



# “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

Data Management and Business Intelligence  
Statistics for Business Analytics I & II  
Information Systems & Business Process Management  
Big Data Systems & Architectures  
Innovation and Entrepreneurship  
Mining Big Datasets  
Business and Legal Issues in Data Analysis  
Large Scale Optimization  
Social Network Analysis  
Machine Learning and Content Analytics  
Analytics Practicum I & II  
Advanced Topics in Statistics/Data Engineering  
Business Analytics Use Cases

### 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  
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ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ



ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

ΣΧΟΛΗ  
ΔΙΟΙΚΗΣΗΣ  
ΕΠΙΧΕΙΡΗΣΕΩΝ

SCHOOL OF  
BUSINESS

ΤΜΗΜΑ  
ΔΙΟΙΚΗΤΙΚΗΣ  
ΕΠΙΣΤΗΜΗΣ &  
ΤΕΧΝΟΛΟΓΙΑΣ

DEPARTMENT OF  
MANAGEMENT  
SCIENCE &  
TECHNOLOGY