MSc DIGITAL BUSINESS ANALYTICS

IMPROVING THE WORLD WITH THE POWER OF INNOVATION AND TECHNOLOGY
“Data are abundant and readily available to collect. Everywhere from the type of coffee you purchased today or the transportation ticket you used last month to your Google queries and your Instagram Likes and Shares from last week. However, it is not easy to manage or analyze it as well as to make appropriate interpretations to inform business decisions. Societies and economies across the world require specialists in the use of digital analytics to improve the state of businesses. The main objective of the MSc in Digital Business Analytics is to help students understand the far-reaching implications of data management and data analytics with practical examples. This master program aims to broaden the students’ perspective about this dynamic field and to develop their skills to apply the learnings in the business context. The MSc in Digital Business Analytics recruits students with international profiles and backgrounds to encourage profound intercultural and interdisciplinary exchanges.”

Erik Vazquez  
Director of the MSc Digital Business Analytics
CAREER OPPORTUNITIES


THEY HIRE OUR STUDENTS!
A 1-YEAR DEGREE

The MSc Digital Business Analytics is designed to prepare students for international career opportunities in digital fields such as consulting, e-commerce, and business analytics. Students will develop an expertise in the framework of digital technologies by working on real-case scenarios and participating in interactive lectures.

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.

6 months of class starting from October, followed by 6 months of internship starting from March. Enjoy the opportunity to put what you have learned into practice in a professional context!

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<th>6 MONTHS OF CLASS</th>
<th>6 MONTHS OF INTERNSHIP*</th>
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*It is possible to substitute the Internship for a Research Dissertation upon request.
## THEMES

### Digital Economy & Technology Strategy
- Digital Economy & Technology Strategy
- Law, Ethics & New Technologies
- Current & Emerging Trends in Digitization
- Data Management & Statistical Methods

### Innovation Management and Social Networks in Human Resources
- Innovation Management and Social Networks in Human Resources
- Change Management & Digital Transformation
- Gamification for Recruitment & People Analytics
- Online Reputation & Crisis Management

### SEO, Digital Advertising & Marketing Analytics
- SEO, Digital Advertising & Marketing Analytics
- Demand Generation for E-commerce & Omnichannel Execution
- Fintech, Financial Engineering & Banking Innovations
- UX Design & Online Experiments

### Operations Management
- Operations Management
- Simulation & Optimization
- Applied Management Science
- Internet of Things, Digitalization & Automation

### French as a foreign language
- French as a foreign language
- Visits to French companies
- Career development
GENERAL AIMS
Students will learn to analyse business processes of different models. By using applied research techniques, students will learn to solve complex problems with high levels of uncertainty. The course prepares students for career opportunities on the international scene in the fields of digital business consulting, e-commerce, value chain management, digital ventures and business analytics.

LEARNING OBJECTIVES
+ 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
+ Carry out a research project dissertation
+ Propose solutions in the core international business areas
+ Use digital tools in an international environment
“At EMLV Business School, one of our main missions is to train hybrid managers demonstrating both technical and interpersonal qualities. The presence on campus of an engineering school (ESILV) and a digital school (IIM) gives our students the opportunity to build a diverse and supportive network from all around the world. With more than 7 000 students, our campus is home to an enriching academic ecosystem that is truly representative of the Parisian world of vision and ideas. Being a student in Paris is a unique experience which is reflected in the school’s DNA. At EMLV, we support our students to diversify their skills, drive their own career, and pursue their ambitions from local or international perspectives. In today’s fast-evolving professional environment, our exceptional campus allows our students to access state of the art technologies, such as our FabLab and our research centres, which encourages curiosity, R&D activity, and entrepreneurial innovation. We are proud to welcome students from diverse academic backgrounds and cultures which allows EMLV Business School to stand out as one of the top business schools in Europe.”

Sébastien Tran
Dean EMLV
ABOUT THE INTERNATIONAL STUDENTS’ WELCOME DESK

The Welcome Desk welcomes all international students who come to study at Léonard de Vinci, whether they are pursuing a degree or participating in an exchange program with a partner university. The Welcome Desk helps students prepare their arrival and organizes orientation days at the start of each semester during which they are given information on campus life, life in Paris, and administrative and immigration procedures to follow. In addition to welcoming international students upon their arrival, it provides them with assistance and support all year long on topics such as housing, visa procedures, opening a bank account, participating in campus life activities... The Welcome Desk works closely with the student association ESN DeVinci, an Erasmus Student Network association which aims to help integrate international students on campus. Before their arrival, students are put in relation with ESN DeVinci to help them prepare for their arrival. Furthermore, ESN Devinci organizes different cultural and entertainment events for international students all year long such as visits of Paris, weekend trips, parties and cultural exchange dinners. Therefore, the Welcome Desk is one of the main points of contact for any international student studying at Léonard de Vinci. You are welcome to contact the Welcome Desk for assistance!

PARIS IS THE FIRST STEP TO YOUR INTERNATIONAL CAREER

Paris is world famous as a hub of European culture, history and academia, attracting businesses, students and tourists from around the globe. Paris is also home to La Defense, Europe’s biggest business district, which is located just 15 minutes to the west of Paris city centre. Devinci’s campus in La Defense is within walking distance to over 1500 companies and potential employers and just a few minutes from many of Paris’s most famous sights by metro. Devinci students are therefore uniquely placed to develop their cultural awareness and business acumen with the support of the school’s teaching faculty and careers service; if you want to experience European culture, build your network, and diversify your career opportunities, Devinci is the place for you!
ADMISSIONS

REQUIREMENTS
+ 4 year degree (Bachelor or Master) (240 ECTS)
+ IELTS 6.5 or equivalent (TOEIC, TOEFL, Duolingo, Cambridge, Pearson). Native English speakers, and those who have previously graduated from a degree programme taught entirely in English, are exempted

KEY INFORMATION
+ 12-month programme (6 months classes / 6 months internship or thesis)
+ 90 ECTS
+ Intake October 2021
+ Tuition fees 11 500 €

APPLICATION PROCESS
1. Apply online https://international.leonard-de-vinci.net
2. Online interview
3. Results of admission
4. Secure your seat
5. Final enrolment confirmation
6. Welcome to Paris!

CONTACT
International.admission@devinci.fr
+33 (0)7 86 16 74 66 (Whatsapp)

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