

Information Session

MSc Business Intelligence and Smart Services



School of Business and Economics
Maastricht University

Master Open Day, March 16, 2019



Background

7 Reasons Why Business Intelligence Is Vital To Business Success

BY MIKE RICHARDSON, MANAGING DIRECTOR - EMEA

September 25, 2018

Smart Services – innovative and forward-looking

our machinery begins with our Smart Services – here you can in particular find forward
s – with which we remain a reliable business partner for you. Products such as Data
Monitoring or Fingerprint optimize your production and also ensure more efficient
services you can save costs and time in the long run. We are also always working

“The future of business intelligence centers on making BI relevant for everyone, not only for information workers and internal employees, but also beyond corporate boundaries, to extend the reach of BI to customers and suppliers.”

Indeed.com:

> 20,000 “business intelligence” job postings

> 26,000 “big data” job postings



Help Wanted! Overcoming the Shortage of Business Intelligence and Analytic Professionals

Jim Giuliano

3 Ways to Tackle the Data-Analyst Shortage

August 14, 2017

Overview

Many Business Intelligence (BI) and Analytics projects are in development. So, why are so few properly trained individuals available to help?

Big Data, Big Problem: Coping With Shortage of Talent in Data Analysis

BY BUSINESS.COM EDITORIAL STAFF

Business.com / Hiring / Last Modified: February 22, 2017

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Forty percent of companies are struggling to find and retain data analytics talent, and the picture is starting to look even more bleak.

Big data is a big deal. The sheer quantity of data generated over just the last few years far exceeds the entirety of the

Related Articles

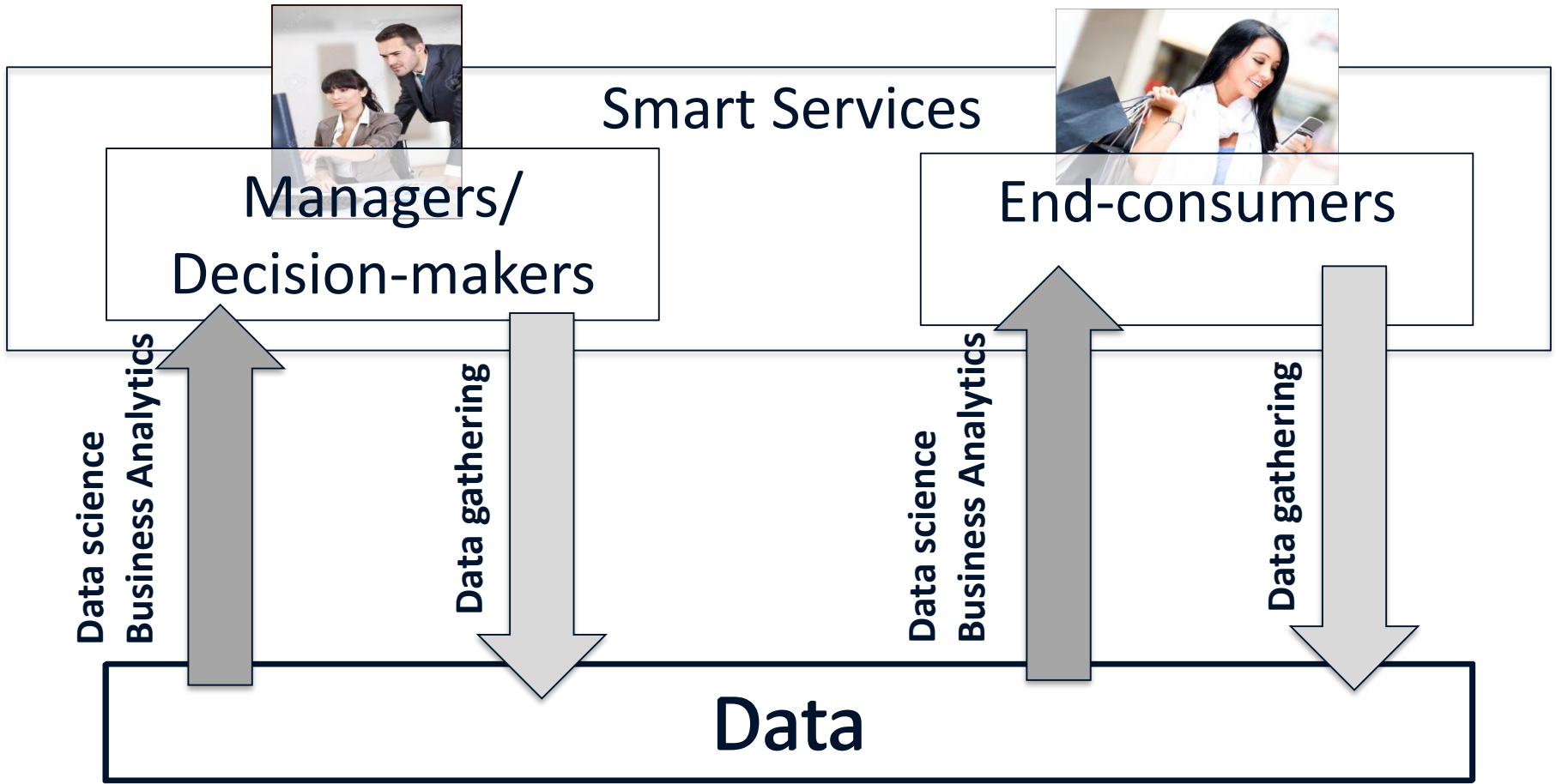
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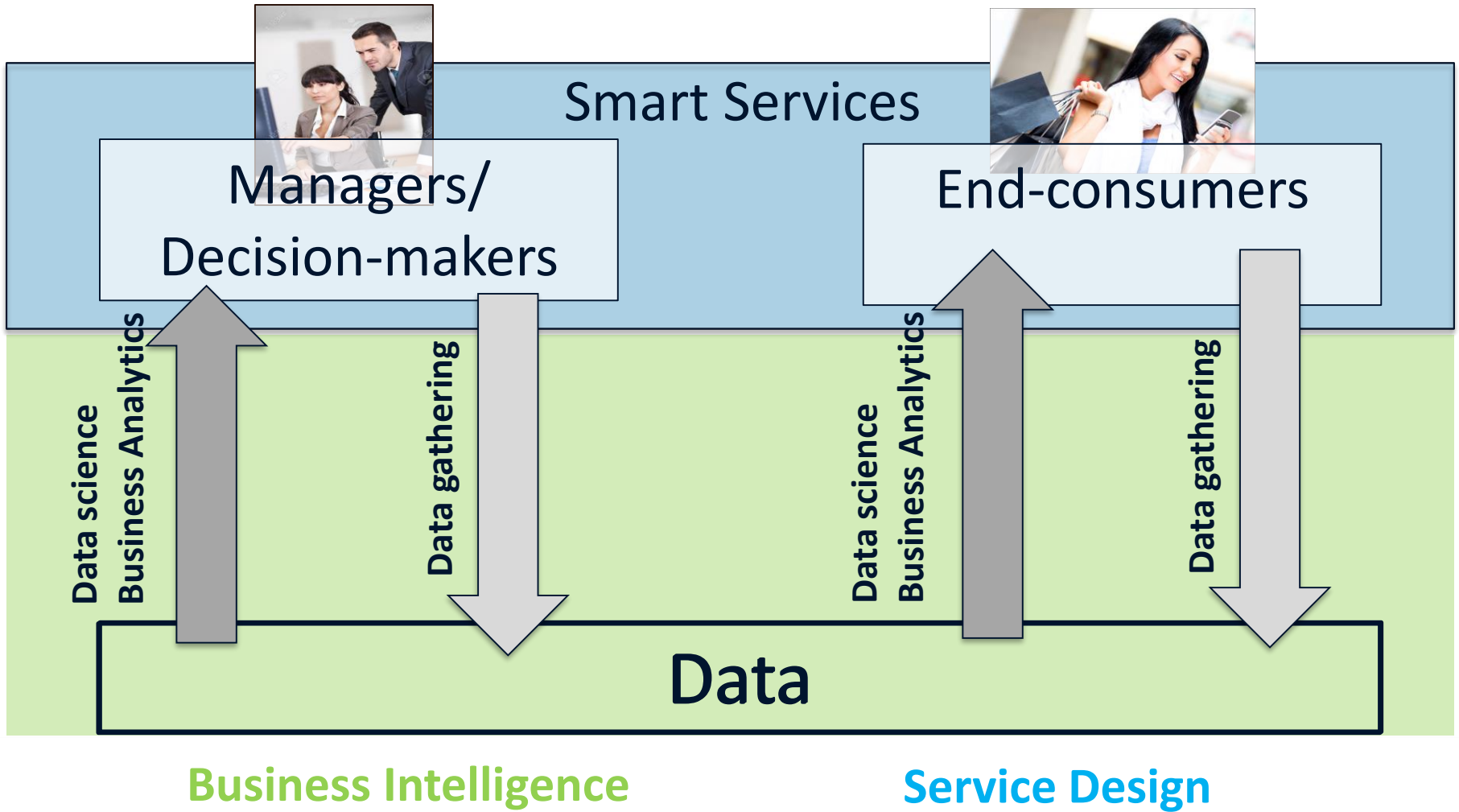


Not So Fast: 3 Societal Trends Holding Back Millennial Entrepreneurship in the U.S.

<https://www.youtube.com/watch?v=HF-bV1Lar1k>

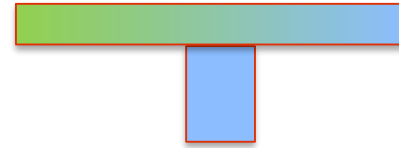
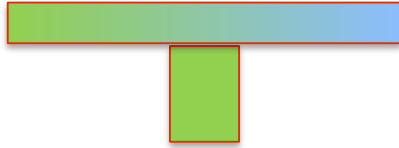
The BISS Master: What?





Objectives & Competences

- T-shaped profiles:



- Knowledge of Business Intelligence and Service Design, and ability to work and communicate with multidisciplinary teams consisting of experts in these fields.
- Further extend knowledge in Business Intelligence and/or Service Design.

Let's Dig a Little Deeper

Semester	Course Period	Educational Units		
Semester 1	1	Smart Service Skills (5)	Service Design (5)	Business Analytics (5)
	2		Business Intelligence Systems (5)	Machine Learning for Smart Services (5)
	3		Skills: Writing an MSc Thesis (5)	
Semester 2	4	Smart Service Project (5)	Choose 2 from: Smart Service Management (5) Descriptive and Predictive Analytics (5)	MSc Thesis (15)
	5		Data Visualization (5) Smart Decision Support Systems (5)	
	6			

Where?

SBE: School of Business & Economics

- Historical city center of Maastricht, close to Vrijthof
- 4200+ students, from all over the globe
- Problem-based learning in groups of around 12 students



- One of only 1% of business schools to be “triple-crown accredited”

- UM 4th best “young university” in the world (Times Higher Education)



Biss Institute Heerlen



Your Future...?

- service designer
- service engineer
- smart service consultant
- service manager
- service delivery manager
- business intelligence consultant
- big data analyst
- big data architect

