MSc Business Research

Maastricht University, School of Business and Economics

Maastricht University
School of Business and Economics

Dr. Iwan Bos

Today's Agenda

1 Why this MSc?

2 Our program

3 What sets us apart?

4 Student Profile

5 What does the future hold?

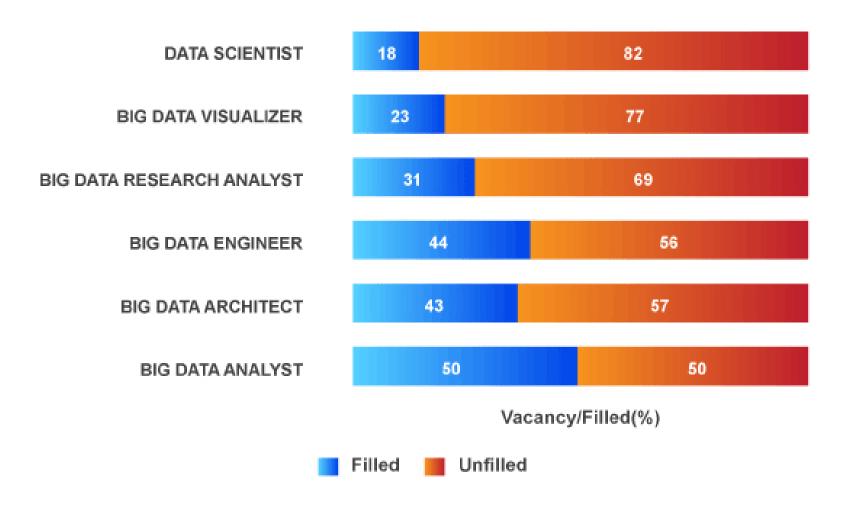Why this MSc?
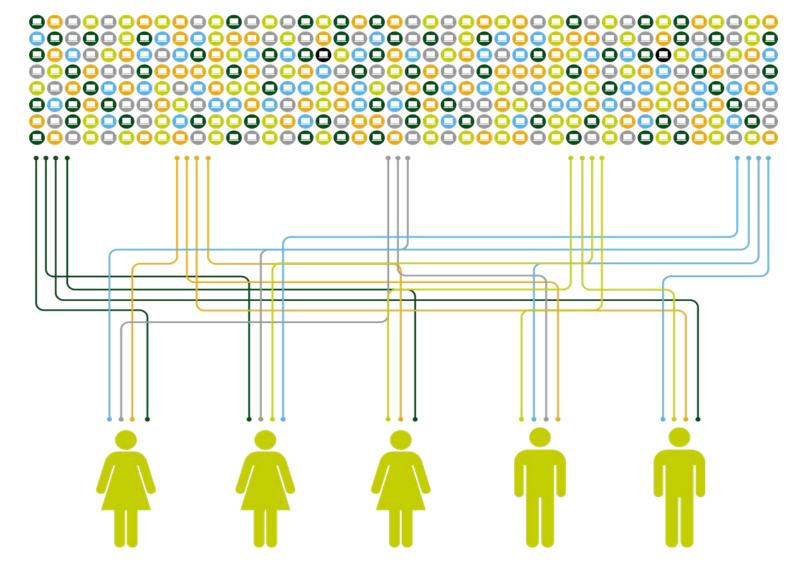
90%
OF THE DATA
IN THE WORLD
HAS BEEN CREATED
IN THE LAST
TWO YEARS ALONE

ONLY
0,5%
OF THE
WORLD'S DATA
IS ANALYZED

94%
OF KNOWLEDGE WORKERS
HAVE AT SOME POINT FELT
OVERWHELMED
BY INFORMATION
TO THE POINT
OF INCAPACITY

Filled job vs unfilled jobs in big data

Role	Filled	Unfilled
DATA SCIENTIST	18	82
BIG DATA VISUALIZER	23	77
BIG DATA RESEARCH ANALYST	31	69
BIG DATA ENGINEER	44	56
BIG DATA ARCHITECT	43	57
BIG DATA ANALYST	50	50

Vacancy/Filled(%)

■ Filled   ■ Unfilled

JAN 29, 2018 @ 02:47 PM   15,979 👁

Data Scientist Is the Best Job In America According Glassdoor's 2018 Rankings

✉ f 🐦 in G+

Louis Columbus, CONTRIBUTOR
FULL BIO ∨
Opinions expressed by Forbes Contributors are their own.

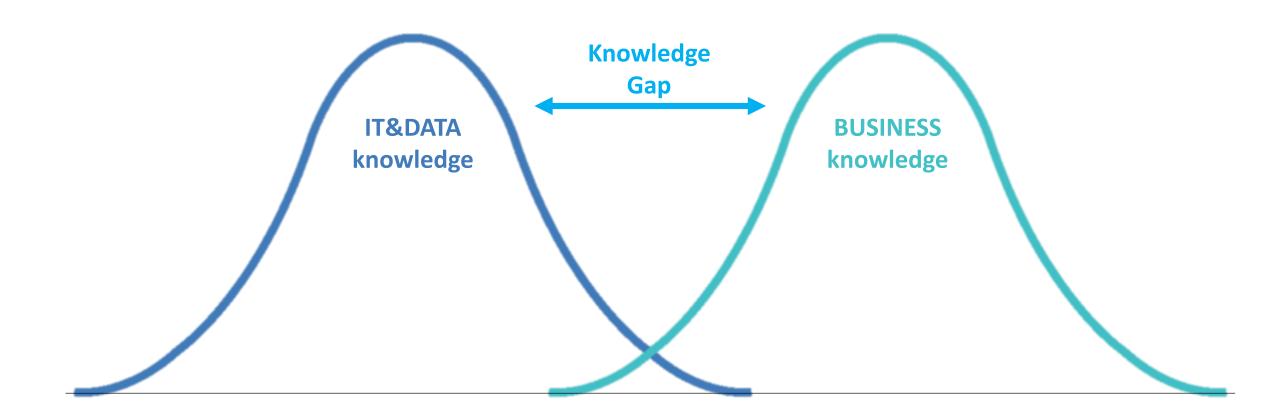**TWEET THIS**

🐦 Data Scientist has been named the best job in America for three years running, with a median base salary of $110,000 and 4,524 job openings.

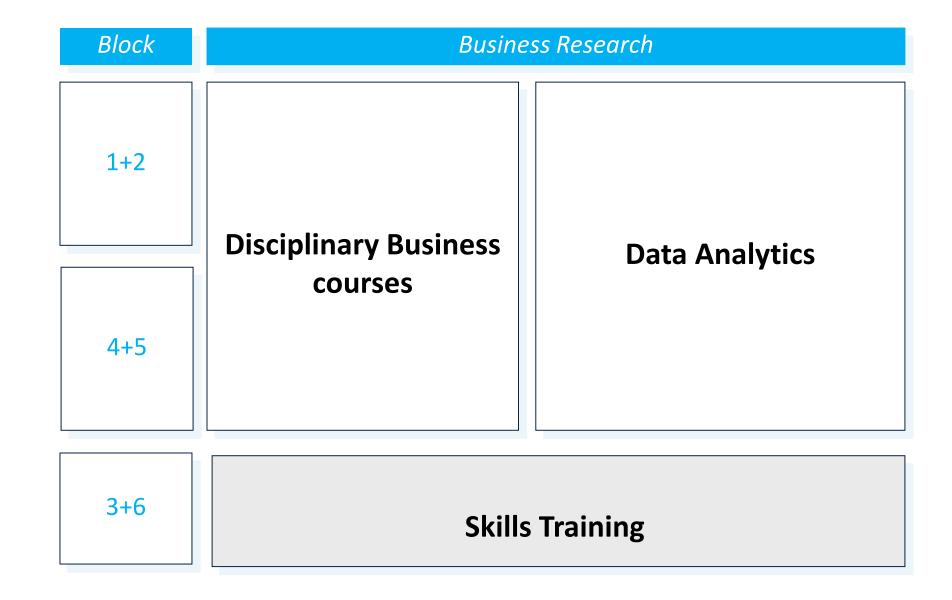🐦 DevOps Engineer is the second-best job in 2018, paying a median base salary of $105,000 and 3,369 job openings.

Knowledge Gap

IT&DATA knowledge

BUSINESS knowledge

Our Program

Year 1

Block	Business Research
1+2	**Disciplinary Business courses** • Accountancy • Controlling • Entrepreneurship • Business Intelligence • Marketing-Finance • Org., Change & Consultancy • Corporate Finance • Marketing • Strategy & Innovation • Supply Chain Management • Sustainable Finance	1 Empirical Analysis I 2 Empirical Analysis II
4+5		4 Data Analytics in Practice 5 Business Research Strategy
3+6	Skills Training 3: Data Analysis Skills (MLE) 6: World of Research (Academic Writing)

Year 1
e.g. Marketing

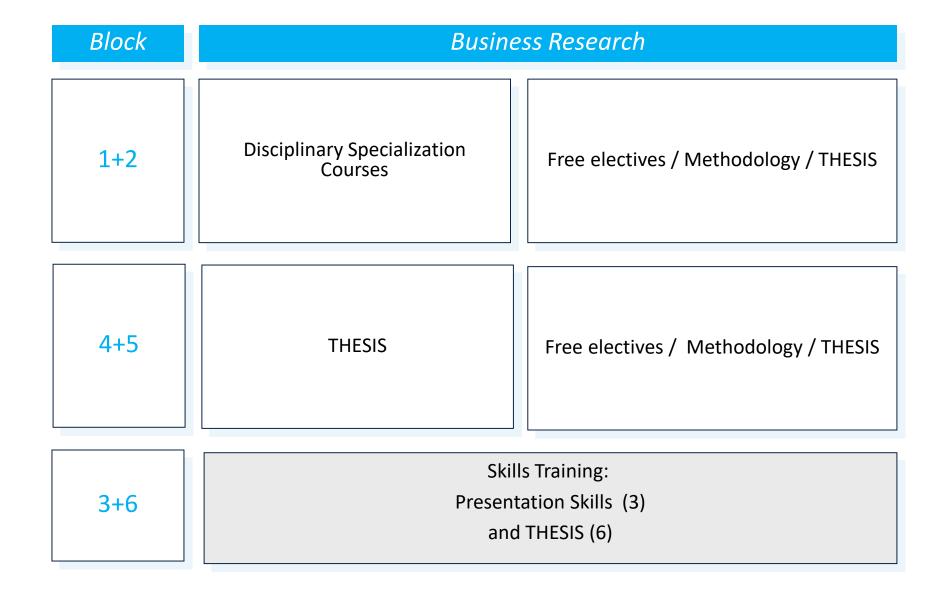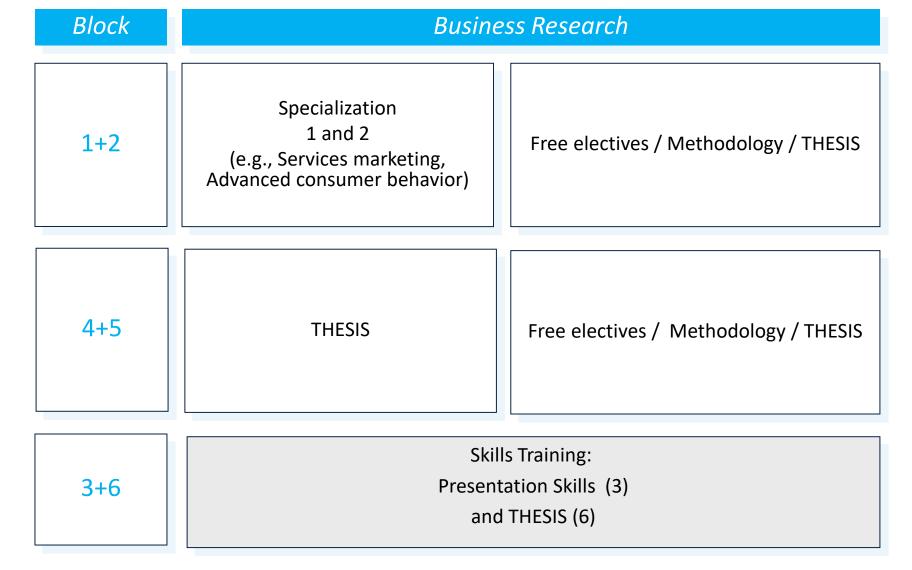| Block	Business Research	
1+2	1 IB course (Relationship marketing) 2 IB elective (Return on marketing)	1 Empirical Analysis I 2 Empirical Analysis II
4+5	4 IB course (Value-based marketing) 5 IB course (Innovation management)	4 Data Analytics in Practice 5 Business Research Strategy
3+6	Skills Trainings: Data Analysis Skills World of Research	

Year 2

Block	Business Research	
1+2	Disciplinary Specialization Courses	Free electives / Methodology / THESIS
4+5	THESIS	Free electives / Methodology / THESIS
3+6	Skills Training: Presentation Skills (3) and THESIS (6)	

Year 2
e.g. Marketing

Block	Business Research	
1+2	Specialization 1 and 2 (e.g., Services marketing, Advanced consumer behavior)	Free electives / Methodology / THESIS
4+5	THESIS	Free electives / Methodology / THESIS
3+6	Skills Training: Presentation Skills (3) and THESIS (6)	

What sets us apart?

What is the difference with a regular IB Master?

- An <u>Advanced</u> <u>2-year</u> Master's programme

- The Business content is similar, but the programme includes additional advanced data science and research training

Additional Advantages

- Top Rated Programme (Keuzegids MSc ranking 2019)

- Student assistentship in the second year

- Extended MSc thesis, internship possible (TIP)

- Small, selective, programme
  - flexible, individual study plans
  - close student community
  - close relation to staff

- Preparation for a Ph.D.

Student
Profile

Passion for one of the International Business (IB) fields that we offer

Affinity with Statistics and Data

Curiosity and an Academic Mindset

What does the future hold?

After completion of this Research Master?

- Part of our graduates stay at SBE to obtain a Ph.D.

- Part of our graduates go to the private sector (mainly large consultancies)

- A few do a Ph.D. project in other places

Questions?

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