



**BUSINESS INTELLIGENCE & DATA ANALYTICS
(1 OR 2 YEARS, MSc)**

No.	Core Course Code and Name	Contact Hours	ECTS Credits
1	BI395 Foundations of Business Information Technology	28	6
2	BI405 Database Management and Cloud Computing	28	6
3	BI410 Data Mining, Visualization and Decision Making	28	6
4	BI415 Managing Big Data	28	6
5	BI420 Programming for Business Analytics	28	6
6	BI425 Information Security Management for Business	28	6
7	BI130 Web & Social Media Analytics	28	6
8	BI400 Management of Information Systems	28	6
9	BI430 Quantitative Methods & Statistical Analysis	28	6
10	MA650 Digital Marketing	28	6
11	HR495 Ethics, CSR & Sustainability	28	6
12	BI450 Data Protection: Legal & Ethical Dimensions	14	3
13	BI440 Research Methods for Final Project	14	3
14	BI500 Data Science research Project	42	9
		Total	78

No.	Elective Courses for MBM (following 1 or 2 Specialisation tracks and/or a free choice of electives)	Contact Hours	ECTS Credits
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Entrepreneurship & Innovation Track			
1	MB725-Business Ventures: From Idea to Execution	28	6
2	MB615-Entrepreneurship & Innovation	14	3
3	FB585-Financing of New Ventures or MA300 Entrepreneurship & Innovation	14	3

Operations & Project Management Track			
1	HR465 Project Management	28	6
2	MA440 Operations Management & Logistics	21	4.5
3	BI435 Blockchain Technologies Workshop	10	1.5



Financial Marketing track			
1	MB405 Corporate Finance	28	6
2	FB540 Investment and Portfolio Management	28	6
3	FB530 Derivatives & Financial Engineering	28	6

Marketing Management Track			
1	HR535 Communication Skills	14	3
2	MA651 Digital Marketing Project	21	4.5
3	MA490 Marketing Management	21	4.5

Note: You can also choose electives independently from the courses above and from additional courses in the Financial Services, Business Management or Human Resource Management & Organizational Behaviour CIIM MSc programmes.

Please note that not all electives are offered every year.