esprit
SCHOOL OF BUSINESS

HONORIS UNITED UNIVERSITIES

MASTER

BA

BUSINESS ANALYTICS

Level
Professional Master

Prerequisite
Bac + 3 & plus

Credits
120 ECTS

Duration
4 semestres

Study Mode
Initial training
work-study program
with JEMS

**Opportunity to
Double Degree**

Paris School of **Technology & Business**

CY TECH

www.esb.tn

The **Professional Master in Business Analytics** is co-constructed with the company "Business & Decision Tunisie". It is at the crossroads of Data Science, Business Intelligence and Management. The program aims to train experts capable of developing analytical decision-making solutions.

The **Professional Master in Business Analytics** is offered for selected candidates as a double degree with the Master in Artificial Intelligence & Business Transformation at PSTB and a Master Bsiness Analytics at CYTECH.

▶ **Content**

DATA SCIENCE & 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

SOFT SKILLS
Design Thinking, Seminars, Personal Development, Languages

PROFESSIONAL PROJECT
Internships, End of Studies', Graduation Projects, Integrated Projects, Company Visits, etc.

BA

Skills

▶ Conceptualize, model and analyze data heterogeneous masses.

▶ Develop a strategic vision based on explanatory predictive modeling.

▶ Develop data visualization tools.

▶ Build the best-developed performance indicators using the most robust data analysis techniques and digital practices.

Sectors of activity

▶ IT Service companies
▶ Telecommunication operators
▶ Banks, Insurance companies & Stock exchanges
▶ Commercial & Industrial Companies

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