



MASTER OF SCIENCE in DIGITAL AND BIG DATA FOR VALUE

PARIS

NEXT INTAKE: SEPTEMBER 2022



MSc



ESSCA SCHOOL OF MANAGEMENT WELCOME TO YOUR FUTURE!

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.

As 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 56 countries

Nearly 7,000 full-time and part-time students

680 full-time faculty, international experts and lecturers

2,500 corporate partners

16,890 alumni worldwide

ESSCA has recently been awarded the Campus France "Bienvenue en France" certification for the quality of the international student experience.



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.



MSc in DIGITAL & BIG DATA FOR VALUE

Become a high-level manager with the ability to support senior level decision-making processes, imagining tomorrow's services, and anticipating new business needs.

OVERVIEW

Companies are increasingly looking to employ managers who can 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 programme to offer you best-practice skills and knowledge in both management and engineering thanks to a cross-curricular project-based learning approach. 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

WHY THIS PROGRAMME?

- Great employment prospects, with companies actively seeking out graduate managers with a 'data-scientist' profile
- Two clearly divided yet interrelated semesters, equipping students with specialist management and big data skills
- Develop knowledge and learn skills that are at the forefront of modern decision-making processes and imagine the services of tomorrow.

COURSE STRUCTURE

The programme lasts 12 months and includes:

- 450 hours of on-site teaching - 2 semesters in Paris totalling 60 ECTS
- A mission for a company and a Master's dissertation totalling 30 ECTS

Semester 1

The Internet and Corporate Strategies	45h
Web Technologies	45h
The Internet and Marketing Research	45h
Communicating and Selling on the Web	45h
E-CRM	45h

Semester 2

Statistics and Probability Modelling	45h
Business Intelligence	45h
Big Data	45h
Internet of Things	45h
Data Driven Projects	45h



Brunna
LELLIS-ALCANTARA
Programme 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.



CAREER PERSPECTIVES

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 Ikigai 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.





DOUBLE DEGREE QUALIFICATION: MIM + MSC

What if I have an undergraduate degree and I want to enrol on one of ESSCA's MSc programmes? Applicants with an undergraduate qualification can apply for our Double Degree in Master in Management and MSc of their choice. This track allows students to gain the extra credits, knowledge and skills required to join our MSc programmes. Students choosing this option will follow an accelerated programme of study leading to a double degree qualification in 2.5 years.

ESSCA SCHOLARSHIPS AND FINANCIAL SUPPORT

ESSCA's goal is to recognize and recruit the most talented individuals wherever they may be, regardless of their background or financial situation. We offer partial scholarships to support academic excellence and non-academic achievement and Early Bird waivers to our international students.

**Entry to this course is competitive, so please apply early.
The final deadline for receiving applications is 8 July, 2022.**

HOW TO APPLY?

Entry requirements :

- A 4-year undergraduate degree (240 ECTS)
- Proof of English Language Proficiency: B2 minimum, with an official English test (IELTS, TOEFL IBT, Cambridge or Duolingo...)

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|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 1. Online registration on apply.essca.fr (application fee: €90) | 3. Online admission interview |
| 2. Submit your online application form to ESSCA (in English) | 4. Review of pre-selected applications by the postgraduate selection committee. |

€16,225

A range of scholarships available for international students.

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

APPLICATION: apply.essca.fr



HEAD OFFICE
1 rue Joseph Lakanal - BP 40348
49003 ANGERS CEDEX 01
FRANCE
Tel.: +33 (0)2 41 73 47 47

PARIS CAMPUS
55-56 quai Alphonse Le Gallo
92513 BOULOGNE-BILLANCOURT CEDEX
FRANCE



AACSB, AMBA and EQUIS accredited
Member of the FESIC network and the Conférence des Grandes Ecoles
Associate member of UCO (Université Catholique de l'Ouest)

INTERNATIONAL.ESSCA.FR