Welcome to Maastricht University
School of Business and Economics

MSc Business Intelligence and Smart Services (BISS)

Service design and development in cyber-society

Dr. Alexander Grigoriev

Why should you choose Business Intelligence and Smart Services?

- *Services* today cannot function efficiently and effectively without *smart* data processing (APPROACHES)

- *Services* today need efficient and fully automated analytics & decision making & implementations (TOOLS)

- *Services* today need brand new generation of designers and developers
(YOU!)

From raw data to smart services

- Internet & Clouds
- ERP/MRP
- Review systems
- Social & professional networks
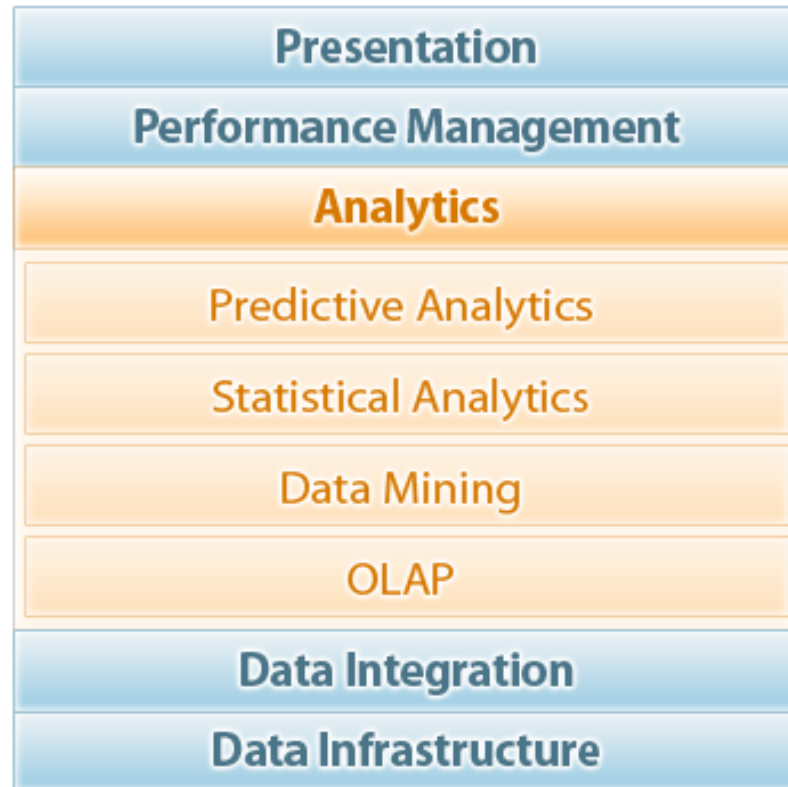
Distilled information

Business Intelligence

Smart Services

Specialisations

- Business Intelligence Systems

- Analytics

- Service Design

BUSINESS INTELLIGENCE SYSTEMS and ANALYTICS

SERVICE DESIGN:
practice-practice-practice

- Campus http://www.brightlands.com/brightlands-smart-services-campus

- Companies/projects: APG, Accenture, Vodafone …
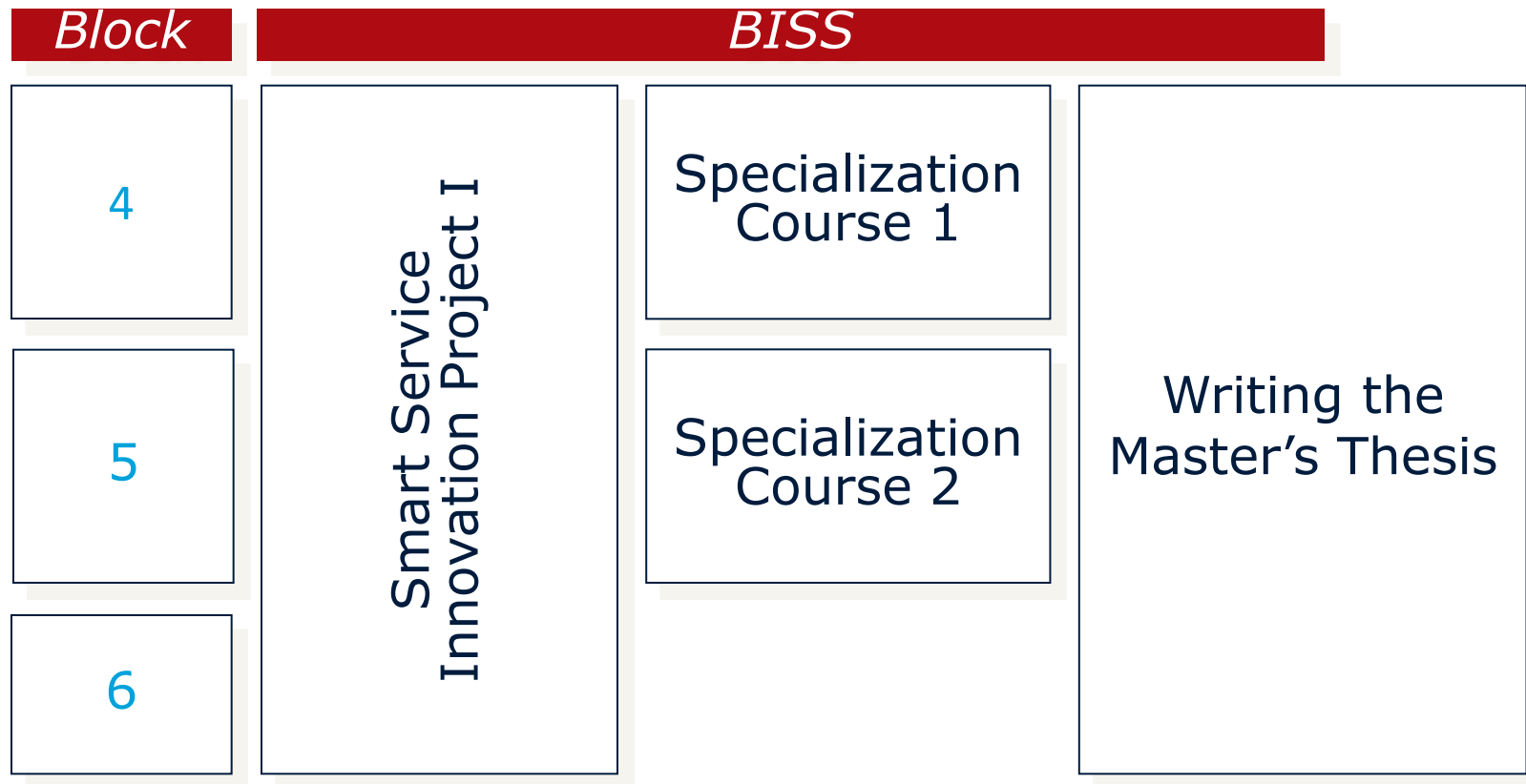
Features of the program

- Content: practice-oriented study
- Embedded collaboration with industrial partners
- Project-centered program
- Study coaching trajectories

What is the program structure? (1)

Block	BISS		
1	Smart Service Innovation Project I	Service Design	Business Analytics
2		Business Intelligence for Smart Services	
3		Skills Training: Writing a Master's Thesis	

What is the program structure? (2)

Block	BISS			
4	Smart Service Innovation Project I	Specialization Course 1		Writing the Master's Thesis
5		Specialization Course 2		
6				

NB. The details of this specialisation could change; before applying, please check www.maastrichtuniversity.nl/sbe for the latest information.

Smart Service Innovation Project

- Companies bring projects
- Selection of a project
- Project-based learning
- Study coaching
- Course selection

Block	BISS
1-6 !!!	Smart Service Innovation Project

Service Design

- This course explores the role of innovation in services on the nexus of people, technology, organizations and information.
- Students explore the basics of service science and service provision systems and learn how to think in terms of service design.

Block	BISS	
1	Service Design	

Business Analytics

- The course offers a basic toolkit of econometric and operations research techniques, enabling to analyze business data and optimize management decisions.

- Students explore such aspects as regression analysis, time sequence analysis, mathematical programming and simulation.

Block	BISS	
1		Business Analytics

Business Intelligence for Smart Services

- This course combines theoretical frameworks and practical approaches to the structural utilization of business intelligence and smart services within organizations.

- Students learn how these tools can be centrally anchored in the organization's strategy and operations. The course also explores the underlying technologies facilitating the integration of business intelligence and business analytics through a focus on relevant digital platforms and data systems.

Block	BISS
2	Business Intelligence for Smart Services

Writing a Master's Thesis

- Understand the basic requirements of a master's thesis
- Develop a high quality research proposal for a master's thesis
- Apply for thesis supervision

Block	BISS
3	Skills Training: Writing a Master's Thesis

Specialization courses

- Descriptive and Predictive Analytics

- Smart Decision Support Systems

- Advanced Data Systems for Smart Services

- Data Visualization

- Interaction Design

- Value Proposition and Pricing of Smart Services

Block	BISS	
4-5	Specialization courses	

Master's Thesis

- In-depth study of a BISS problem
  - Academic relevance
  - Managerial relevance
  - Case study/internship possibilities
- Scientific study

Block	BISS		
4			Writing the Master's Thesis
5			
6	Completing the Master's Thesis		

Is BISS right for you?

- Have an affinity for quantitative reasoning, IT and its potential for organisations

- Be able to think in a logical and structured way

- Have the desire to study and work in an international environment

What are your career prospects?

- Typical starting positions
    - Business Analyst
    - Project Manager
    - Service Designer
- Further down the career path
    - BI/BA Manager
    - Chief Information Officer
    - Chief Knowledge Officer
- The job market is excellent for BISS graduates! Companies are very interested in our students
(e.g., APG, Accenture, Conclusion, Vodafone …)

Possible: Master - Plus

The MSc Business Research:

- Two year programme

- The know-how of executing research

- Distinguishing feature on labour market

- Full specialisation in track possible

- Easy switch, if necessary, to MSc IB programme

- The route towards a PhD

- Teaching and research assistantships

Thesis-Internship Programme (TIP)

- **Write your thesis during an internship at a regional company on a topic that is relevant for the respective company**
  - Limited to 2-3 days a week to ensure that you can follow your courses
  - Output is (1) academic thesis and (2) executive summary
  - Thesis defense in form of a board presentation

- **What's in it for me?**
  - Higher chances of finding a job by getting in contact with potential future employers as part of the regular curriculum.
  - Gaining work experience that is tightly connected to your studies

"Writing my thesis during my internship provided me with the opportunity to gain insights into real-life business and a better understanding on how theory and practice are really connected! The gained experience and extension of my network provided a true career boost!"

More information?
thesisinternship-sbe@maastrichtuniversity.nl
Programme coordinator: Isabella Grabner

Further questions?

www.maastrichtuniversity.nl/sbe

> Contact