

MSc Business intelligence and Smart Services

Maastricht University, School of Business
and Economics



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Today's Agenda

1

What is the
BISS Master?

2

Our
Programme

3

Where?

4

What does the
future hold?

What is the
BISS Master?



7 Reasons Why Business Intelligence Is Vital To Business Success

“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.”

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

Go
the extra
mile

Smart Services – innovative and forward-looking

The new era for your machinery begins with our Smart Services – here you can in particular find forward-looking innovations – with which we remain a reliable business partner for you. Products such as Data Analytics, Condition Monitoring or Fingerprint optimize your production and also ensure more efficient processes. Using these services, you can save costs and time in the long run. We are also always working

Jim Giuliano

August 14, 2017

3 Ways to Tackle the Data-Analyst Shortage

One upon a time, data-driven businesses – that is to say, all businesses – worried about how to gather more and more data. There was no such thing as too much

Indeed.com:

> 20,000 “business intelligence” job postings

> 26,000 “big data” job postings

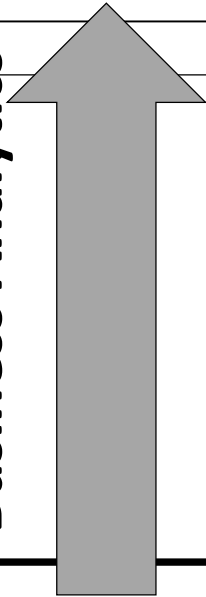


Smart Services

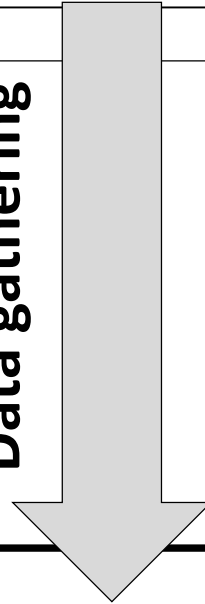
Managers/
Decision-makers

End-consumers

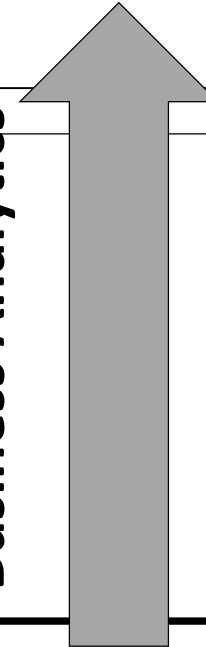
Data science
Business Analytics



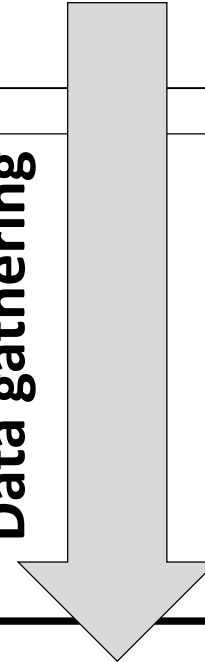
Data gathering



Data science
Business Analytics



Data gathering



Data



Smart Services

Managers/
Decision-makers

End-consumers

Data science
Business Analytics

Data gathering

Data science
Business Analytics

Data gathering

Data

Business Intelligence

Service Design

Objectives & competences

Go
the **extra**
mile

- 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.

The background is a blurred image of an open book, showing two pages with faint, illegible text. A teal hexagon with a white border is positioned in the upper right quadrant. At the bottom of the image, there are two dark blue, semi-circular shapes that appear to be part of a larger graphic design.

Our Programme

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) Analyzing Unstructured Data (5)	MSc Thesis (15)
	5		Data Visualization (5) Descriptive and Predictive Analytics (5)	
	6			



Where?

SBE: School of Business and 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
- UM 4th best “young university” in the world (Times Higher Education)
- One of only 1% of business schools to be “triple-crown accredited”



ASSOCIATION
OF
AMBA
ACCREDITED



BISS Institute Heerlen



A large group of graduates in black gowns and caps are gathered on the steps of a brick building. They are all looking upwards and throwing their caps into the air. The caps are black with blue tassels. The building has arched windows and a large arched entrance. The scene is festive and celebratory.

What does
the future
hold?

Job Prospects

- Service designer
- Service engineer
- Smart service consultant
- Service manager
- Service delivery manager
- Business intelligence consultant
- Big data analyst
- Big data architect



Questions?