MSc Business Intelligence and Smart Services

Maastricht University, School of Business and Economics

Speaker

Today's Agenda

1. 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."

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

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?

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

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

- 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.

Our
Programme

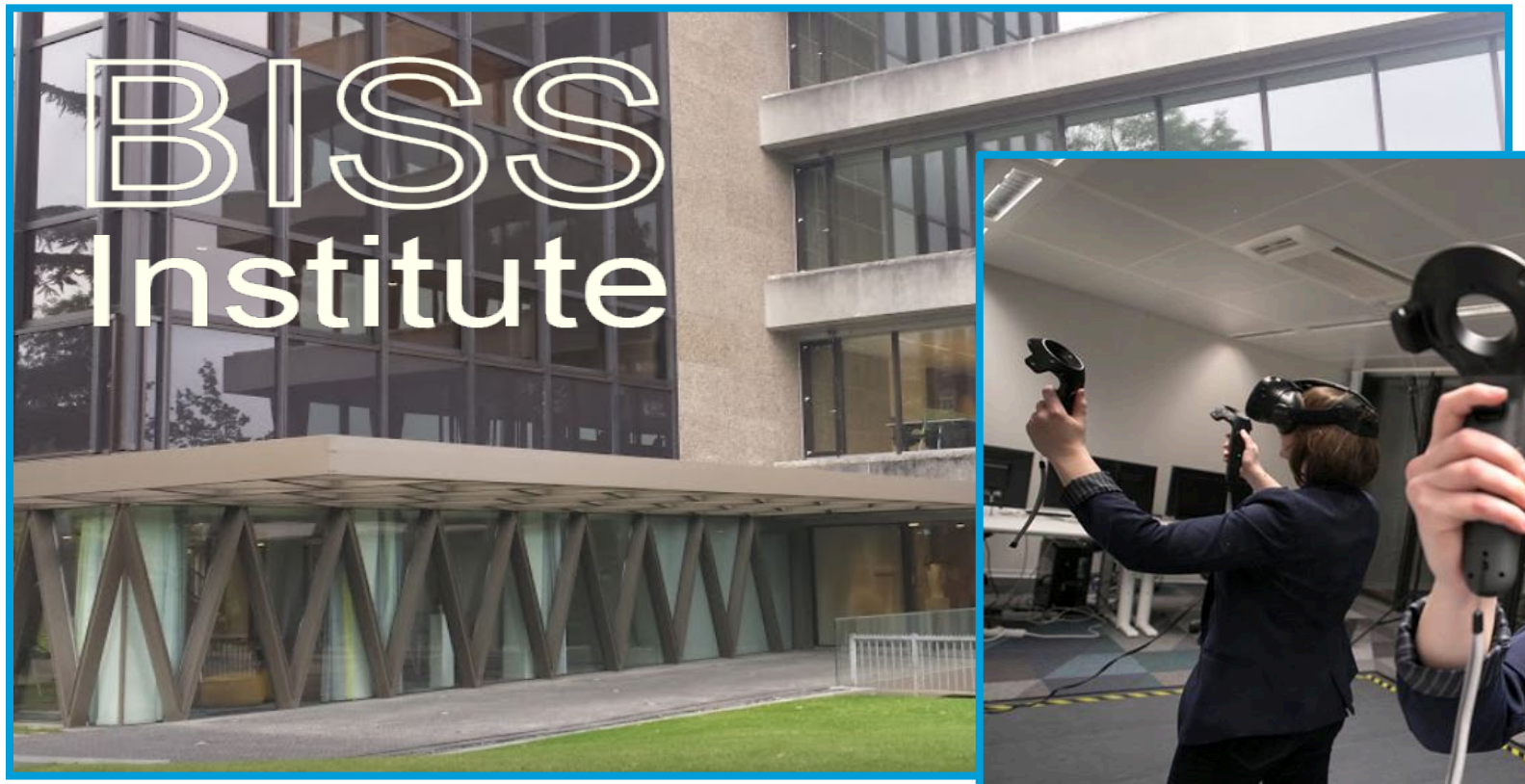
Semester	Course Period	Educational Units		
Semester 1	1	Smart Service Skills (5)	Service Design (5)	Business Analytics (5)
	2		Business Intelligence Systems (5)	Machine Learning for Smart Services (5)
	3		Skills: Writing an MSc Thesis (5)	
Semester 2	4	Smart Service Project (5)	Choose 2 from: Smart Service 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



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?