firms that come to the school to meet and recruit students, give conferences, assess projects...</p>

## LEARNING OUTCOMES

**STUDENTS WILL BE ABLE TO MAKE DECISIONS IN COMPLEX ENVIRONMENTS. THEY WILL KNOW HOW TO:**

- + Analyse organizations and enhance them with digital transformation
- + Identify and use applied research techniques to solve complex problems with high levels of uncertainty
- + Develop and implement the technology strategy for organizations
- + Organize procurement, vendor and supply chain management
- + Inform top management about risks and opportunities based on a data driven approach
- + Design Key Performance Indicators to follow business strategy implementation and measure performance
- + Optimize business operations based on advanced business analytics
- + Evaluate and improve digital commerce strategy
- + Analyze, propose and estimate the value of digital business ventures
- + Manage global projects
- + Speak several languages
- + Master communication techniques
- + Carryout a research project-Dissertation
- + Propose solutions in the core business areas of international
- + Use digital tools in international environment



**Erik Ernesto Vázquez**  
Director of the MSc Digital Business analytics

**Erik Ernesto Vázquez** graduated from a doctoral degree at the University of Newcastle upon Tyne in United Kingdom and Grenoble École de Management in France where he specialized in digital business. He has an MBA of the University of North Carolina in the United States and holds an Engineering degree from UDEM in Mexico. He has held positions as consultant, financial accountant, marketing representative and sales territory manager for Fortune 100s companies in the United States and Latin America. Erik has been MBA director, director for studies in business administration and human resources as well as tenured professor in digital business before joining to Leonard de Vinci Business School (EMLV).



## THE SCHOOL

Léonard de Vinci Business School (EMLV) offers several degrees with specialisations in accounting, digital business, marketing, finance and human resources. The EMLV programmes have been designed to help students to reach their highest potential as future leaders. EMLV provides state-of-the-art programmes in business with an emphasis on digital aspects of business and the international dimension. Students are exposed to real life business scenarios which equip them with core professional skills. Faculty and staff consist of both international research professors and business professionals.



## PERSONALISED SUPPORT

- + Administrative steps (housing, Campus France, visa, health insurance, immigration office...)
- + Buddy Team service (airport pick-up, practical information, integration events...)
- + One and a half hours French class per week (3 levels: beginner, intermediate, advanced)

## ADMISSION REQUIREMENTS

- + Bachelor's degree (4 years or 3 years plus professional experience)
- + English level IELTS 6.5 or equivalent  
If English is your first language or if you have previously studied in English medium, you are not required to provide a IELTS score

## ADMISSION PROCESS

- + Application submission through the website:  
<http://international.leonard-de-vinci.net>
- + Interview (either face to face or at distance)
- + Application deadline: **September 2020**
- + Duration: **12 months**
- + Intake: **November 2020**
- + Tuition fee: ** 10200**
- + School Life Contribution: ** 90**

## CONTACT

[INTERNATIONAL.ADMISSION@DEVINCI.FR](mailto:INTERNATIONAL.ADMISSION@DEVINCI.FR)

# WHY

## DO THE MSC DIGITAL BUSINESS ANALYTICS AT THE LEONARD DE VINCI BUSINESS SCHOOL?

- + Modern campus in La D fense, Paris business centre
- + Intercultural experience
- + Partnerships with multinational firms
- + Sports facilities & more than 50 student clubs & societies
- + Interactive projects with sister schools ESILV (graduate school of engineering) and IIM (Institute of Internet and Multimedia)
- + Emphasis on soft skills and employability
- + Individual attention
- + Teaching faculty: PhD professors and professionals
- + Scientific research techniques to engage in independent investigation and understanding of particular issues
- + Access to Learning Center, Bloomberg terminals and FabLab (3D printers)



**BUSINESS**  
SCHOOL  
PARIS-LA D FENSE

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