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)*

CORE COURSES

> Introduction to Programming Language
> Managing Diversity: an International Perspective
> Change Management in a Digital and Sustainable World
> Introduction to Business Analytics
> Open Strategy for an Uncertain World
> Statistics and Data Analysis

SPECIALISATION

> Data Management
> Decision Science
> Introduction to Data Analytics Specialisations
> Introduction to AI and Machine Learning
> Time Series Analysis
> Data Analytics Project
> Introduction to Deep Learning
> Research Methods

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)

* Courses subject to change

MASTER YEAR 2 (M2)*

SPECIALISATION

> Case Studies in Business Analytics, Ethics and Risk
> CRM Systems with AI integration
> Data Project Management
> Harnessing AI for Business
> AI and Marketing
> Data Science Toolbox
> Data Driven Demand Planning
> Decision Models for Supply Chain Planning
> Learning Expedition
> Social Media Intelligence
> Retail Analytics
> Big Data and Business Analytics

RESEARCH

> Graduating Project

PROFESSIONAL EXPERIENCE

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

RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

PROGRAMME DESCRIPTION

> *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 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, on 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

SCAN QR CODE
FOR MORE INFORMATION ON THE PROGRAMME

rennes-sb.com

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