

# Welcome to Maastricht University



# MSc Business Intelligence and Smart Services

Bram Foubert  
Associate Professor  
Marketing and Supply Chain Management





# 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

inery begins with our Smart Services – here you can in particular find forward-  
which we remain a reliable business partner for you. Products such as Data  
ing or Fingerprint optimize your production and also ensure more efficient  
s 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.”



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

## Overview

Many Business Intelligence (BI) and analytic opportunities are plentiful. So, why is there a shortage of professionals in development and employment? Individuals available

## Big Data, Big Problem: Coping With the 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 capacity of the

## 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 so much data to gather, all businesses – worried about how to gather more and more data. There was so much data to gather, all businesses – worried about how to gather more and more data.

Jim Giuliano

August 14, 2017

### Related Articles

[See All Hiring Articles >](#)



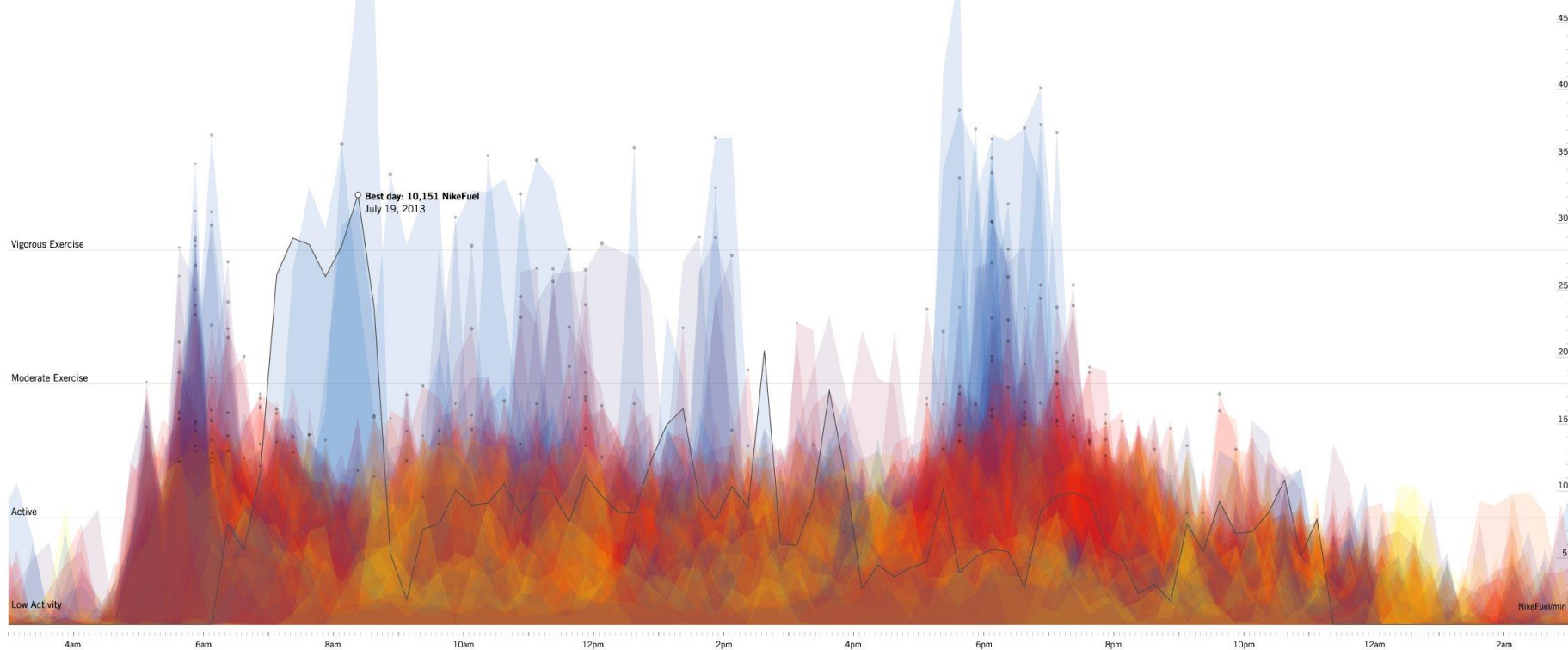
Not So Fast: 3 Societal Trends Holding Back Millennial Entrepreneurship in the U.S.

Indeed.com:

- > 20,000 “business intelligence” job postings
- > 26,000 “big data” job postings





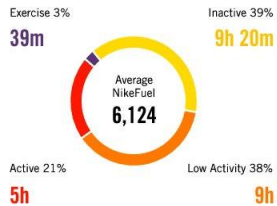


## 2013 YEAR IN NIKEFUEL

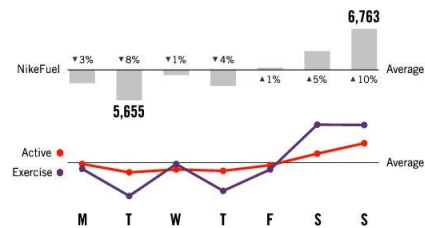
NICHOLAS A.

- Vigorous Exercise
- Moderate Exercise
- Active
- Low Activity
- Inactive

### DAILY MOVEMENT



### WEEKLY MOVEMENT



### WEEKLY EXERCISE

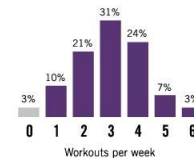


See the U.S. Department of Health and Human Services' Physical Activity Guidelines at [hhs.gov](http://hhs.gov) for recommended physical activity levels.

### WORKOUTS

3.0  
Average  
per week

66%  
Weeks with  
3+ workouts

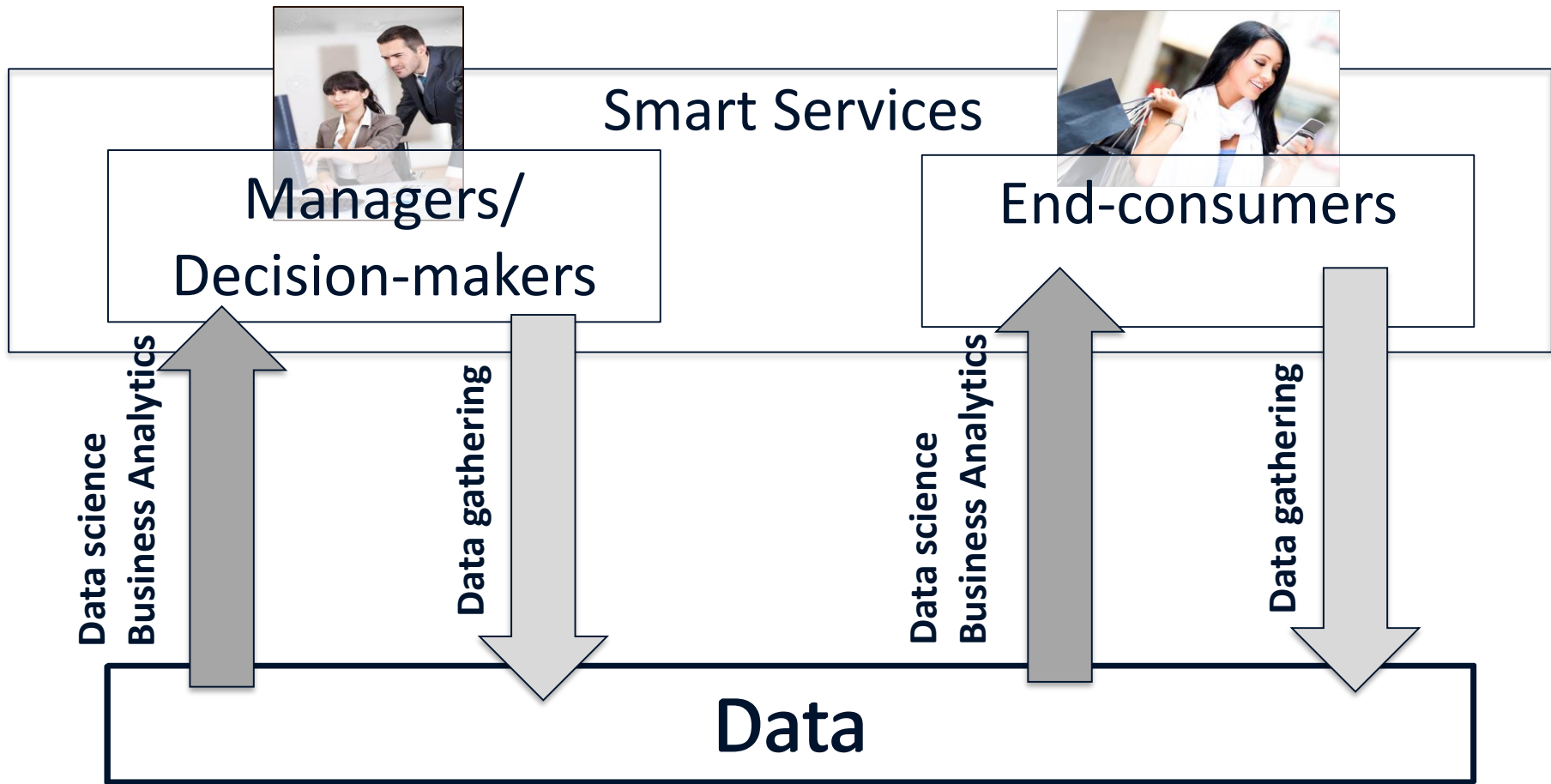


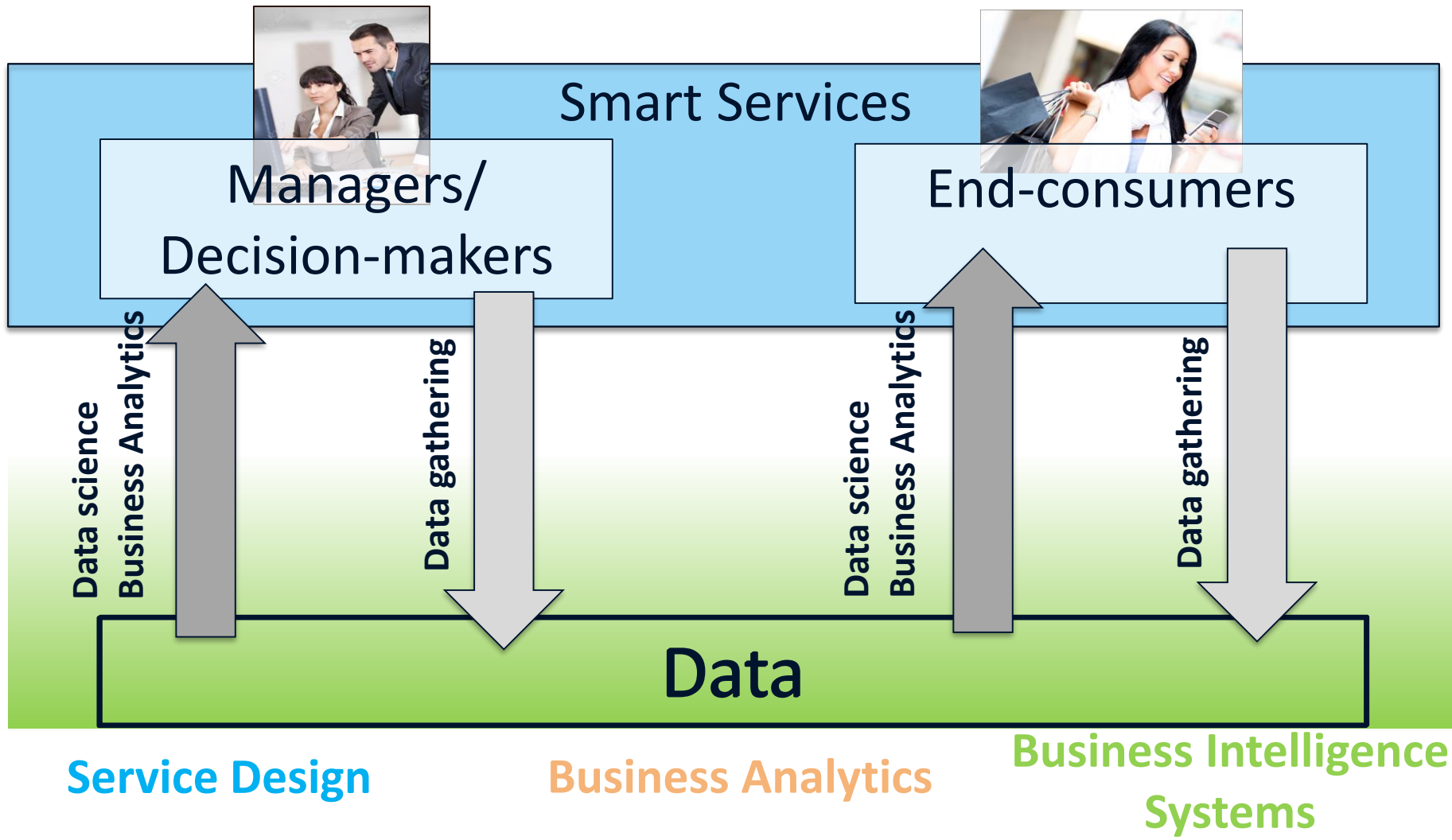
Workout: 18+ NikeFuel per minute for 30+ consecutive minutes



# The BISS Master: What?



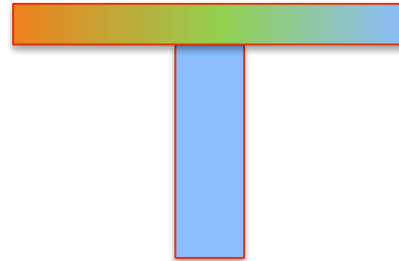
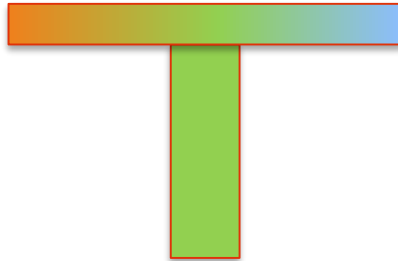
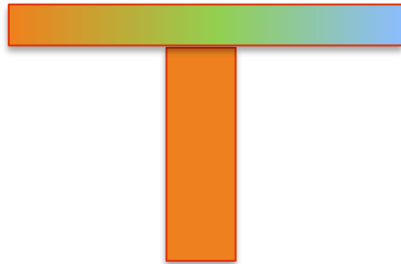




# Skills & Competencies

T-shaped profiles:

- Knowledge of Service Design, Business Analytics, & Data Management and ability to work and communicate with multidisciplinary teams consisting of experts in these fields.
- In-depth knowledge and ability to apply knowledge in one of three fields.



# General Programme Structure



| Semester   | Course Period | Educational Units                  |                                               |                                          |                           |
|------------|---------------|------------------------------------|-----------------------------------------------|------------------------------------------|---------------------------|
| Semester 1 | 1             | Smart Service Innovation Project 1 | Service Design                                | Business Analytics                       | Study Coaching Trajectory |
|            | 2             |                                    |                                               | Business Intelligence for Smart Services |                           |
|            | 3             |                                    | Skills: Writing an MSc Thesis                 |                                          |                           |
| Semester 2 | 4             | Smart Service Innovation Project 2 | <u>Service Design</u><br>Interaction Design   | MSc Thesis                               |                           |
|            | 5             |                                    | Value Proposition & Pricing of Smart Services |                                          |                           |
|            | 6             |                                    |                                               |                                          |                           |



# Where?

# SBE: School of Business and Economics

**4,500 students**

Bachelor, Master, PhD,  
Postgraduate, Exchange

**500 staff members**

Academic, Administrative

**148 partner universities**

Exchange, Research

**16,000 alumni**

**Maastricht University**

5<sup>th</sup> best “young university” in the world  
(Times Higher Education)



**Triple Crown Accredited**

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

# BISS Institute Heerlen



# After finalising your Master







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







*“Are you a game changer?  
Do you want to train your Business Intelligence  
and see opportunities in Big Data?  
Data really powers everything that we do.”*

- Jeff Weiner  
CEO LinkedIn



## CAREER POSSIBILITIES

Data Scientist  
Service Designer or Engineer  
Smart Service Consultant  
Service (Delivery) Manager  
Big Data Analyst or Architect  
Business Intelligence Consultant



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