ie

SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

Discover our Masters in

BUSINESS ANALYTICS & BIG DATA

TECH FOR IMPACT

MASTER IN BUSINESS ANALYTICS & BIG DATA

FULL-TIME   🕐 **10 MONTHS**   📅 **OCTOBER AND APRIL**   📍 **MADRID**

GLOBAL MASTER IN BUSINESS ANALYTICS & BIG DATA

PART-TIME   🕐 **17 MONTHS**   📅   **JANUARY**   📍 **PERIODS IN MADRID, DUBAI, AND ONLINE**

THE NEW ENTERPRISE COMPETING IN ANALYTICS

MARKETING
Maximize customer value and deliver superior customer experience using marketing analytics.

FINANCE & CONTROL
Optimize, measure, and forecast business performance with advanced analytical models.

OPERATIONS & MANUFACTURING
Align demand and operations to optimize performance and detect potential failures by tracking operational data in real time.

HUMAN RESOURCES & TALENT MANAGEMENT
Use talent analytics to predict employee performance, improve hiring, and better design roles and responsibilities.

INFORMATION TECHNOLOGY

DATA SCIENTIST
BUSINESS ANALYST
BIG DATA MANAGER
YOU

THE MARKET

CUSTOMERS
Monitor and analyze sales and social media data to understand and predict consumer behavior.

SUPPLY & DISTRIBUTION
Ensure optimal levels of stock via demand forecasting, and optimize distribution channels to improve delivery performance.

COMPETITORS
React faster to competitive actions by gathering and analyzing diverse data from the market and public sources.

INDUSTRIES

Big Data will impact diverse industries

TECHNOLOGY   **INTERNET & 2.0**   **BANKING**   **RETAIL**   **AGRICULTURE**   **OIL & MINING**
AUTOMOTIVE   **UTILITIES**   **MANUFACTURING**   **FINANCE**
ELECTRONICS   **HEALTHCARE**   **CONSUMER GOODS**

ROLES

A few of the many roles in big data:

- Data Scientist
- Marketing Analyst
- Business Consultant

- Business Intelligence Consultant
- Big Data Entrepreneur
- Business Analyst
- Researcher

- Analytics Consultant
- Data Solutions Architect
- Big Data Analytics Manager
- Chief Data Officer

JOBS

"Data Scientists hold the sexiest job of the 21st century", **Harvard Business Review**

"**McKinsey** predicts that companies will struggle to find Big Data talent due to a shortage in well-trained people"

"Data Scientist is going to be one of the 10 toughest job positions to fill in 2016", **Forbes**

MASTER FOUR AREAS FOR SUCCESS

Business Transformation

Data Science

Big Data Technologies

Professional Skills

WHY IE

- Study at the No.1 School in Europe (Financial Times ranking, 2012 and 2013). Located in Madrid, a vibrant and global city.

- #1 Online MBA Programs (Financial Times 2015 ranking)

- 50,000 alumni hold positions of responsibility in over 100 countries.

- 27 international offices around the globe.

- Around 40% of students every year receive some type of Financial Aid.

HANDS-ON CHALLENGES

You will engage in three intensive team challenges that will give you practical, hands-on experience working directly with industry experts. In each challenge, your team will present its results to a panel of experts.

CHALLENGE	THE MISSION
IBM Watson Challenge	Your team will be presented with a real world business situation by IBM. You will work fast to develop a data-driven tool or technology to improve their business performance.
Big Data Startup	You will develop and propose a Big Data application or idea and transform it into a plan for a start-up business or an innovation initiative.
Datathon	The clients will provide your team with real data sets. You will apply your analytics and Big Data skills to uncover actionable insights and drive innovation.

3 STUDENT PROFILES

BUSINESS

You studied and/or are working in business. You want to become an expert in measuring results and using data analytics to drive business and innovation.

TECHNOLOGY

You want a front-office job where you can use technology and data to be an integral part of core business decisions.

QUANTITATIVE

You studied and/or are doing quantitative work in engineering, statistics or social research. You want to learn how to measure performance in an organization and become an expert in using analytics to drive innovation.

In collaboration with

IBM   Telefónica   hotelbeds

AN EXCITING CAREER

You drive innovation

Data Scientists hold the sexiest job of the 21st century.[1] These highly sought-after professionals combine **business knowledge, Big Data technologies, and advanced analytical skills** to drive decision-making and performance improvements across any organization. Data Scientists discover actionable insights that drive innovation.

According to IBM, around **90% of global data** has been created in the past few years alone, so companies are facing the challenge of finding results driven-individuals who know how to use this data to optimize the competitiveness of an organization. McKinsey estimates that there will be a **shortage of 140,000-190,000 people** with deep analytical talent within five years. The job outlook for Business Analytics professionals is extremely positive for the coming decades.

Companies are looking for dynamic and specialized professionals that come from diverse backgrounds such as business, engineering, technology, economics, mathematics, and applied sciences who are able to **identify, collect, analyze, interpret and transform data** to drive value and innovation, and to do it in diverse industries like finance, healthcare, consumer goods and high-tech, just to name a few.

IE's two Masters in Business Analytics and Big Data are innovative degrees designed to train a new generation of data-driven and innovation-oriented professionals with all the necessary skills to pursue a successful career in Business Analytics and Big Data. We encourage you to read onwards in this brochure. If you are as excited as we are about the world of Business Analytics and Big Data, we invite you to have an informal chat with one of our Big Data career advisors **(bigdata.advisor@ie.edu)** or apply to join us for this amazing experience.

> **"**
>
> **Data scientist is the sexiest job of the 21st century.**
>
> [1]Harvard Business Review
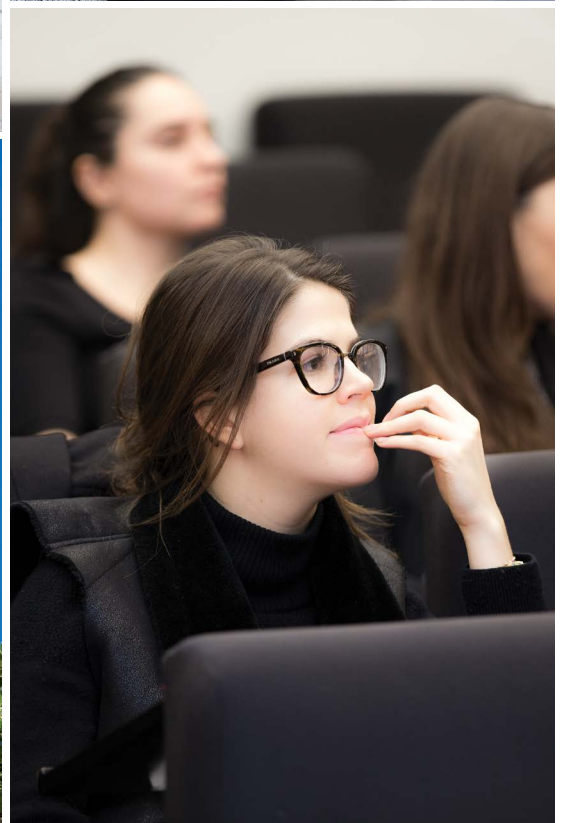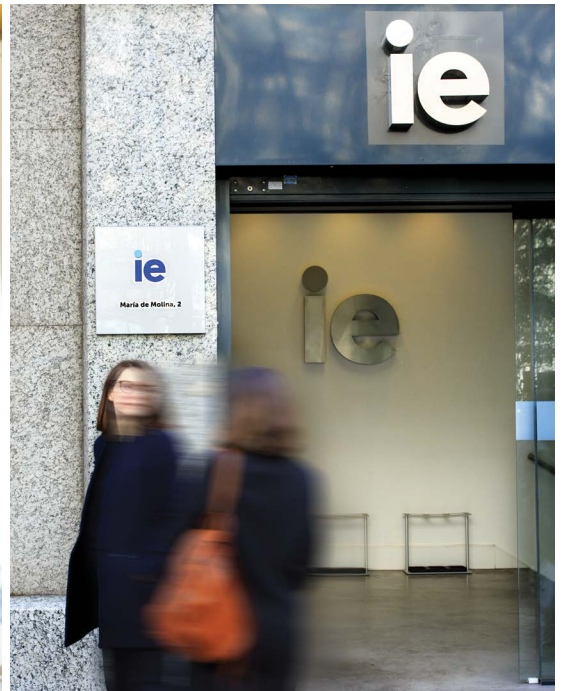
TOP 10 REASONS

...to join our Big Data programs

1. Job opportunities: Big Data and Business Analytics are some of the fastest growing job categories in the world. Our graduates are in high demand and have an outstanding placement rate.

2. Most comprenhensive training: Data Science, Big Data Technologies, Business Transformation, and Professional Skills

3. Networking: Access to a network of professionals through a program that is in constant contact with real-life business issues. Create your own network amongst the 50,000 IE alumni

4. Recognition: IE is recognized worldwide as an innovative top school

5. Two different formats: Study with your classmates full-time in Madrid, or part-time while you continue to work

6. Madrid: ¡Olé!

7. An intense program: Our programs allow you to acquire the necessary skills to tranform business through actionable insights and cutting-edge technologies

8. Driving Innovation: You will drive value and innovation in diverse industries and organizations

9. Industry experienced faculty: World-Class faculty including executives from various companies and industries such as IBM, Santander, Amazon and Spotify among others

10. International experience: The world in your classroom. You will benefit professionally and personally from diverse classmates. IE has more than 100 nationalities on campus.

THE IMPACT OF BIG DATA AND ANALYTICS

What is Big Data?

Volume
Around 2.3 trillion gigabytes of data are created daily.
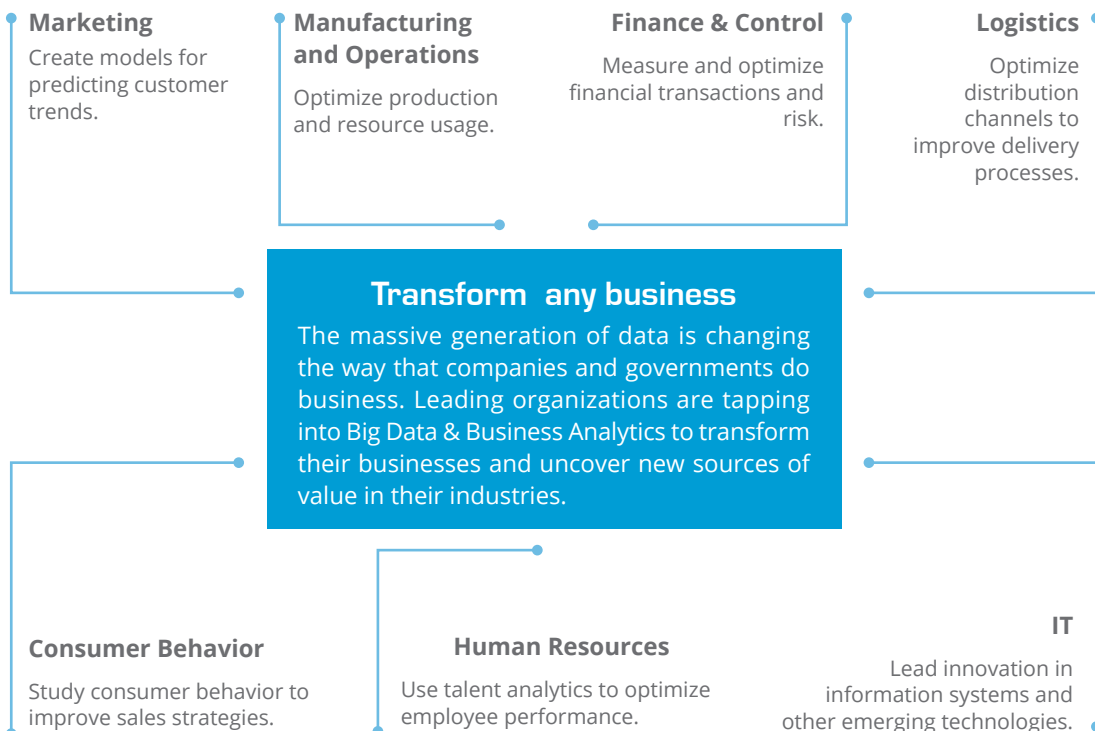
Velocity
Analysis of data in real-time or nearly real-time to drive decisions.

Variety
Different forms and inputs of data.

Big Data & Business Analytics is about the challenges, opportunities and technologies resulting from the unprecedented generation of data.

Marketing
Create models for predicting customer trends.

Manufacturing and Operations
Optimize production and resource usage.

Finance & Control
Measure and optimize financial transactions and risk.

Logistics
Optimize distribution channels to improve delivery processes.

Transform any business
The massive generation of data is changing the way that companies and governments do business. Leading organizations are tapping into Big Data & Business Analytics to transform their businesses and uncover new sources of value in their industries.

Consumer Behavior
Study consumer behavior to improve sales strategies.

Human Resources
Use talent analytics to optimize employee performance.

IT
Lead innovation in information systems and other emerging technologies.

STRUCTURE

COLLECT

DRIVE INNOVATION

Data specialists face the challenge of **extracting relevant insights** from data by using advanced analytics and cutting-edge technologies to drive decision making processes. They are front office professionals and results driven individuals who are specialized in **identifying, collecting, analyzing, interpreting, and transforming data.**

ANALYZE

INNOVATE

> **Leading organizations are tapping into Big Data & Business Analytics to transform not only their businesses but also their industries.**

THE PROGRAMS

An exciting journey

Business Transformation

This module is designed to give you an in-depth understanding of how organizations today collect and use data generated from a wide variety of sources to drive performance. You will understand how companies are adopting advanced technologies to generate new and actionable insights from this data to improve performance across all core functions. You will learn through the use of current cases how leading organizations are applying Big Data & Business Analytics to transform, not only their businesses, but also their industries.

Data Science

The courses in this module provide practical knowledge in a wide range of quantitative methods, statistical models, and computing techniques. You will learn how to extract knowledge from data and drive key decisions across multiple business functions. This module will also provide the necessary hands-on training to use statistical programs to prepare data, conduct analyses, and create meaningful data visualizations.

Courses

- Introduction to Big Data and Analytics
- Marketing Intelligence
- Analytics for Financial Services
- Analytics for Retail & Consumer Goods
- Digital Analytics
- Smart Cities and Governments
- The Digital Revolution
- Big Data & Health
- Analytics For Telco & Utilities

Courses

- Natural Language Processing & Text Mining
- The Knowledge Discovery Process
- Building The Data Science Toolkit
- Forecasting Time Series
- Data Visualization
- Analyzing Social Networks
- Machine Learning I
- Machine Learning II
- Machine Learning III
- Statistical Programming In Python
- Recommendation in Engines
- Statistical Tools SPSS/SAS
- Statistical Programming in R
- Mathematics and Statistics for Data Analysis

You will master the four areas of knowledge and skills needed to become a successful professional in the field of Business Analytics and Big Data. Both programs are built around the needs of industry recruiters and updated based on their ongoing feedback.

Big Data Technologies

This module is designed to provide you with in-depth understanding of the emerging tools and technologies available to successfuly manage Big Data challenges. Students will have the possibility to deal with large-scale structured and unstructured collections of data, moving them into a Hadoop cluster from different sources, and making up MapReduce applications. In this module you will also understand the fundamentals of information management including topics like: data warehousing, logical and physical database design, and relational database theory. You will also cover new trends like cloud computing, stream processing, No SQL storage, and in-memory databases.

Professional Skills

Professional success is not just about developing and demonstrating expertise in a technical area. It's also about knowing how to work effectively within an organization. This module is designed to help you develop the behavioral skills required to understand your own professional strengths and weaknesses. You will learn how to navigate the dynamics and politics of companies to maximize the impact of your work.

Courses

• SQL Data Modelling

• Hadoop

• NoSQL Databases

• Business Intelligence & Datawarehousing

• Spark

• Stream Processing & Real-Time Analytics

Courses

• Working Effectively in Teams

• Giving Winning Presentations

• Ethics & Legal

• Running Innovation & Creation Processes

• Influence & Persuasion

ELECTIVES FOR MASTER IN BUSINESS ANALYTICS AND BIG DATA: ARTIFICIAL INTELLIGENCE, ANALYTICS FOR TRAVEL, OR IoT & CLOUD

* Both programs cover all of the Hadoop architecture including Hadoop HDFS, Hadoop MapReduce, Hive, HCatalog, HBase, ZooKeeper, Oozie, Pig, Sqoop, and many other related Big Data tools like SPSS, Spark, NLTK and Storm. It also provides the training in SQL, Python and R needed to perform Big Data analytics. Individuals with backgrounds in business, economics, mathematics and statistics, engineering and applied sciences, and technology are encouraged to apply. No prior training in statistics or programming is required.

** Please note that program content may be subject to change.

CHOOSE YOUR PROGRAM
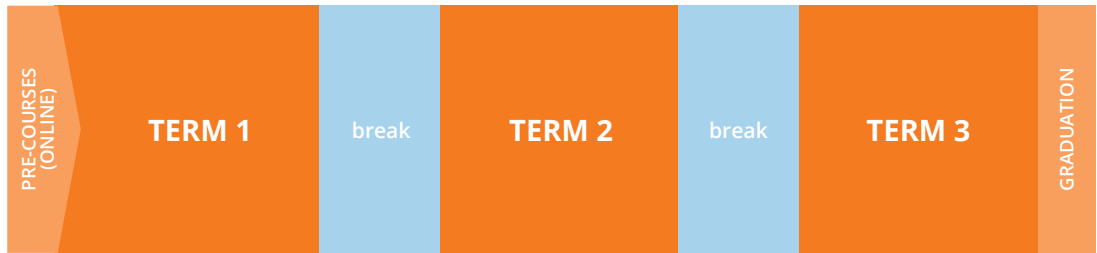
Master in Business Analytics & Big Data

Full-Time Study

MADRID	10 MONTHS	OCTOBER or APRIL	ENGLISH

OCT - DEC or APRIL-JUNE	JAN - MAR or JULY-SEPT	APR - JUL or NOV-FEB

PRE-COURSES (ONLINE)	TERM 1	break	TERM 2	break	TERM 3	GRADUATION

DATA SCIENCE

BUSINESS TRANSFORMATION

BIG DATA TECHNOLOGIES

PROFESSIONAL SKILLS

Face-to-face classes

3 sessions a day

At least **1 hour** session of group work per day

Participate in **IE Clubs** and other activities organized after standard class hours

Exposure to **workshops** and **talks** during each term

Global Master in Business Analytics & Big Data

Part-Time, While you Work

📍 **MADRID AND DUBAI**	🕐 **17 MONTHS**	📅 **JANUARY**	🏴 **ENGLISH**

JAN - JUL	AUG - DEC	JAN - JUL
TERM 1	**TERM 2**	**TERM 3**

PRE-COURSES (ONLINE) | Madrid Face-to-face 2 weeks | ONLINE PERIOD | Madrid Face-to-face 1 week | summer break | ONLINE PERIOD | winter break | Dubai Face-to-face 1 week | ONLINE PERIOD | Madrid Face-to-face 2 weeks | GRADUATION

- DATA SCIENCE
- BUSINESS TRANSFORMATION
- BIG DATA TECHNOLOGIES
- PROFESSIONAL SKILLS
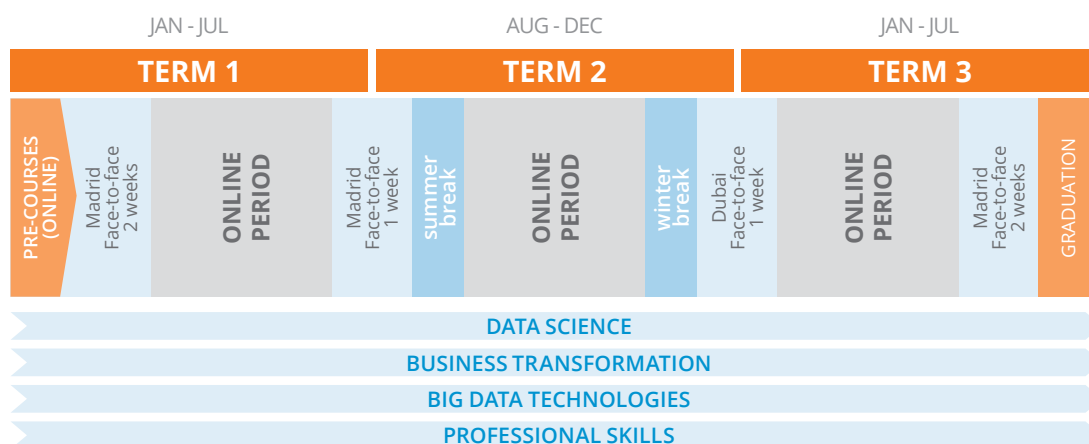
Part-time experience combining four residential periods with interactive online classes

RESIDENTIAL PERIODS	INTERACTIVE ONLINE PERIODS	PLATFORM
• The **face-to-face** periods allow you to create personal relationships and meaningful bonds with the people you will work with throughout the year. • These four periods include a number of classes that require **physical presence.**	• Thanks to the innovative use of new technology you will be able to enjoy the **same experience** you would have in a traditional classroom.	• The IE **Online Campus** is a web platform that allows students to access all of the program's online activities at any time, from any location. • The campus is also accessible on smartphones and tablets.

Videoconference sessions: Saturdays from 13:00 - 14:30 and 15:00 - 16:30 (GMT+1)

Online Forum: Monday to Thursday (open 24/7)

HANDS-ON CHALLENGES

Practical experience, with real problems

During the master you will engage in three intense projects that will give you hands-on training working directly with industry experts:

1. Analyzing
Companies present real life cases and business problems to you and your team.

2. Executing
You and your team apply Business Analytics and Big Data knowledge to find solutions and propose recommendations.

3. Delivering
You deliver results and receive feedback from experts to hone your Big Data and Business Analytics skills.

CHALLENGE	MISSION	
IBM Watson Challenge	Your team will be presented with a real world business situation by IBM. You will work fast to develop a data-driven tool or technology to improve their business performance.	IBM
Big Data Startup	In this challenge, your team integrates the knowledge and skills you have learned from the three program modules. You will develop and propose a Big Data application or idea and transform it into a plan for a start-up business or an innovation initiative.	
Datathon	Four clients will provide your team with real data sets. You will apply your analytics and Big Data skills to uncover actionable insights and drive innovation.	Telefónica / hotelbeds

Exposure Workshops

In addition to courses and Hands-on Challenges, you will participate in a series of workshops designed to expose you to the latest trends and emerging ideas, tools, technologies and business issues. Some examples of topics covered are Ethics and Privacy in Big Data, Statistical Tools SPSS, Interviewing Skills and Careers and Entrepreneurship, among others.

AN INTERNATIONAL CLASS

Master in Business Analytics & Big Data

Misael

A technology consultant from the US who wants to become an entrepreneur in the Data Science domain.

"IE's partnerships with key Big Data companies allowed me to get great insights into the real world applications of data science."

Sondos

A software engineer from Lebanon, with professional experience in software testing, who is interested in Big Data technologies and AI.

"Apart from the networking opportunities and the unique diversity experience, IE's program allowed us to interact and learn from Big Data experts to understand how Big Data is applied in the real world. It's been an enriching experience, both professionally and personally."

Ashley

A Marketing Manager from the US who wants to learn data science for business application, as a new-generation CMO.

"I joined the MBD program to understand the realms of big data application for business strategy and innovation. Key factors for my decision to select IE -- business expertise, student diversity, and entrepreneurial spirit--have proven to be key benefits shaping my experience."

Christopher

A software engineer from France who wants to build innovative products based on data.

"Getting access and being mentored on how to use diverse data sources to come up with useful business applications was a rewarding experience."

Become part of a vibrant international class

Class profile

27,5
AVERAGE AGE
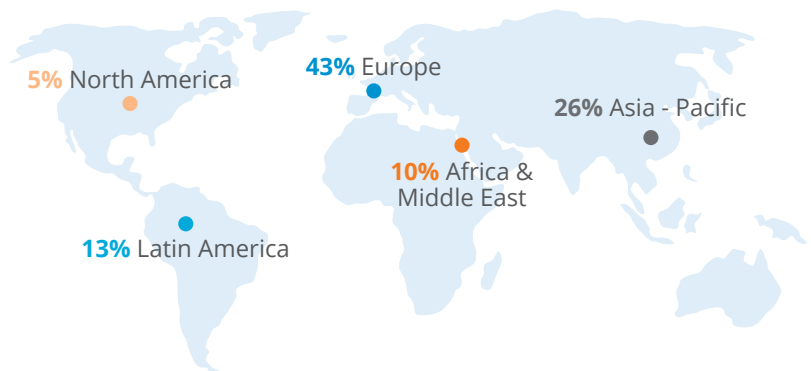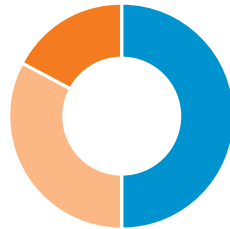
4
AVERAGE WORK EXPERIENCE

36
NATIONALITIES

90%
INTERNATIONAL STUDENTS

Distribution by Regions

5% North America
43% Europe
26% Asia - Pacific
10% Africa & Middle East
13% Latin America

Academic Background

50% **Business:** Economics, Finance, Marketing, Business Administration.

33% **Quantitative:** Engineering, Statistics, Mathematics, applied Sciences and Social Sciences

17% **Technology:** Computer Science, IT, among others.

Companies

DELOITTE	HSBC	BOSTON CONSULTING GROUP	IBM	HEWLETT - PACKARD
KPMG	NESTLE	TOTAL	ZURICH INSURANCE	ACCENTURE

Global Master in Business Analytics & Big Data

Rima

An expert in Digital Media currently working in Dubai who is interested in taking her career to the next level through Data Science

"The face to face period of the GMBD in Madrid was a very exciting experience. The connections we built as a class with each other's and with the faculty members have been very enriching! I have enjoyed the way the program was delivered and although it was intense with so much information to process, still it was fun and exhilarating"

Kunal

A professional on Business Transformation, Innovation and Financial Services who would like to become a consultant on the Data Science domain.

"I went into the GMBD Program at IE with high expectations that it would provide an in-depth mastery of Big Data technologies rooted in real-world applications with an experimental and innovative streak. It has delivered this and so much more. We are taught by industry leaders and influencers whose strident belief in the exponential potential of the Information Age to herald an evolutionary leap for society is palpable. I am in awe of my fellow students; they are brilliant and diverse, with unique perspectives and strengths."

Mate

A healthcare consultant from the US with a background in market research and finance, interested in using data science to help Venture Capital.

"Before applying to IE University, I researched numerous graduate programs in the States and abroad geared towards Business Analytics and Data Science. Only the GMBD at IE had the blended format with just the right mix of online and face-to-face sessions. The school Dean and faculty are both industry experts and seasoned academics in this field. My classmates are great, international professionals with a similar drive to learn and effectively use the required skill sets for the data-driven future"

Vivianne Andrea

An Electrical Engineer from Colombia who wants to become a data analyst to drive decision making

"Data is everywhere! In small and big businesses. My last job was for my family's business, a small one, in which only arranging data and presenting it in a clear and easy way to understand, allowed me to make strategic decisions that increased our annual revenue in 20%!! So, imagine what can you do with data! This is the new worldwide language."

Class profile

35
AVERAGE AGE
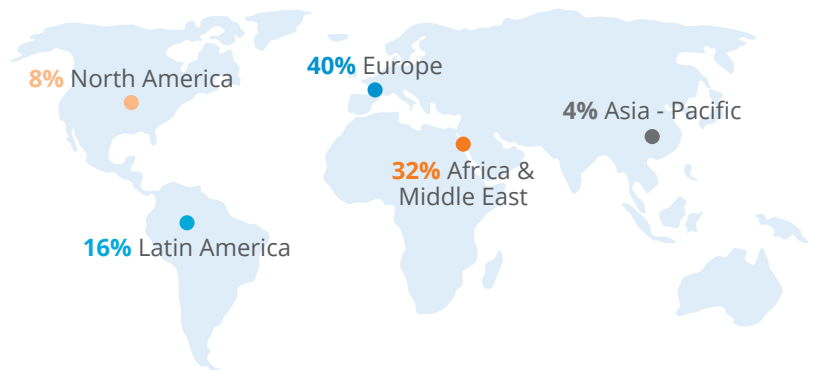
9,5
AVERAGE WORK EXPERIENCE

17
NATIONALITIES

80%
INTERNATIONAL STUDENTS

Distribution by Regions

8% North America

40% Europe

4% Asia - Pacific

32% Africa & Middle East

16% Latin America

Academic Background

48% **Business:** Economics, Finance, Marketing, Business Administration.

32% **Quantitative:** Engineering, Statistics, Mathematics, applied Sciences and Social Sciences

20% **Technology:** Computer Science, IT, among others.

Companies

ING	IBM	QATAR BANK OF DEVELOPMENT	KENYA BUREAU OF STANDARDS	GARANTI BANK
KPMG	BANKIMIA	ORIENTAL DE SEGUROS	PRIMAGAZ	BBVA

YOUR CAREER

The placement possibilites of graduates spreads among several sectors and job functions. Do not miss the chance to see where the Master in Business Analytics & Big Data and Global Master in Business Analytics & Big Data can take you!

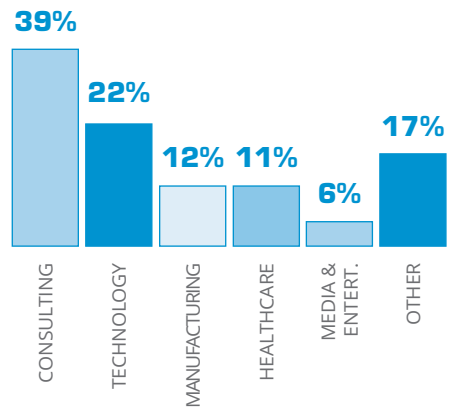## *Career statistics of graduates

Situation 3 months after graduation

90% Students Working

63% of international mobility among our students.

Some Employers: Accenture, Amazon, BBVA, CA Technologies, Deloitte, EY, IBM, Infosys, McKinsey, P&G, Telefonica, among others.

Employment by Industry

Industry	Percentage
CONSULTING	39%
TECHNOLOGY	22%
MANUFACTURING	12%
HEALTHCARE	11%
MEDIA & ENTERT.	6%
OTHER	17%

These are just some of the exciting career tracks of our alumni

Regina Berengolts

- **Now:** Lead Data Scientist at Clear Returns Glasgow, United Kingdom
- **Nationality:** Canadian
- **Background:** Strategic marketing

"The **Master in Business Analytics and Big Data** has definitely helped to prepare me for my current role as a **Data Scientist.** While the most practical and useful learning I gained were the coding capabilities, I also developed a much more crucial understanding of what kind of skills, languages, and mindsets are required in order to be successful in a data-driven company and how to obtain them."

Nicky Sarof

- **Now:** Advanced Analytics Consultant at Accenture Madrid, Spain
- **Nationality:** Indian
- **Background:** IT, Business Analyst

"I currently work as a **Consultant at Accenture specializing in Advanced Analytics**. I believe my experience at IE was pivotal in helping me get to where I am today. The course covered a broad range of topics which helped me understand and focus on how I wanted to position myself for career growth. There were lots of opportunities to network with leading professionals in the industry which not only helped me during my job search but will also continue to be a great asset as I progress."

*The data shown corresponds to the Master in Business Analyitics and Big Data

A world of exciting opportunities

CLOUD COMPUTING
RISK ANALYTICS
BUSINESS INTELLIGENCE
MARKETING INTELLIGENCE
FRAUD DETECTION
DATA SCIENCE
CUSTOMER ANALYTICS
CUSTOMER INSIGHT
SOCIAL MEDIA ANALYTICS
BUSINESS CONSULTING
TALENT ANALYTICS
WEB ANALYTICS
DATA MODELING
OPERATIONS OPTIMIZATION

**You can't manage
what you don't measure.**

CAREER OPPORTUNITIES

Companies, non-profits and governments are struggling to optimize the performance of their operations and the quality of their decisions to stay competitive. As a result, there is a large and growing demand for specialized professionals who can **identify, collect, analyze, interpret** and **transform** data to drive value and innovation.

The **Master in Business Analytics & Big Data and Golbal Master in Business Analytics & Big Data** prepares students for successful careers that involve the following types of professional activities.

PRIVATE SECTOR	PUBLIC AND NON-PROFIT SECTOR
• Business Analytics	• Smart Cities Design
• Business Intelligence & IT	• Environmental & Energy Analytics
• Customer Management and Analytics	• Social & Policy Research
• Operations Research	• Voting Behavior Analysis
• Market Research	• Policy Effectiveness Analysis
• Talent Analytics	• Social and Community Analysis
• Financial Analytics	• Epidemiology Research
• Management Control	• Public Utilities Optimization
• Advertising and Marketing Effectiveness	• Human Development
• Logistics & Supply Chain Optimization	
• Data Analytics Consulting	
• Management Consulting	

❝

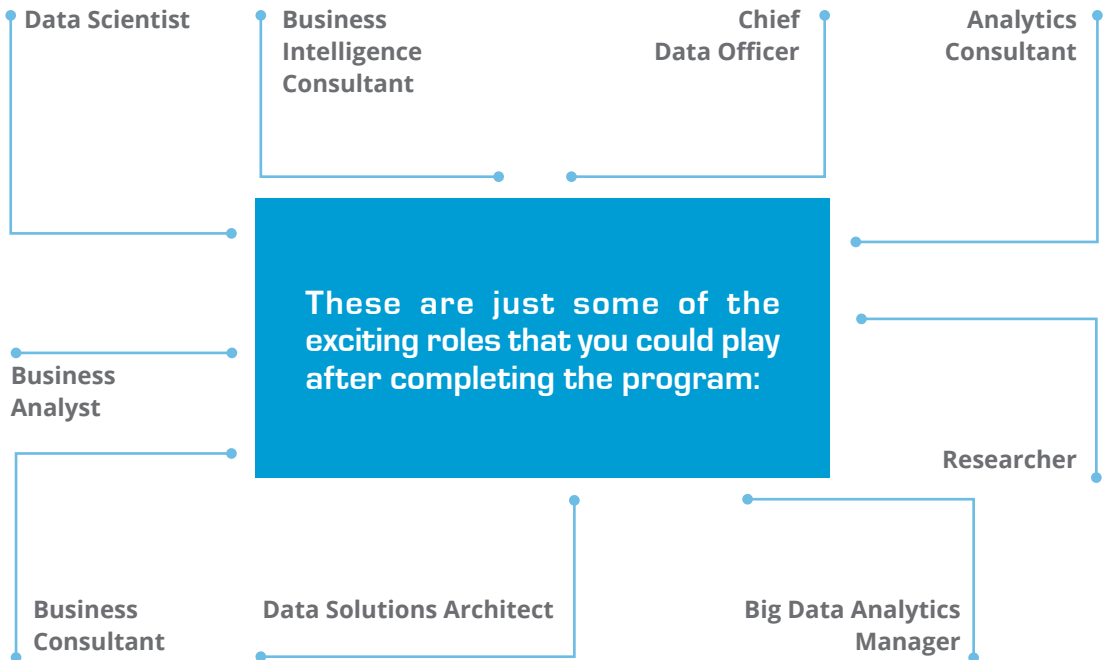**Data Scientist is going to be one of the 10 toughest job positions to fill in 2016**

Forbes

❝

In North America alone, companies will need around 1.5 million managers and analysts with the know-how to use the analysis of Big Data to make effective decisions by 2018.

McKinsey

Data Scientist

Business Intelligence Consultant

Chief Data Officer

Analytics Consultant

These are just some of the exciting roles that you could play after completing the program:

Business Analyst

Researcher

Business Consultant

Data Solutions Architect

Big Data Analytics Manager

As you graduate, you will be assisted by IE's Career Management Center, and as alumnus of the program you will have access to their services throughout your career. The Careers Management Center provides IE graduates with the skills and tools to successfully manage their careers in a globalized and increasingly competitive economy.

THE IE CLASSROOM

Tools

Discussions

Cases

Apply what you learn

IE's innovative learning methodology focuses on active-learning using case studies, multimedia simulators, team projects, and the most common Big Data tools used in the industry.

Exercises

Field work

Recognition

IE University and IE Business School are top-ranked schools according to international media:

3rd European Business School

by Financial Times, 2015

#1 Worldwide Online MBA Programs

by Financial Times, 2016

IE University is ranked No.1 in Spain,

No.12 in Europe in the Global Employability Survey 2013 by the International New York Times.

These are some of the factors critical to your learning experience:

Practical hands-on learning

to work on real life business problems with industry experts and real clients.

Employment-focused curriculum

designed in conjunction with industry professionals and based on the needs of employers.

World-class up-to-date faculty

that include full-time professors from across IE University and IE Business School, as well as faculty- practitioners who are working in senior positions in Business Analytics and Big Data.

Speakers and events

that provide you with a rich source of new ideas and perspectives.

Visit our students blog to learn more about the IE MBD experience **http://iembd.tumblr.com/**

¡MADRID!

Join us at IE and you will be part of more than a Masters program. **Your learning will go beyond classroom training**, and extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid. You will benefit greatly from your international classmates in the program, from relationships with students in other programs at IE University and IE Business School, and from your relationships with faculty.

Take part in an unforgettable period of your life in Madrid. The program is taught entirely in English, and those studying the full-time option will also have the opportunity to learn/improve their Spanish - the native language of **500 million** people worldwide and the world's second business language.

The campus for postgraduate masters programs of IE is around 20.000m^2 in size, spread across 17 buildings strategically situated in the Barrio de Salamanca district of Madrid, a very well connected area in the heart of the financial district of the city.
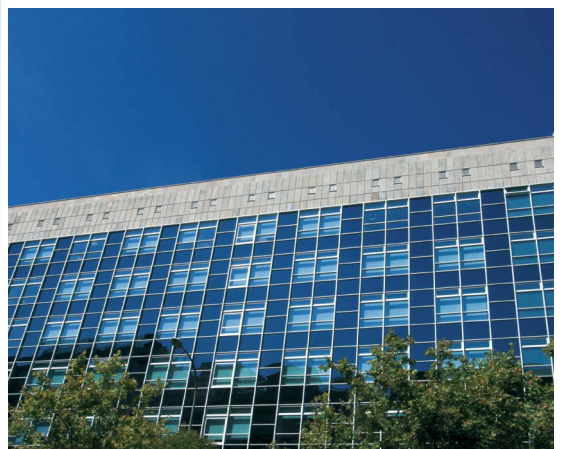
Some highlights of Madrid...

GO

on a trip to the beach: Madrid is 300km from the sea (1.5 hours by train, 3 hours by car). Try Valencia, Balearic Islands, or Málaga!

EXPLORE

museums and culture: Madrid has three of the most important art museums in the world: The Prado, with four thousand works of art; the Thyssen-Bornemisza, with works by Renoir and Van Eyck; and the Reina Sofía, with over 20,000 works from the 20th century.

ENJOY

Madrid's social life: Madrid is internationally renowned for its nightlife, old cafés, fun bars and restaurants. It has one social venue per 132 people, so many places to go and have fun!

TASTE

traditional tapas: Madrid's famous eating style is tapas! Small portions of different spanish dishes, something you should try as soon as you arrive to Madrid.

EXPERIENCE

flamenco: Spain is where the famous music and dance style flamenco was born, take a trip to Sevilla in the high-speed train and watch live an aunthetic flamenco show.

FEEL

the sun: Madrid is the European capital with the most sunny days, here comes the sun!

WATCH & PRACTICE

sports: Attend as a fan to a Real Madrid game or practice any sport from hiking, to skiing, to sailing, Madrid is located in the center of Spain, do it all!

TRAVEL

around Europe: Madrid is located in a very strategic and central location within Europe, hop on a flight and reach any destination in Europe in just 2-3 hours.

ADMISSIONS & FINANCIAL AID

The objective of the admissions process is to select motivated students with high potential for success and leadership in their chosen field.

IE's admissions process is based on the review of your application materials as well as interviews with our admissions and academic team to ensure a good fit between the program and your preparation and career interests.

Applications follow four steps:

1. APPLY

Start your application process right away through our online application system.

Simply go to www.ie.edu/app and choose the Master in Business Analytics and Big Data.

2. REVIEW

Our admissions and academic team will review your application and all accompanying documents.

3. INTERVIEW

If you pass the review, you will be invited to interview with our admissions and academic staff (in-person or online).

4. DECISION

IE Admissions will make a final decision on your application. The admissions process is a **rolling process** and there is no deadline for application for a particular class. Admission is valid for two years.

If you have any questions or would like to chat about your career, do not hesitate to contact us at bigdata.advisor@ie.edu

Admission requirements

The application form provides the Admissions Committee with important information for evaluating candidates. In addition to the completed form. Please enclose the following documentation in your application package:

- **Evidence of completion of a Bachelor degree** (or equivalent) from an accredited university.

- **Official university transcripts** (certified translation into English or Spanish).

- **One-page CV or resumé.**

- **IE Global Admissions Test** (you may provide a GMAT or GRE instead).

- **English language certificate** for non-native English speakers (Cambridge Advanced or Proficiency, TOEFL, IELTS, or Pearson Academic). A certificate is not required if you completed an undergraduate degree in English.

- **Photocopy of current passport.**

- **One passport-size photo.**

- **Completed application form,** including all supporting documents.

- **Two letters of recommendation.**

- **Application fee 125€** (non-refundable and payable by credit card or cash).

Financial Aid

The IE Financial Aid Department currently offers a range of scholarships and other financial aid options to help you fund your studies.

Sign up to the next Virtual Information Session to find out more: **www.ie.edu/financialaid**

Get in touch

Have an informal chat
bigdata.advisor@ie.edu

For more information go to
www.ie.edu/bigdata

Apply now at
www.ie.edu/app

FROM OUR DEAN AND DIRECTOR...

Lee Newman

Dean, IE School of Human Sciences and Technology

Juan José Casado

Academic Director, Master in Business Analytics & Big Data

The business world is facing both the challenges and opportunities posed by the massive growth in the availability of data that is without precedent in history. A study by IBM shows that that 90% of the existing information in the world today has been generated within the last few years alone, and this flood of data is growing exponentially. Big data technology and advanced analytics have the potential to revolutionize the way organizations manage their operations and make critical decisions. Corporations, local and national governments, and non-profits all stand to benefit enormously from a digital transformation of the way they carry out their work. In fact, 71% of CEOs view analytics as the primary source of competitive advantage for their enterprises in the coming years.

These opportunities exist, but to capture them organizations need professionals who are trained to turn opportunity into reality. And by all measures, the demand for such professionals is far ahead of the supply. At the time we wrote this letter, we had just spoken with an executive at global corporation in need of hiring 200 Data Scientists and whose recruiters were only able to find 20. Startups and small companies are facing the same challenge in identifying and attracting big data and analytics professionals.

For companies, this shortage of data-driven professionals presents a difficult challenge. For our School of Human Sciences and Technology it represents a wonderful opportunity that is aligned with our overall mission: to train the next generation of multidisciplinary technology professionals who can be the drivers of technological and data-centered innovation that organizations around the world so desperately need.

During the intensive months of our Masters in Business Analytics and Big Data and Global Master in Business Analytics & Big Data, we teach our students how to work fluidly within the big data ecosystem, how to analyze large volumes of structured and unstructured data, how to make analytics happen at high velocity, and perhaps most critically we train our students to use analytics to drive innovation across all areas of a business and in diverse industries.

Our Master's programs are designed to be hands-on and practical across all of the stages of what well-trained Data Scientists do: defining the business use-case, deciding what data should be collected and how it should be stored, applying the appropriate analytics to address the target use-case, and interpreting and presenting the results to drive business decisions. Our students also learn through real-world business cases how leading organizations are using big data and analytics to transform their businesses.

If you are ready to become part of the next generation of data-driven professionals that will redefine business, we invite you to apply to our program.

ie **IE'S GLOBAL PRESENCE**

www.ie.edu/offices

Please do not hesitate to contact the office nearest to you should you need any additional information. You can also contact us via **bigdata.advisor@ie.edu**

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dach@ie.edu

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ADMISSIONS DEPARTMENT

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OTHER WAYS TO GET IN TOUCH:

ie

**SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY**

Discover our Masters in

BUSINESS
ANALYTICS
& BIG DATA

TECH FOR IMPACT

FOLLOW US