MSC Digital Business Analytics

Improving the world with the power of innovation and technology
SOFTWARE PROGRAMMATION DE L'ENTREPRISE ET GESTION DES RÉSEaux ET DES SYSTéMES INformatiques (SPGRSI) 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

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

SEMESTER 1  
OCTOBER - JANUARY

DIGITAL BUSINESS  
BUSINESS INNOVATION  
BUSINESS ANALYTICS  
VISITS TO INTERNATIONAL FIRMS & FRENCH TECH

SEMESTER 2  
FEBRUARY - MARCH  
APRIL - SEPT.

BUSINESS GAME  
VALUE CHAIN MANAGEMENT  
RESEARCH METHODS  
DISSERTATION OR INTERNSHIP

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

HOURS OF CLASS, PROJECTS AND VISITS  
OCTOBER > MARCH

MONTHS  
INTERNSHIP OR DISSERTATION

450

6
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 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.
WHY

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

+ Modern campus in La Défense, 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)

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
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