



# MSc IN

## DATA & BUSINESS ANALYTICS



**Format:** Full-time

**Teaching language:** English

**Intake:** September

**Campus:** Rennes

**Duration:** 1 or 2 years

**Degrees awarded:** Master of Science + Grade de Master  
Diplôme Supérieur en Analyse, Intelligence et Sécurité des Données  
Level 7 RNCP Title No. [39273](#)

### MASTER YEAR 1 (M1)\*

#### CORE COURSES

- > Introduction to Programming Language
- > Managing Diversity: an International Perspective
- > Change Management in a Digital & Sustainable World
- > Introduction to Business Analytics
- > Open Strategy for an Uncertain World
- > Statistics & Data Analysis

#### SPECIALISATION

- > Data Management
- > Decision Science
- > Introduction to Data Analytics Specialisations
- > Introduction to AI & Machine Learning
- > Time Series Analysis
- > Data Analytics Project
- > Introduction to Deep Learning
- > Research Methods

#### LANGUAGES

- > French Language & Culture for non-fluent French speakers
- > Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

#### PROFESSIONAL EXPERIENCE

- > 2-month internship minimum (in France or abroad)

\* Courses subject to change

### MASTER YEAR 2 (M2)\*

#### SPECIALISATION

- > Case Studies in Business Analytics, Ethics & Risk
- > CRM Systems with AI integration
- > Data Project Management
- > Harnessing AI for Business
- > AI & Marketing
- > Data Science Toolbox
- > Data Driven Demand Planning
- > Decision Models for Supply Chain Planning
- > Learning Expedition
- > Social Media Intelligence
- > Retail Analytics
- > Big Data & Business Analytics

#### RESEARCH

- > Graduating Project

#### PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)





Unlock your career potential with our Master of Science in Data & Business Analytics, a programme crafted to offer the perfect blend of business acumen and technical expertise. Immerse yourself in a curriculum that emphasises essential data skills and advanced programming, ensuring you're equipped to tackle complex analytics challenges. Leverage our exclusive partnerships with learning platforms to gain hands-on experience with cutting-edge tools and technologies. Develop the ability to analyse and, more importantly, interpret data within a given context to inform strategic business decisions. This MSc prepares for international careers in all fields of industry and services, more specifically in Marketing Analytics, Commercial Analytics & Supply Chain Analytics.

Join a community with over 100 nationalities, on a programme taught by international professors and industry experts! ”

## CAREER OPPORTUNITIES

- Financial Analyst
- Data Scientist
- Credit Analyst
- Data Flow Specialist
- Business Intelligence Manager
- Operations Manager
- ...

## ADMISSION

### ADMISSION CRITERIA

#### ACADEMIC BACKGROUND

##### 2-YEAR MSc (M1):

- 3-year bachelor's degree

##### 1-YEAR MSc (M2):

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 3 years of professional experience\*

\*VAPP process required

#### ENGLISH REQUIREMENT

- TOEIC score of **785**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge B2, or completion of the last **two years** of education in English.

NB: An official test with a minimum score of TOEIC>800, TOEFL>80 or IELTS>6.5 is required for graduation

### ADMISSION PROCESS

#### 1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

#### 2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

### CONTACT US

[inquiries@rennes-sb.com](mailto:inquiries@rennes-sb.com)

