

# MSc Business intelligence and Smart Services

Maastricht University, School of Business  
and Economics



## A couple of requests...

- ✓ Please *mute yourself* to avoid echoes.
- ✓ Please *switch on your camera*.
- ✓ Please *silence the alerts on your PC*
- ✓ If you have *questions* during the presentation, put them in the chat 😊

Go  
the extra  
mile



Bram Foubert

Program Leader MSc BISS

Associate Professor Marketing Analytics





What is the  
BISS Master?



## 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

“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.”

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

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

Indeed.com:

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







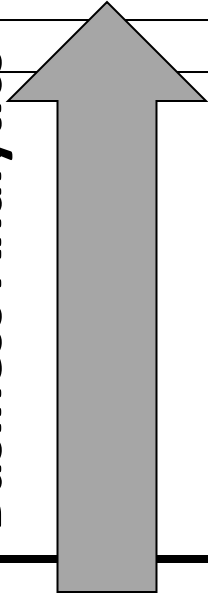


## Smart Services

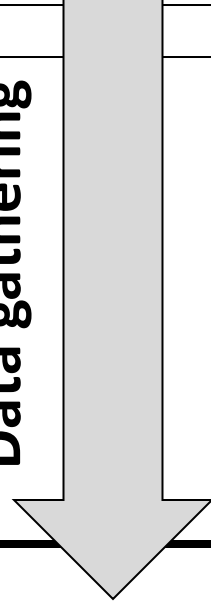
Managers/  
Decision-makers

End-consumers

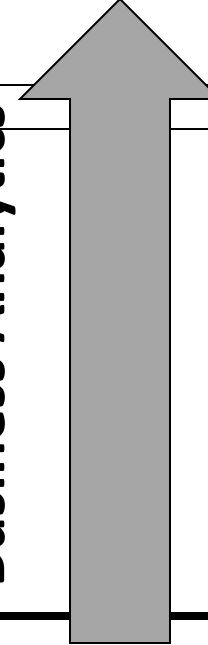
Data science  
Business Analytics



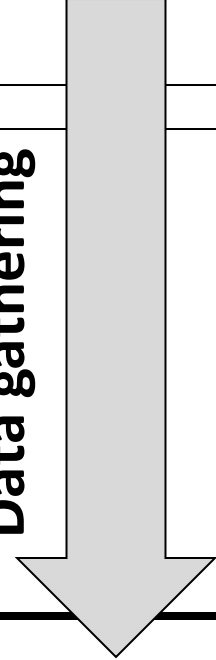
Data gathering



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

The background is a blurred image of an open book. The pages are light-colored and contain 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 dark, curved shapes that appear to be the edges of the book's pages or a decorative element.

## 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:<br>Smart Service Management (5)<br>Analyzing Unstructured Data (5) | MSc Thesis (15)                         |
|            | 5             |                           | Data Visualization (5)<br>Descriptive and Predictive Analytics (5)                |                                         |
|            | 6             |                           |                                                                                   |                                         |



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|            | 2             |                           | Business Intelligence Systems (5)                                                 | Machine Learning for Smart Services (5) |
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|            | 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”





# BISS Institute Heerlen







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



Do you have any  
questions?