



# MSc IN

## DATA AND BUSINESS ANALYTICS



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

#### 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 Seminar
- > 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](mailto:inquiries@rennes-sb.com)

SCAN QR CODE



FOR MORE INFORMATION  
ON THE PROGRAMME



[rennes-sb.com](https://rennes-sb.com)



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