



MASTER OF SCIENCE in
DIGITAL AND BIG DATA
FOR VALUE

PARIS

MSC



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ESSCA School of Management

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 and Master 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 high-qualified international faculty, top-notch research and a vast partner network worldwide, an ESSCA education truly becomes a fulfilling and enriching experience.

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

YOUR CAMPUS

Boulogne-Billancourt / FRANCE

The largest city in the Paris metropolitan area outside of the capital, Boulogne-Billancourt 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 means (metro, bus and tram) making access to the center 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

Why this course?

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 today 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 centers 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 analyzing 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.

Semester 1

Internet and Corporate Strategies	45h
Web Technologies	45h
Internet and Market Studies	45h
Communicating and Selling on the Web	45h
E-CRM	45h
TOTAL 225h	

Semester 2

Statistics and Probability Modelling	45h
Business Intelligence	45h
Big Data	45h
Internet of Things	45h
Data Driven Projects	45h
TOTAL 225h	

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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 analyze consumer behavior to offer better adapted goods or services to customers' needs.

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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



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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,...

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