MASTER OF SCIENCE in DIGITAL AND BIG DATA FOR VALUE

PARIS

NEXT INTAKE: SEPTEMBER 2020

3 INTERNATIONAL ACCREDITATIONS

ESSCA.FR/EN
Founded in 1909 in Angers, in the Loire Valley in the west of France – listed on the UNESCO World Heritage Sites – with several campuses in France and abroad, ESSCA is one of the top French graduate schools of management offering bachelor’s and master’s programmes to French and international students. The school offers a range of specialist master’s programmes taught only in English.

For over one hundred years, ESSCA has educated young people and adults in business and management, as well as in core values – competency, humanism, responsibility and imagination. When combined with academic excellence, a highly qualified international faculty, excellent research and a vast partner network worldwide, an ESSCA education truly becomes a fulfilling and enriching experience.

As a private, not-for-profit institution, ESSCA is accredited by the French Ministry for Higher Education and by three international accreditation agencies, EFMD*, AACSB** and AMBA***.

KEY FIGURES

| 8 campuses |
| 279 partner universities in 55 countries |
| 6,000 full-and part-time students |
| 136 full-time faculty |
| 413 adjunct and part-time faculty or international experts |
| 3 institutes: EU-ASIA Institute, Digital Marketing Institute, and Institute for Advanced Pedagogy |
| 2,500 corporate partners |
| 14,500 alumni worldwide |

Your Campus

**BOULOGNE-BILLANCOURT / FRANCE**

Boulogne-Billancourt is the largest city in the Paris metropolitan area outside of the capital and is considered a major economic centre in the Paris region, employing 100,000 people and home to many corporate head offices.

Located on the banks of the River Seine, the campus is served by a variety of public transport (metro, bus and tram) making access to the centre of Paris and the rest of the area easier. Besides educating young people in years 1-5 and corporate leaders in the executive programme, another goal of the Boulogne campus is to promote research and specific study projects, allow for the continued development of the School’s international profile by significantly increasing its capacity to accommodate students from around the world, and add to its educational programmes, in particular in the field of continuing education.

ESSCA hosts a business incubator to provide even greater support to its young entrepreneurs. In addition to this a foundation, “ESSCA House” welcomes all of its preferred partners (businesses, institutions, graduates, etc.).

A one-week learning expedition is organized in Angers, offering the opportunity to visit the digital ecosystem of companies specialized in IT.

*European Foundation for Management Development
**Association to Advance Collegiate Schools of Business
***Association of Masters of Business Administration
Today, companies are seeking out managers who can design and implement effective digital marketing strategies, integrating the analysis of massive data reported by connected objects or published each day on social networks. However, companies are struggling to recruit specialists and face a real shortage of experts in the field, particularly the “data-scientist” profile who demonstrates qualities in statistics, mathematics and computer sciences, in the operation of Big Data applied to marketing.

To equip graduates with the best knowledge of management and engineering, ESSCA will train high-level executives able to collect, aggregate, store and accelerate data processing through innovative algorithms. The curriculum centres on accompanying corporate directors in their decision-making processes, imagining tomorrow’s services, and anticipating new business needs.

This programme will prepare you to acquire skills such as agility in collecting and analysing multiple data sources across a variety of areas such as CRM, communication, risk management, or marketing. To reach this level, courses in intelligence, marketing, communication or statistics will be on par with practical cross-curricular projects.

**LEARNING OUTCOMES**

The programme lasts 3 semesters and includes:

- 450 hours of on-site teaching – 2 semesters in Boulogne-Billancourt – totalling 60 ECTS credits
- An internship (4 to 6 months) and a Master’s thesis totalling 30 ECTS credits.

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<th>Semester 1</th>
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<td>Internet and Corporate Strategies</td>
<td>45h</td>
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<td>Web Technologies</td>
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<td>Internet and Market Studies</td>
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<td>Communicating and Selling on the Web</td>
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<td>E-CRM</td>
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<th>Semester 2</th>
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<td>Statistics and Probability Modelling</td>
<td>45h</td>
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<td>Business Intelligence</td>
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<td>Big Data</td>
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<td>Internet of Things</td>
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<td>Data Driven Projects</td>
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<td><strong>TOTAL</strong></td>
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**CAREERS**

Graduates are primarily destined to positions of:

- Data Scientist and Data-analyst
- Webmarketing Manager
- Business Intelligence Consultant
- Business Intelligence Project Manager
- Web Strategy Consultant
- Big-data and Digital Transition Consultant
- Social Media Manager

**THEY SUPPORT US**

François PÉTAVY
Dean of EYEKA SA, Paris

To build this MSc’s course, we have carried out reflection in conjunction with ESSCA as to what competencies will be called upon in our sector – crowdsourcing and leading creative communities – in the coming years. Among these skills, data analysis is crucial to guarantee the longevity of our activity and meet our customers’ precise demands. Graduates of this course will therefore have the very profile that our company is seeking and will be able to join it on finishing their studies.

And also Reed Midem, Institut CSA, Creads....

**Why THIS COURSE?**

Prof. Dr Jean-François Lemoine
Head of the programme

The MSc in Digital and Big Data for Value is the opportunity for students to learn to master Big Data to assist in managerial recommendations for marketing. Thanks to state-of-the-art teaching in IT, information systems, mathematics, statistics and marketing, this course is the opportunity to better analyse consumer behavior to offer better adapted goods or services to customers’ needs.
ADMISSION REQUIREMENTS
For entry into the programme, participants will need to have:
- A 4-year Bachelor degree, or a total of 240 ECTS credits, preferably but not exclusively in business administration or engineering
- Les candidats français ou d’Afrique francophone peuvent postuler s’ils possèdent un diplôme M1 ou un total de 240 crédits ECTS
- An advanced level of English (TOEFL 550 or equivalent)

APPLICATION PROCESS
Admissions are on a rolling basis throughout the year. The programme is offered through two intakes: September and January.
The selection includes the following five steps:
- Online registration (application fee: €80)
- Application pack submitted to ESSCA (in English)
- Short list of candidates
- Interview in English
- Validation of the application by the selection committee

Applications must be submitted by June 30, 2020
Please consult our website for information on the application process:
www.essca.fr/en/programmes/other-degrees/msc

TUITION FEES
TUITION FEES IN 2020-2021: €14,750
ESSCA does offer a limited number of partial and total scholarships for students from outside France.

ACCOMMODATION AND PRACTICAL INFORMATION
ESSCA student services can provide information to students in their search for accommodations, as well as assistance with the administrative formalities.
Information concerning visas and practical matters of living in France will be provided once candidates have been admitted to the programme.

FOR FURTHER INFORMATION ON ESSCA’S CAMPUS:
www.essca.fr/en > About ESSCA > Campuses

CONTACT
admission@essca.fr