

## IÉSEG School of Management launches MSc in Big Data Analytics for Business

From September 2015, IÉSEG School of Management in France will offer a new MSc in Big Data Analytics for Business. The one-year program taught in English is one of three new MSc programs that IÉSEG is launching for the next academic year.

“The need to manage effectively and efficiently the inflow of big data, and to convert the underlying data patterns into relevant company insights is making big data analytics increasingly important for businesses globally”, says Dr. Kristof Coussement, academic director of the program. “Therefore, the demand for human resources with such skills is rising and will continue to rise in the future”, he explains, adding that IÉSEG “is willing to take a leading role in training the data scientists of tomorrow”.

A full-time program at the school’s Lille Campus, this new MSc has been designed to develop the knowledge of students and professionals in following three areas:

- *Business knowledge*: understanding business and its context.
- *Methodological knowledge*: treating big data in an efficient and effective manner.
- *Technological knowledge*: using the major software tools and programming languages.

The aim is to train “data-driven” managers who can help organizations in converting the overload of company data to information, and in translating this information into valuable knowledge. Students will learn to solve managerial problems by critically asking questions in the spirit of ‘What do we know?’ (Data driven) rather than ‘What do we think?’ (Gut feeling).

Those taking the program will also benefit from good links to the professional world, particularly through hands-on experience and practical skills they will develop. They will also have the opportunity to explore career opportunities in the field which cover a range of profiles including data scientists, online marketers, market researchers, financial analysts, credit scoring analysts and fraud detection analysts.

More information on the program is available via: <http://www.ieseg.fr/en/programs/msc-big-data>.

*Dr. Kristof Coussement will also be organizing a series of webinars for those interested in finding out more about the program and Big Data Analytics. Details on how to register are available on the [program website](#).*

More details on all IÉSEG’s MSc programs is available via:  
<http://www.ieseg.fr/en/programs/graduate-programmes/>

### About IÉSEG School of Management

IÉSEG School of Management is one of the top business schools in France, and ranked 21<sup>st</sup> in 2014 in the Financial Times ranking of Master in Management Programs. As a French *Grande École* and member of the *Conférence des Grandes Écoles*, IÉSEG is one of the most prestigious higher education institutions in the country. It has also been awarded two international accreditations: EQUIS and AACSB. Established in 1964 in Lille, the school has a second campus in Paris at La Défense, Europe’s biggest business hub. Bachelor, Master of Science and Post graduate Programs at IÉSEG are taught in

English. IÉSEG collaborates closely with the largest institute of research in Europe, the French National Centre for Scientific Research (CNRS). 83% of IÉSEG's faculty is international, and the school has a network of more than 220 partner universities in over 50 countries.

Website: [www.ieseg.fr](http://www.ieseg.fr)

#### Press Contact

**Andrew Miller**

---

Press officer

T: +33 (0)320 545 892

[www.ieseg.fr](http://www.ieseg.fr)

**Lille campus: 3, rue de la Digue - F- 59000 LILLE**

Paris campus: Socle de la Grande Arche

1 Parvis de La Défense - F-92044 Paris La Défense cedex

---

#### Notes for editors:

- “Big Data Analytics ”: A Mckinsey report from 2011 outlined for example that the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions - See more at: [http://www.mckinsey.com/insights/business\\_technology/big\\_data\\_the\\_next\\_frontier\\_for\\_innovation](http://www.mckinsey.com/insights/business_technology/big_data_the_next_frontier_for_innovation)