

# MASTER

# BA

## BUSINESS ANALYTICS



### Level

Professional Master



### Prerequisite

Bac+3 and plus



### Credits

120 ECTS



### Duration

4 semesters



### Study mode

Initial training  
Full time



**INTERNATIONAL CLASS**

**Opportunity for  
Double Degree**



[www.esb.tn](http://www.esb.tn)

## ► Objectif

The **Professional Master in Business Analytics** is co-designed with «Business & Decision Tunisia». It is at the crossroads of Data Science, Business Intelligence and Management. The program aims to train experts who will be able to develop advanced analytical decision-making solutions to solve complex unstructured business problems. The **Professional Master in Business Analytics** is offered for selected candidate as a double degree with the Master in Artificial Intelligence & Business Transformation at PSTB or Master Business Analytics at CYTECH.

## ► Program's Content

### **DATA SCIENCE AND ARTIFICIAL INTELLIGENCE**

Machine Learning, Deep Learning, Data Mining, Time Series, Statistical Analysis, Data Visualization

### **IT**

Big Data, Business Intelligence, Databases, Programming

### **MANAGEMENT**

Business Process Management, E-business, Strategic Management, Innovation Management, Business Ethics entrepreneurship

### **SOFT SKILLS**

Design Thinking, Seminars, Personal Development, Languages

### **PROFESSIONAL PROJECT**

Internships, End of studies' projects, Integrated Projects, Company visits, etc.



# BA





## Skills

- ▶ Extract, manipulate and mine heterogenous massive data sets.
- ▶ Develop a strategic vision based on predictive explicative modeling.
- ▶ Create data visualization tools.
- ▶ Build sophisticated performance indicators using robust data analytics techniques.

## Sectors of activity

- ▶ IT Service Companies
- ▶ Telecommunication operators
- ▶ Banks, Insurance Companies & Stock Exchanges
- ▶ Commercial and industrial companies, etc...

## Professions

- ▶ Data Analyst
- ▶ Business Analyst
- ▶ Data Scientist
- ▶ Business Engineer
- ▶ Business Development Manager
- ▶ Analytical Consultant
- ▶ BI Consultant
- ▶ Big Data Consultant

## Professional partnerships

- ▶ Business & Decision Tunisia
- ▶ Digital Services Companies
- ▶ Banking & Insurance



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