

ESCP Europe launch new Master in Big Data & Business Analytics

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FOR IMMEDIATE RELEASE

Launch of the new Master in Big Data & Business Analytics

ESCP Europe, the international business school with six integrated campuses across the continent, has announced the September 2017 launch of their new Master in Big Data and Business Analytics.

This one-year, full-time programme will be taught in English at the School's Berlin and Paris campuses. It includes an international seminar in China and one online module. The Master is designed to provide ambitious postgraduates with key skills in a wide range of business-critical areas such as data science and modelling, business intelligence, data-driven managerial decision-making and performance improvement.

Frank Bournois, Dean of ESCP Europe says: "ESCP Europe's aim is to develop the next generation of transnational business leaders who are ready to embrace the opportunities offered by new technology and cultural diversity."

The courses are divided into three main groups:

- Business Analytics
- Data Science
- Business Applications

The scientific director of the programme, Prof. Dr. Wei Zhou, has built an Advisory Board to foster and support excellence in the education of the Master in Big Data and Business Analytics programme. The Board serves as an advisory resource, addressing such matters as mission, strategy, curriculum, external activities, student recruitment, internships, fundraising, and new initiatives. The Board will review the programme's achievement of its goals and identify opportunities for improvement on a yearly basis.

The Master in Big Data and Business Analytics costs €17,800. Like all of ESCP Europe's full-time Master programmes, it includes a period of professional internship, allowing students to immediately put into action the theory taught in the classroom and increase their employability upon graduation.

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102

different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education).