Université Gustave Eiffel

Field of study Sciences and engineering Management, Economy, Communication

Training available in

Apprenticeship	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'Etang 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :
Work-study programme or professional contract: The contract can be started at the beginning of the academic year in early September - 2 or 3 days at the company and 3 or 2 days at the University each week, depending on the work-study schedule - 5 days at the company (full-time) from the end of April until the end of the contract. Initial training: - 3 or 2 days at the University depending on the week - work placement starting at the end of April Possibility of a long work placement starting in September on a work-study basis.

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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

Master's degree Economics of companies and markets
Data Analyst - Business analytics

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

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

Master's degree M2

TO GET THERE
Students who have successfully completed M1 or with a four-year graduate diploma, who have a good grasp of the field of business analytics and/or skills in quantitative techniques. Eligibility based on a study of the file and admission based on a motivation interview in which the jury assesses the level of knowledge of the candidate. 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: human resources management, corporate social responsibility, personnel economics, equality and diversity initiatives.

YOUR FUTURE CAREER
Business Intelligence Consultant - Business Analyst - Statistical Research Assistant and Manager - Strategist - Junior Production Data Analyst - Buyer.

All pathways, professional: data analyst; economic and statistical, sectoral, national or international research officer, in a company or public administration; programme evaluation consultant; database administrator; data scientist.

All pathways, research: PhD in Economics, design engineer, research engineer, teacher-researcher, researcher.

A PhD thesis at Université Gustave Eiffel (subject to having taken the research dissertation option in M2 and undertaken a research placement at the university).

BENEFITS OF THE PROGRAM
Training programme 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 3

Analyser les données
Analyse des données (ECTS:3)
Data mining et scoring (ECTS:3)
Big Data et web-analytics (ECTS:3)
Avoir une vision stratégique
Théorie des jeux et stratégie d'entreprises (ECTS:3)
Economie comportementale (ECTS:3)
Conférences professionnelles (ECTS:3)
Etudier les marchés
Economie industrielle (ECTS:2)
Analyse et diagnostic financier (ECTS:2)
Empirical methods for business decision (ECTS:2)
Echanger
Business English (ECTS:3)
Management de projet classique et Agile (ECTS:3)

SEMESTER 4

Analyser les données
Panels et géo-données (ECTS:3)
Time Series Analysis & Forecasting (ECTS:3)
Understanding the machine learning algorithms (ECTS:3)
Avoir des compétences certifiées
Gestion financière (ECTS:3)
Anglais - préparation du TOEIC (ECTS:3)
Certification SAS (ECTS:3)
Réaliser une étude complète
Mémoire professionnel (ECTS:15)