



“Competing on Analytics: The New Science of Winning”

Harvard Business Review



<http://analytics.aueb.gr/>



**BUSINESS
ANALYTICS**
Master of Science



Business Analytics

Paving the Way for a Data-Driven economy

Goals & Expectations

The goal of the program is to prepare students to get involved upon completion of the program in the design, implementation and deployment of real analytics applications. To achieve so, the program involves courses in the areas of business, data management, statistics, machine learning, optimization and visualization, combined with rigorous training on systems and tools.

On Business Analytics, Big Data and Data Science

“Data, data everywhere!” the Economist was proclaiming in a special issue few years ago. Since then, terms such as “Business Analytics”, “Big Data” and “Data Science” became mainstream, with extensive coverage in newspapers, magazines, television shows – even global economic forums. Both Europe and US are actively promoting a shift to data-driven economies. The European Commission is calling on national governments to “wake-up to this big data revolution” and the Office of the President of the United States regularly announces huge research initiatives on “Big Data”. Athens University of Economics and Business, as one of the most extrovert and excellence-oriented academic institution in Greece, has identified this trend as early as 2011, crafting a state-of the-art curriculum.

Full-time program

The full time program should be completed in one year (two semesters), followed by a one-semester long capstone project or research thesis.



Part-time program

The part-time program should be completed in two years (four semesters), followed by a one-semester long capstone project or research thesis.

Curriculum

Modern Data Management & Business Intelligence
Statistics for Business Analytics I & II
IS & Business Process Management
Big Data Systems
Innovation & Entrepreneurship
Mining Big Datasets
Data Privacy & Protection
Enterprise Information Systems
Large Scale Optimization
Social Network Analysis
Content Analytics
Business Analytics Case Studies
Special Topics & Analytics Practicum

How to Apply

Applicants' Profile & Requirements

The program is seeking competent, self-motivated individuals with strong quantitative skills. To apply to the Master of Science in Business Analytics program, applicants must have a bachelor's degree. All fields will be considered, but management science, business administration, mathematics, physics, statistics, engineering and computer science seem a natural fit for the program. Some knowledge on basic IT concepts, such as basic programming, is assumed. The student population is expected to be bi-modal: some students will be skewed more towards technology and others more towards business.

All applicants should have demonstrated academic success as evidenced by undergraduate and graduate courses and grades. The admissions process is meticulous and selective, but also considerate of the candidate's skills, competencies and accomplishments as a whole.

The requirements to apply include a bachelor's degree, recommendation letters and proficiency on English language. GRE/ GMAT scores are strongly suggested only for the full-time program. Working experience is preferred, but not required for the part-time program.

Study in Athens

A Modern and Vibrant City and An Emerging
Global Competence Center on Analytics

How to Contact us

Visit our web site: <http://analytics.aueb.gr/>

To download an application form

To request a bulletin

To obtain additional information on the program,
the courses, the admission procedure

Or simply call or visit us, at:

MSc in Business Analytics
ATHENS UNIVERSITY OF ECONOMICS & BUSINESS

Evelpidon 47A
GR-113 62 Athens, Greece
Tel: +30 2108203676, Fax: +30 2108203676
Email: ms-ba@aub.gr
<http://analytics.aueb.gr/>



**BUSINESS
ANALYTICS**
Master of Science

ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

ΣΧΟΛΗ
ΔΙΟΙΚΗΣΗΣ
ΕΠΙΧΕΙΡΗΣΕΩΝ
SCHOOL OF
BUSINESS

ΤΜΗΜΑ
ΔΙΟΙΚΗΤΙΚΗΣ
ΕΠΙΣΤΗΜΗΣ &
ΤΕΧΝΟΛΟΓΙΑΣ
DEPARTMENT OF
MANAGEMENT
SCIENCE &
TECHNOLOGY