

# MSc Business Intelligence and Smart Services

Maastricht University, School of Business  
and Economics



Speaker



# Today's Agenda

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What is the  
BISS Master?

2

Our  
Programme

3

Where?

4

What does the  
future hold?

# 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

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

“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 Analytics projects are in development and employment opportunities are plentiful. So, why are so few properly trained individuals available?

[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



What is the  
BISS  
master?



# Smart Services

Managers/  
Decision-makers

End-consumers

Data science  
Business Analytics

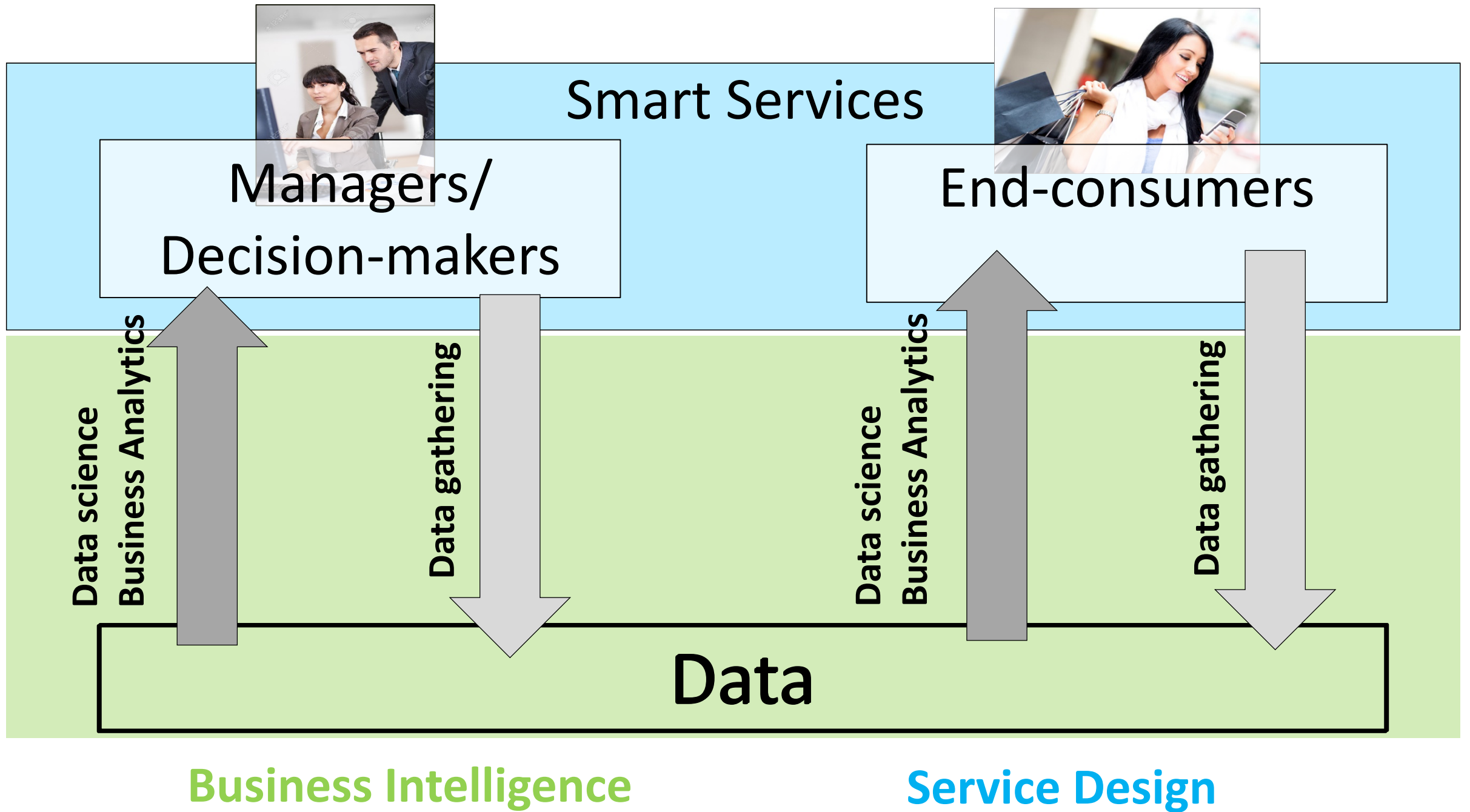
Data gathering

Data science  
Business Analytics

Data gathering

Data





# Objectives & Competences

- 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.

An open book with a blue hexagonal overlay containing the text 'Our Programme'. The book's pages are visible in the background, showing some faint, illegible text. The hexagon is bright blue with a white border. The text 'Our Programme' is written in white, sans-serif font, centered within the hexagon. The background is a soft-focus image of an open book, with the pages showing some faint, illegible text. The overall tone is professional and academic.

## 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) Descriptive and Predictive Analytics (5)	MSc Thesis (15)
	5		Data Visualization (5) Smart Decision Support Systems (5)	
	6			



Where?


# SBE: School of Business & 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



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, creating a dynamic scene of celebration. The caps are black with blue tassels. The building behind them has arched windows and a large arched entrance. The sky is overcast.

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?*

