

# MScBA Business Analytics & Management

 [rsm.nl/bam](https://www.rsm.nl/bam)

## Putting *business* in business analytics

Data is everywhere. In this master programme, you learn to understand, solve and communicate strategic challenges related to data in organisations. Through domain-specific expertise, you will learn how to detect patterns and trends, how to identify causal relationships, and design business models that exploit technological superiority. You will also focus on ways to communicate the recommendations of a business analytics project effectively. And of course, you will be exposed to and discover how to deal with ethical dilemmas in data science.

Your training in analytics, statistics and machine learning is taught by experts at the forefront of their fields. The programme provides you with a broad and integrated business perspective, with ample opportunity for specialisation. This comprehensive programme focuses on the science and techniques of analytics as well as taking into account the complex environments of which they are part. You will learn how business analytics work in complex environments.

## You will

- » learn from domain experts such as marketing modellers, supply-chain modellers and finance modellers
- » get in-depth training of data science methods and investigate analytics, applied statistics and applied machine learning
- » learn through integrative and hands-on workshops and courses in soft skills as well as techniques and training in core skills such as machine learning

- » focus on understanding causal relationships in addition to detecting patterns or trends
- » have a hands-on learning experience of statistics and causal relationships through online experiments
- » interact with and gain experience from real companies to learn how data analytics is used in business
- » earn an MSc in Business Administration degree with an analytical specialisation that will boost your career opportunities.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, of which at least 10 EC have to be in quantitative research methods or statistics.
- » Strongly recommended: a minimum of 10 EC in programming and 10 EC in business administration.
- » For additional requirements please refer to the website.



90

Maximum number of students in cohort



43%

Average international students in RSM MSc programmes



86%

RSM MSc students starting work within 3 months after graduation



12 Months

Duration



- ✓ Logistics
- ✓ Online retailing
- ✓ Consulting

Examples of industries where future graduates might work

- ✓ Marketing analyst
- ✓ Data analyst
- ✓ Financial analyst

Examples of graduates' job titles



"In this challenging programme, students explore analytical methods and core models of marketing, operations, finance, accounting, and information systems. It is designed to help students understand business problems, select and execute the most appropriate analytical method, and communicate the outcomes of the project effectively. We also focus on the ethical aspects of data science, helping our students become the drivers of positive change through business analytics."

**Robert Rooderkerk**

Associate Professor of Operations Management



## Programme structure

### Core courses (32 EC)

- » Advanced statistics and programming
- » Data management and ethics
- » Experimentation and causal inference
- » Management science
- » Machine learning and learning algorithms
- » Economics of digitization and supply chains
- » Marketing models
- » Principles of financial modelling
- » Business analytics workshop
- » Job market and negotiation skills

### Electives (12 EC)

- » Analysing digital footprints
- » Algorithms in control
- » Customer analytics
- » Fintech: business models and applications
- » Network analytics
- » Supply chain analytics

### Thesis and internship (16 EC)

- » Master thesis and internship

## Curriculum Business Analytics & Management

Autumn semester				Spring semester			
Block 1	Block 2	January	Block 3	Block 4	Block 5		
Advanced Statistics & Programming   4 EC	Management Science   3 EC	Business Analytics Workshop   6 EC		Elective   6 EC			
Data Management & Ethics   4 EC	Machine Learning & Learning Algorithms   4 EC	Job Market & Negotiation Skills   1 EC	Elective   6 EC				
Experimentation & Causal Inference   4 EC	Economics of Digitization & Supply Chains   3 EC*		Thesis & Internship   16 EC				
	Marketing models   3 EC*						
	Principles of Financial Modeling   3 EC*						

September      October      November      December      January      February      March      April      May      June      July

\* Choose 2 out of 3 electives.