

Field of study **Sciences and engineering**
Management, Economy,
Communication

Training available in

Initial training

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Bois de l'Étang 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :

The academic year starts at the beginning of September.
Classes 5 days a week from Monday to Friday.

Contacts :

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Academic coordinator

JAOUED Leyla

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More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



IAE PARIS-EST
École de management
UNIVERSITÉ PARIS-EST CRÉTEIL - UNIVERSITÉ GUSTAVE EIFFEL

IAE PARIS-EST
ÉCOLE DE MANAGEMENT
UNIVERSITÉ PARIS-EST CRÉTEIL - UNIVERSITÉ GUSTAVE EIFFEL

Master's degree Economics of companies and markets Data Analyst



UFR de Sciences Économiques et de Gestion (SEG)
IAE Paris-Est

Master's degree M1

TO GET THERE

M1: Licence in Economics and Management, Licence in Mathematics, IT, Social and Human Sciences, or an equivalent Licence. First selection by application, then an interview in which the panel assesses the candidate's level of knowledge and the quality of their career plan.

TOEIC above 800 points recommended and IAE Message Score compulsory.

ACQUIRED SKILLS

Quantitative techniques: data analysis, applied micro-econometrics, survey statistics, interview techniques, panel data, geo-data, time series, impact assessment, data mining, scoring, theory and practice of opinion polls, STATA, SAS and R software, Python language.

Specific skills for each pathway: human resources management, marketing, business analytics.

YOUR FUTURE CAREER

All pathways, professional: Data Analyst; Economic and statistical, sectoral, national or international research officer, in a company or public administration; Programme evaluation consultant.

All pathways, research: PhD in Economics, design engineer, research engineer, teacher-researcher, researcher, database administrator, data scientist. A PhD thesis at UGE (subject to having taken the research dissertation option in M2 and undertaken a research placement at UGE).

BENEFITS OF THE PROGRAM

Training program for a relatively small number of students in close contact with the teaching staff and high professional standards. Possibility of a research pathway associated with the CNRS TEPP (Public Policy Theory and Evaluation) federation.

More information



PROGRAM

SEMESTER 1

Produire et gérer les données
Statistiques d'enquête (ECTS:3)
Gestion des données sous STATA (ECTS:3)
Econométrie générale linéaire (ECTS:3)
Piloter la performance stratégique des organisations
Management stratégique (ECTS:4)
Management des systèmes d'information (ECTS:1)
Corporate Social Responsibility (ECTS:3)
Etudier les marchés
Projet de techniques d'enquête (ECTS:2)
Traitement des données sous R (ECTS:2)
TER (ECTS:2)
Echanger, rendre compte 1
Business English (ECTS:3)
Data visualisation (ECTS:2)
Initiation à SQL (ECTS:1)

SEMESTER 2

Produire et traiter les données
Evaluation de programmes et de politiques publiques (ECTS:3)
Gestion de bases de données sous SAS (ECTS:3)
Econométrie des variables qualitatives (ECTS:3)
Savoir gérer la performance de l'entreprise
Pilotage de la performance (ECTS:4)
Gestion des ressources humaines (ECTS:3)
Comportement du consommateur (ECTS:3)
Savoir piloter des équipes
Projet d'évaluation d'impact (ECTS:2)
Initiation Python (ECTS:2)
Stage ou mémoire TER (ECTS:2)
Echanger, rendre compte 2
Business English (ECTS:3)
Protection des données et RGPD (ECTS:3)