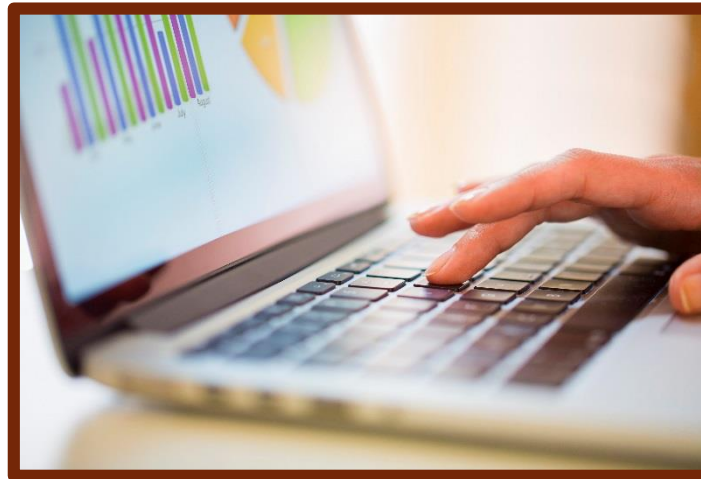


Welcome at Maastricht University

School of Business and Economics



MSc (Res) Business Research



Organizer: Graduate School of Business and Economics

Coordinator: Dr. Iwan Bos

Why a Business Research Master?

90%

OF THE DATA
IN THE WORLD
HAS BEEN CREATED
IN THE LAST
TWO YEARS ALONE

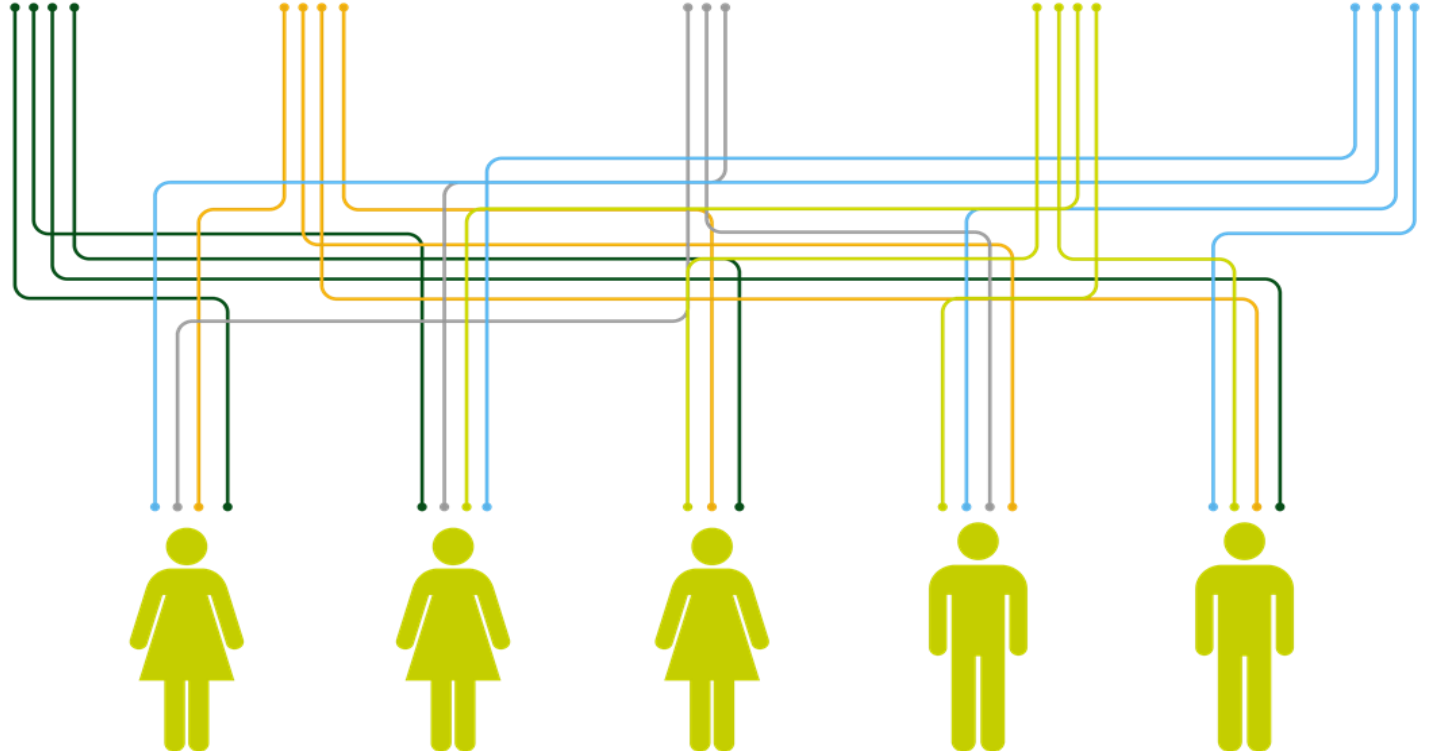
ONLY

0,5%

OF THE
WORLD'S DATA
IS ANALYZED

94%

OF KNOWLEDGE WORKERS
HAVE AT SOME POINT FELT
OVERWHELMED
BY INFORMATION
TO THE POINT
OF INCAPACITY



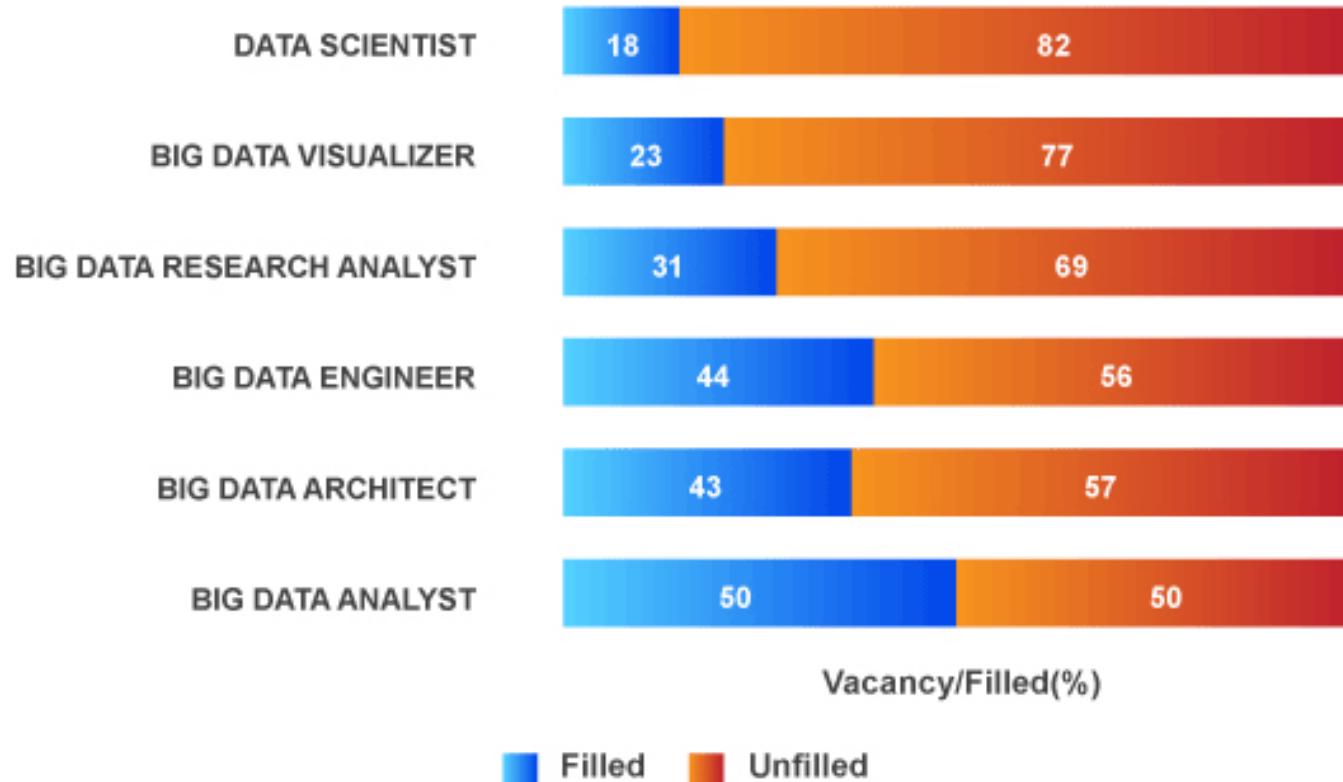
Why a Business Research Master?

The image shows a video player interface. The main content is a presentation slide with a dark background and a person's hand interacting with a futuristic interface. The slide features an orange box with the following text:

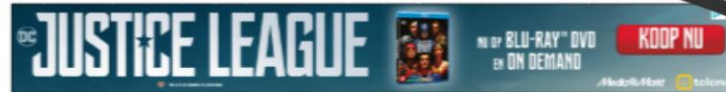
**THE
QUANT
CRUNCH**
HOW THE DEMAND FOR
DATA SCIENCE SKILLS
IS DISRUPTING THE JOB
MARKET

At the bottom of the slide, there are three logos: **burningglass** (with the tagline 'CAREERS IN FOCUS'), the **IBM** logo, and the **BHEF** logo (Business-Higher Education Forum) with the tagline 'Creating Solutions. Inspiring Action.'.

Filled job vs unfilled jobs in big data



Why a Business Research Master?



JAN 29, 2018 @ 02:47 PM 15,979

The Little Black Book of D

Data Scientist Is the Best Job In America According Glassdoor's 2018 Rankings



Louis Columbus, CONTRIBUTOR
FULL BIO

Opinions expressed by Forbes Contributors are their own.

TWEET THIS

Data Scientist has been named the best job in America for three years running, with a median base salary of \$110,000 and 4,524 job openings.

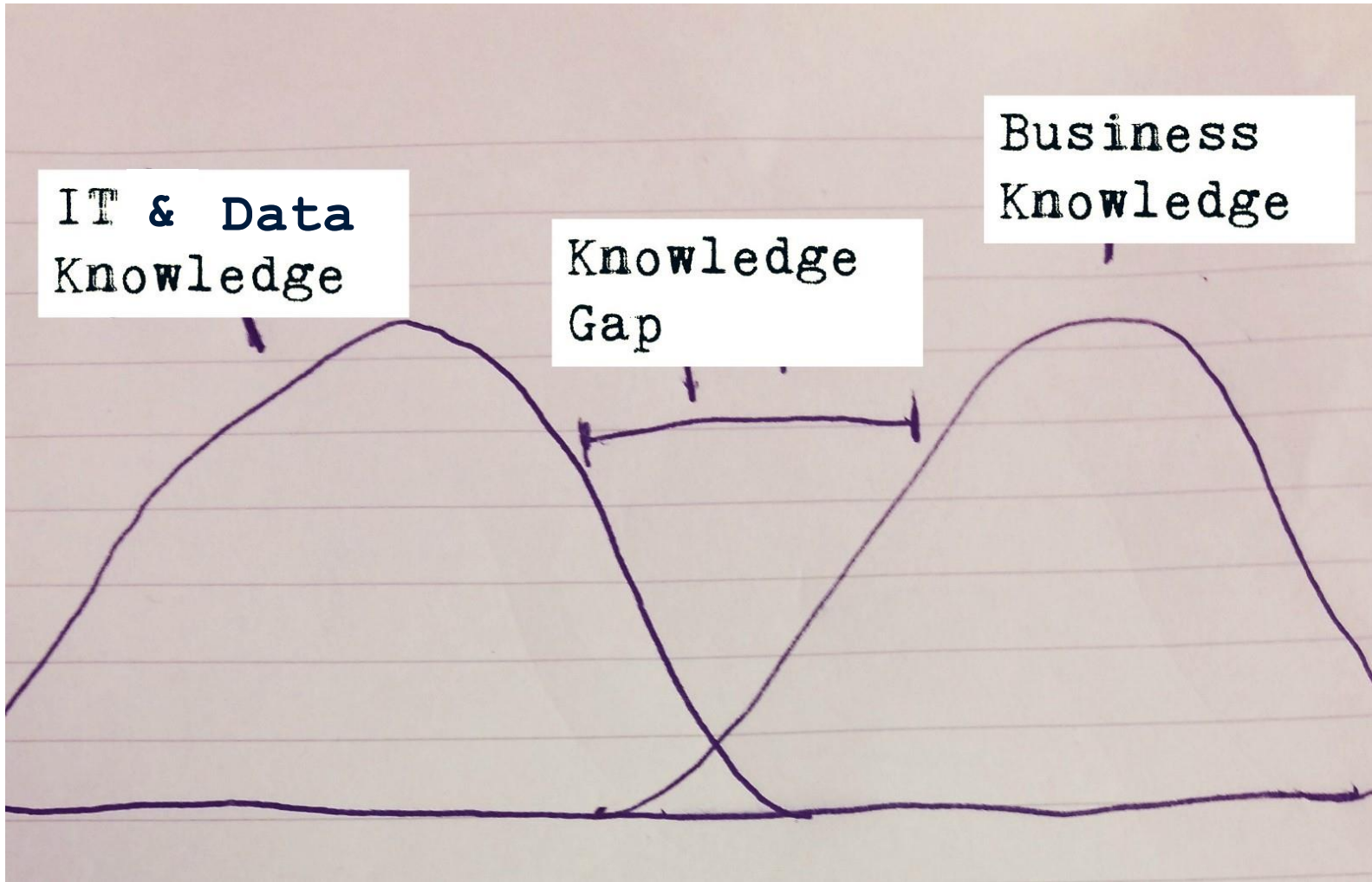
DevOps Engineer is the second-best job in 2018, paying a median base salary of \$105,000 and 3,369 job openings.



Ad closed by Google

Stop seeing this ad

Why this ad? >



MSc (Res) Business Research

Year 1

<i>Block</i>	<i>Business Research</i>	
1+2	Disciplinary Business courses	Data Analytics
4+5		
3+6	Skills Training	

MSc (Res) Business Research

Year 1

<i>Block</i>	<i>Business Research</i>	
1+2	Disciplinary Business courses <ul style="list-style-type: none">• Accountancy• Controlling• Entrepreneurship• Business Intelligence• Marketing-Finance• Org., Change & Consultancy• Corporate Finance• Marketing• Strategy & Innovation• Supply Chain Management• Sustainable Finance	1 Empirical Analysis I 2 Empirical Analysis II
4+5		4 Data Analytics in Practice 5 Business Research Strategy
3+6	Skills Training 3: Data Analysis Skills (MLE) 6: World of Research (Academic Writing)	

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Year 1 (e.g., Marketing)

<i>Block</i>	<i>Business Research</i>	
1+2	1 IB course (Relationship marketing) 2 IB elective (Return on marketing)	1 Empirical Analysis I 2 Empirical Analysis II
4+5	4 IB course (Value-based marketing) 5 IB course (Innovation management)	4 Data Analytics in Practice 5 Business Research Strategy
3+6	Skills Trainings: Data Analysis Skills World of Research	

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Year 2

<i>Block</i>	<i>Business Research</i>	
1+2	Disciplinary Specialization Courses	Free electives / Methodology / THESIS
4+5	THESIS	Free electives / Methodology / THESIS
3+6	Skills Training: Presentation Skills (3) and THESIS (6)	

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Year 2 (e.g., Marketing)

<i>Block</i>	<i>Business Research</i>	
1+2	Specialization 1 and 2 (e.g., Services marketing, Advanced consumer behavior)	Free electives / Methodology / THESIS
4+5	THESIS	Free electives / Methodology / THESIS
3+6	Skills Training: Presentation Skills (3) and THESIS (6)	

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What is the difference with a regular IB Master?

- An Advanced 2-year Master's programme
- The Business content is similar, but the programme includes additional advanced data science and research training



MSc (Res) Business Research



Some additional advantages:

- **Top Rated Programme (Keuzegids MSc ranking 2019)**
- **Student assistantship in the second year**
- **Extended MSc thesis, internship possible (TIP)**
- **Small, selective, programme**
 - flexible, individual study plans
 - close student community
 - close relation to staff
- **Preparation for a Ph.D.**



MSc (Res) Business Research



After completion of this Research Master?

- Part of our graduates stay at SBE to obtain a Ph.D.
- Part of our graduates go to the private sector (mainly large consultancies)
- A few do a Ph.D. project in other places



MSc (Res) Business Research



What do we need from you?

- **Passion for one of the International Business (IB) fields that we offer**
(Accountancy, Controlling, Entrepreneurship, Business Intelligence, Marketing-Finance, Org. Change & Consultancy, Corporate Finance, Marketing, Strategy & Innovation, Supply Chain Management, Sustainable Finance)
- **Affinity with Statistics and Data**
- **Curiosity and an Academic Mindset**



Questions?

Contact:

gsbe-sbe@maastrichtuniversity.nl

i.bos@maastrichtuniversity.nl

