



Executive Master in Big Data & Business Analytics



In Partnership with



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

Objectives

Our Executive Master is designed for high potential managers with at least three years of professional experience who want to reinforce their skills in Business Analytics & Big Data.

The programme features an interdisciplinary curriculum that enables participants build the in-demand technical, analytical and communications skills needed to manage large data sets and drive organisational change.

This Executive Master is part-time and designed to fit alongside our participants' full-time employment. This not only enables academic progression with no disruption to working life, but also allows participants to put what they are **learning into action with immediate effect.**

Curriculum

The courses combine both theory and practice and cover **Data Science, Business Analytics & Analytical Applications.**

- Data Driven Strategy
- Machine Learning
- Statistics for Managers
- Business Analytics
- AI/ML and Predictive Analytics
- Data Visualisation and Business Insights
- Marketing Analytics
- Financial Analytics
- Management Analytics
- Management Decision Modeling/ Prescriptive Analytics: effective change through data



Academic Calendar

February 2024

June 2024

Sept. 2024

Dec. 2024

6 in-class seminars
(1 per month, 3 days each)
+ online sessions

4 in-class seminars
(1 per month, 3 days each)
+ online sessions

Academic Directors



Maria Koutsovoulou

• *Affiliate Professor in Department of Management.*

Research areas:

Psych sociological Processes of Negotiation, Entrepreneurship, Decision Making Process and Link between Social Identity, Conflict Resolution and Negotiation.



Guillaume Thfoin

• *Affiliated Professor in the Executive Education Department.*

Area of Expertise:

Data & Analytics transformation in the end to End Digital Customer Relationship domain.



Wei Zhou

• *Professor in Department of Information & Operations Management*

- *PhD in Business Administration*
- *French qualification for PhD Supervisor*

Research areas:

Data Mining, Mechanisms of Web-enabled e-commerce Applications, Knowledge-based Systems, Decision Support through Analytical Models and Simulation and Supply Chain Management

Facts & Figures

Duration

12 months programme
3 days per month

Location

Dubai

300h

140h classroom / 160h e-learning



Validation of professional experience (VAE)



Tuition fees 2022

Application fee : €130

Tuition fees: €57,000

Travel and accomodation are not covered by the fees.

Executive Master

in Big Data & Business Analytics

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



AACSB
ACCREDITED



EQUIS
ACCREDITED



EFMD | **MBA**
ACCREDITED



EFMD | **EMBA**
ACCREDITED

**5 European Higher Ed
accreditations**

BERLIN

Heubnerweg 8 – 10
14059 Berlin, Deutschland

LONDON

527 Finchley Road
London NW3 7BG, United
Kingdom

MADRID

Arroyofresno 1
28035 Madrid, España

PARIS RÉPUBLIQUE

79, av. de la République
75543 Paris Cedex 11, France

PARIS MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France

TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Itali

WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland

BRANCH CAMPUS DUBAI

Dubai International Financial
center, Gate Village 2, level 1