MASTER OF SCIENCE in
DIGITAL AND BIG DATA
FOR VALUE

PARIS
NEXT INTAKE: SEPTEMBER 2021

3 INTERNATIONAL ACCREDITATIONS

[Logos of AACSB, AMBA, and EQUIS]
ESSCA School of Management has been preparing future leaders for management careers since 1909. We are among just 1% of global institutions to hold the gold standard ‘triple-crown’ accreditation from AACSB, AMBA and EQUIS, which means that our pioneering undergraduate and postgraduate programmes are internationally recognised and highly valued by employers worldwide.

A private, not-for-profit institution, we are a school where management education has always been a force for responsible and innovative business practice. We are future creators, empowering and inspiring our students to express their talent, developing the critical and creative thinking skills to excel in some of the most dynamic sectors of modern-day business.

We are looking for ambitious, ethically minded students with the imagination and talent to shape practice in business and management. If that is you, then we hope to welcome you here soon on one of our international campuses to help us write the next chapter in our long history!

**KEY FIGURES**

| 8 exciting campus destinations |
| Partner universities in 55 countries |
| 6,000 full-time and part-time students |
| 550 full-time faculty, international experts and lecturers |
| 3 institutes: EU-ASIA Institute, Digital Marketing Institute, and Institute for Advanced Pedagogy |
| 2,500 corporate partners |
| 16,000 alumni worldwide |

**STUDY IN THE CAPITAL OF NEW TECHNOLOGIES**

Prepare for your digital business career in Paris! This exciting campus location represents the best that France has to offer overseas students. The ‘City of light’ is a leading global city famed by students for its amazing history, culture, business and leisure opportunities! Located in Boulogne-Billancourt on the banks of the Seine and only a short walk from Pont de Saint Cloud metro station, our 8-storey campus building is just a 15-minute journey from the world-famous Champs Elysée and Eiffel Tower. The area is one of the major business zones in the Paris region and home to numerous corporate head offices employing more than 100,000 key staff, meaning we make sure you are offered regular opportunities to learn, interact and work with those who are shaping the face of modern global business.

And with more than 400 m² of business incubator space available, ESSCA supports innovative start-up activity from inside and outside the School of Management.
WHY THIS COURSE?

Companies are increasingly looking to employ managers who are able to design and implement effective digital marketing strategies using the analysis of massive data reported by connected objects or published each day on social networks. However, these same companies currently struggle to recruit specialists and face a real shortage of experts in the field. Candidates with a "data-scientist" profile are particularly in demand thanks to their skills in statistics, mathematics and computer sciences applied to the management of Big Data for marketing purposes.

We have designed this course to offer you best-practice skills and knowledge in both management and engineering thanks to a cross-curricular project-based learning approach. Graduates will become high-level managers able to collect and analyse multiple data sources via innovative algorithms across a variety of areas including CRM, communications, risk management or marketing. The curriculum focuses on developing your ability to support senior managers in their decision-making processes, imagining tomorrow’s services, and anticipating new business needs.

COURSE STRUCTURE

This Masters degree course last 12 months.

- You will take 450 hours of core modules on-site in Boulogne-Billancourt (Paris), totalling 60 ECTS credits
- You will undertake a professional placement lasting 4 to 6 months as well as researching and completing a Masters dissertation (30 ECTS credits)

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<th>Semester 1</th>
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<td>Web Technologies</td>
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<td>The Internet and Marketing Research</td>
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<th>Semester 2</th>
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TOTAL 225h

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Prof. Dr
Jean-François
LEMOINE
Course Director

The MSc in Digital and Big Data for Value is the opportunity for you to develop your expertise and skills in Big Data management to support high-level marketing decisions. Thanks to state-of-the-art teaching in IT, information systems, mathematics, statistics and marketing, this course is the opportunity to improve your ability to analyse consumer behaviour to offer goods or services that are better adapted to the customers’ needs.

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CAREER PROSPECTS

Recent graduates are developing careers in management roles worldwide, including positions as:

- Data scientist / Data analyst
- Web marketing manager
- Business intelligence consultant
- Business intelligence project manager
- Web strategy consultant
- Big-data and digital transition consultant
- Social media manager

MSc EMPLOYER VOICES

François PÉTAVY
President of Ikigaï Conseil

To build this specialist MSc course, along with the teams at ESSCA we decided to explore the expertise and skills we thought would be likely to be needed in our sector (crowdsourcing and creative communities) in the coming years. Among these skills, data analysis will be crucial to guaranteeing the sustainability of our activity and to meet our customers’ very exacting demands. Graduates from this course will therefore have exactly the right profile for companies like our own, making them highly employable.

And also Reed Midem, Institut CSA, Creads,...
TUITION FEES AND FUNDING

TUITION FEES 2021-2022: €14,750

ESSCA welcomes the brightest and best students from across the world. several types of scholarships are therefore made available to international students. These recognize and reward overseas students who have achieved excellent academic results before coming to ESSCA. CLICK HERE for more information

ACCOMMODATION & INTERNATIONAL SUPPORT

Our student services team is happy to provide support to overseas students in finding accommodation. We are also on hand to assist you with any administrative formalities. Information concerning visas and practical matters of living in France will be provided once you have received a formal offer for a place on the course.

FURTHER INFORMATION - ESSCA PARIS CAMPUS:
international.essca.fr

CONTACT
international.admissions@essca.fr

ENTRY REQUIREMENTS

Degree requirements: 4-year degree qualification (240 ECTS or equivalent), preferably but not exclusively in Economics, Business or Management. We also welcome applications from candidates with any science or engineering degree.

English language proficiency: IELTS (6.5 with no less than 6.0 in any component) or equivalent.

Please note: our entry requirements are guidelines and we assess all applications on a case-by-case basis.

HOW TO APPLY

Applications are considered on a rolling basis throughout the year. The MSc has two intakes, in September 2021 and January 2022.

The postgraduate admissions process involves the following 5 steps:
1. Online registration (application fee: €90)
2. Online application via apply.essca.fr (in English)
3. Screening by the course director
4. Admissions interview (in English) for pre-selected candidates
5. Review of pre-selected applications by the postgraduate selection committee.

Successful applicants receive an offer letter by email within 1 week

Entry to this course is competitive, so please apply early. The final deadline for receiving applications is 30 June, 2021.