

MS IN **BUSINESS ANALYTICS**

STUDY BUSINESS ANALYTICS | Businesses need to start managing data as a strategic asset. Data analytics and machine learning not only offer quantitative insight, but also improve evidence-based decision-making. Business Analytics is where data science meets business strategy, a must for future-proofing businesses.

CEU's MS in Business Analytics was among the first to address this need and remains a flagship program in the CEE region to this day. The curriculum provides a unique mix of analytics, computer science and business, essential for better business decisions. We start with building solid programming skills, then dive into the key aspects of data analysis, big data and cloud computing and architecture. Students put their knowledge to the test in a real-life capstone project with an industry partner.

JOIN A GLOBAL COMMUNITY | Being one of the most international universities in the world, Central European University (CEU) brings together students and faculty from 115 countries to exchange ideas in an open and dynamic community in Vienna. The international faculty of CEU's Department of Economics and Business specialize in economics, statistics, finance and business, providing an ideal learning environment for analysts, decision-makers and managers.

BOOST YOUR CAREER | Most of our students land a job straight after graduation and many advance in seniority. Their employers include Citi, EPAM Systems, GE, Morgan Stanley, MSCI, BlackRock, Deloitte, etc.

BECOME AN INNOVATOR | Be it a new technology, product, service or solution to a pressing social problem, we help you translate great ideas into successful enterprises. We connect you to leading incubators, free start-up consultancy and business accelerator organizations in Austria.



“CEU provides a carefully selected mix of materials, amazingly prepared instructors and inspiring colleagues to acquire the data-driven mindset of the future.”

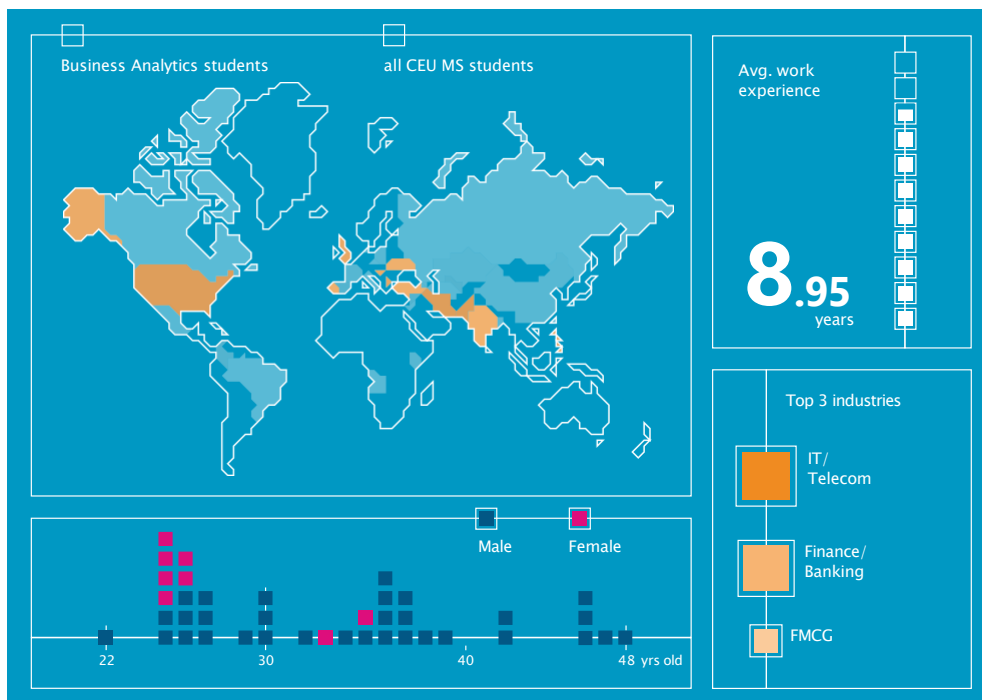
László Salló
Delivery Manager
EPAM Systems



COVER THE COMPLETE SPECTRUM OF ANALYTICAL SKILLS

1. Foundations (mathematics, informatics)
2. Data Engineering (SQL, big, data, cloud)
3. Data Analysis (explorative DA, regression, prediction)
4. Data Science (ML, text analysis, R, Python)
5. Data Visualization (Tableau, Shiny, Python)
6. Managing Analytics (agile and SCRUM, designing projects)
7. Capstone Project (real-world project at a company)

BUILD AN INTERNATIONAL NETWORK | Join our Business Analytics alumni from Bulgaria, Hungary, India, Kyrgyzstan, Palestine, Philippines, Portugal, Russia, United Kingdom and the United States, as well as 15,000+ CEU alumni on six continents.



PROGRAM STRUCTURE

Full-time track:

10 months

Part-time track:

22 months

60 ECTS credits

Capstone project at an industry partner

TUITION: €15,000

Alumni and corporate discounts are available. External scholarships and a limited number of tuition awards may be offered to eligible candidates, based on merit.

CORE COMPETENCIES

Statistics and data analysis

Predictive analytics and machine learning

Interpretation and translation of results

Using big data infrastructure

FIND OUT MORE AT

economics.ceu.edu/program/master-science-business-analytics

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