

 **MSC IN BUSINESS ANALYTICS**

GAIN
INSIGHTS
FROM
DATA,
YOUR FIRM'S
MOST
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**SEPTEMBER AND
FEBRUARY START,
1 YEAR, 36 CREDITS
FULL-TIME
OR PART-TIME**

This interdisciplinary masters program was one of the first degree programs launched in the field of Business Analytics in Europe. Unlike other analytics-oriented programs, CEU's MSc in Business Analytics offers a full spectrum of skills and knowledge necessary for business analysts to create value from Big Data and other sources of quantitative information while also providing key management, economic insights and approaches needed for data to become an effective business asset.

● ABOUT CEU

Central European University (CEU) is a U.S.- and Hungarian-accredited institution of graduate education specializing in the social sciences, humanities, public policy, and business. It seeks to contribute to the development of open societies in Central and Eastern Europe, the former Soviet Union, and emerging economies worldwide. CEU is an advanced center of teaching and research. CEU's Department of Economics is a research-oriented department with an international faculty holding PhDs from some of the best universities in the world. We offer four master's programs and a PhD in economics.

● ABOUT CEU BUSINESS SCHOOL

The overarching mission of CEU Business School is to nurture and grow superior professional management and entrepreneurship in our region and emerging markets throughout the world. To achieve this goal the School blends critical thinking, advanced managerial approaches, the creativity and zeal of modern entrepreneurship, and deep familiarity with business practices on the ground. Leveraging a dynamic tension of professionalism, entrepreneurialism and tacit knowledge of the region, CEU Business School and its community stay at the cutting edge of business practices and opportunities. The institution thereby possesses a unique capacity to educate new generations of successful business leaders and entrepreneurs for fast-growing economies worldwide. Particularly important in support of its mission is CEU Business School's focus on the following high-impact strategic anchors: innovation and entrepreneurship; business and society (especially integrity education and anti-corruption); leadership and strategy in emerging regions; and financial services in emerging regions.



▶ INTERDISCIPLINARY FOUNDATION OF THE MSC IN BUSINESS ANALYTICS PROGRAM

The program offers students skills and knowledge in four equally important disciplines: **Economics, Management, Statistics and Technology.**

● ECONOMICS

Transactional data is collected about various stakeholders of the firm: customers, suppliers, competitors, and investors. Each of them responds to economic and social incentives when interacting with the firm. Our graduates understand these incentives in the coherent framework of economics, and are thus able to analyze decisions in quite diverse situations.

● MANAGEMENT

Our graduates know how to manage a data-driven business by leveraging technology to create knowledge from big data and other sources of quantitative information. They also understand how the availability of business data transforms traditional management practices by establishing a bridge between possibilities generated by Business Analytics and the requirements of running a business.

● STATISTICS

For data to add business value, our graduates use statistical analysis to find patterns and evaluate past and future business interventions. They learn the tools of predictive analysis and models of causal analysis. They can tell not only signal from noise, but also how to use statistics to conduct cost-benefit analysis.

● TECHNOLOGY

Modern Business Analytics requires smart utilization of advanced technologies. Such technologies include hardware and software and require on-going integration applied to a range of business decisions. Technologies help manage and examine data, thereby creating a rigorous and informed Business Analytics capability in an enterprise. Our graduates are familiar with relevant key tools, frameworks, platforms and technologies, and are particularly knowledgeable about technology trends related to Big Data.



▶ VAST NUMBER OF DIVERSE CAREER OPPORTUNITIES

Graduates of the program will be familiar with all aspects of Business Analytics, with an emphasis on Big Data, and will be especially well versed in applications that enhance business decision making. Understanding pressing questions posed by managers, methodological challenges of statistics, as well as the power and limitation of relevant technologies, our graduates will be sought after for key positions in large corporations and other organizations, and they may even become entrepreneurs in the booming analytics startup arena.



DETAILED INFORMATION:
[economics.ceu.edu/program/
master-science-business-analytics](http://economics.ceu.edu/program/master-science-business-analytics)
business.ceu.edu/m-sc-in-business-analytics



▶ LIFE AND LEARNING IN BUDAPEST

Central European University is located in Budapest — the heart of Central Europe and a crossroads city offering the best of East and West. While immersed in history, this city of two million inhabitants looks to the future. It is a meeting place of people, ideas and cultures from all over the world. With its breathtaking range of architecture — from Roman ruins and Art Nouveau buildings — and elegant Habsburg-era boulevards, it is a city of historic grandeur. It is also alive with contemporary art and culture. And for the cost-conscious, Budapest is an attractive destination, enjoying a much lower cost of living — from apartment rentals to food to transportation — compared to other European cities. Other European capitals — Prague, Vienna, Bratislava, Zagreb, Belgrade — are easily experienced with a day trip or a weekend visit. In fact, all of Europe is within easy reach.

● RANKING

- CEU Business School has received the AMBA Milestone Award in 2015, celebrating the longevity of our MBA programme.
- CEU is ranked among the top 350 in the world, #8 in terms of international outlook, and leads all others in Hungary, according to the Times Higher Education World University Rankings 2016-2017 list.

● FACULTY

Program faculty members are distinguished academics as well as industry executives, entrepreneurs and professionals with global experience and expertise. They bring knowledge from the latest thinking, applied research and consulting into the classroom, sharing intellectual and practical insights. Faculty members have taught and earned degrees at such institutions as Yale, HBS, MIT, NYU, INSEAD, ESSEC, LBS, Cambridge, and other leading universities.

● ACCREDITATION

The MSc in Business Analytics program is officially registered with the New York State's Department of Education.

● ADMISSION REQUIREMENTS

A minimum of four years spent in higher education. A bachelor's (or higher) degree from a reputable institution in business, economics, statistics, computer science, engineering, Mathematics, social sciences, the physical sciences or other quantitative-oriented fields is generally required.

● APPLICATION REQUIREMENTS

Demonstrated quantitative skills / GMAT or GRE score report, or equivalent CEU-administered mathematics test / Completed online application / Undergraduate degree and transcripts / Proof of English proficiency / Statement of Purpose / Professional CV / 2 letters of recommendation

● APPLY ONLINE business.ceu.edu/apply

● FUTURE OF BIG DATA SCHOLARSHIP & TRAINING PROGRAM

A London investment firm offers three scholarships to MSc in Finance or MSc in Business Analytics candidates with a quantitative background. The scholarships cover full tuition, a dedicated mentor, and a paid research assistantship for those in need of financial assistance. Recipients may be considered for an internship at the firm's London office. Scholarship applicants must have a GMAT or GRE score of 600 and above. The CEU-administered mathematics test may be accepted in exceptional cases.

● CONTACT US

Renata Micajova, Recruitment Coordinator
micajovar@business.ceu.edu | +36 1 887 5109

Zoi Hrisztodulakis, Coordinator of MSc Programs
hristodulakiszz@business.ceu.edu | +36 1 887 5025



"We are excited to be launching this novel and modern program. Our new Master's in Business Analytics is geared to the 21st century and fills a great need in our region and beyond, leveraging the considerable talent and skills residing in our community. The program also signifies forward-looking opportunities, and represents a pathway for excellent careers in large firms, SMEs and the booming world of analytics startups."

JULIUS HORVATH

Dean and University Professor
CEU Business School



"Budapest is the technology capital of Central Europe. Hosting research centers of several multinational companies and many successful Internet startups, the city is home to some of the best business analysts, data scientists and computer engineers. Our city provides a stimulating environment for our students. They can learn from the best domain experts, interact with practitioners from our industry partners like IBM, and build their professional network at regular meetups and conferences."

MIKLÓS KOREN

Associate Professor in Economics and
Program Director of MSc in Business Analytics
Head of CEU Department of Economics



"This new program complements perfectly our recently relaunched Technology Management Master's program. Graduates from our new Business Analytics Program are destined to become future business leaders and professionals, responsible for managing and using data – an enterprise's most valuable asset. Developing new products and services based on modern analytics and data, graduates of this new program will be able to build competitive advantage for firms."

ACHILLES GEORGIU

Senior Adjunct Lecturer
and Program Director
MSc in Business Analytics Program



**CEU Business School is
fully committed to sustainability**

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