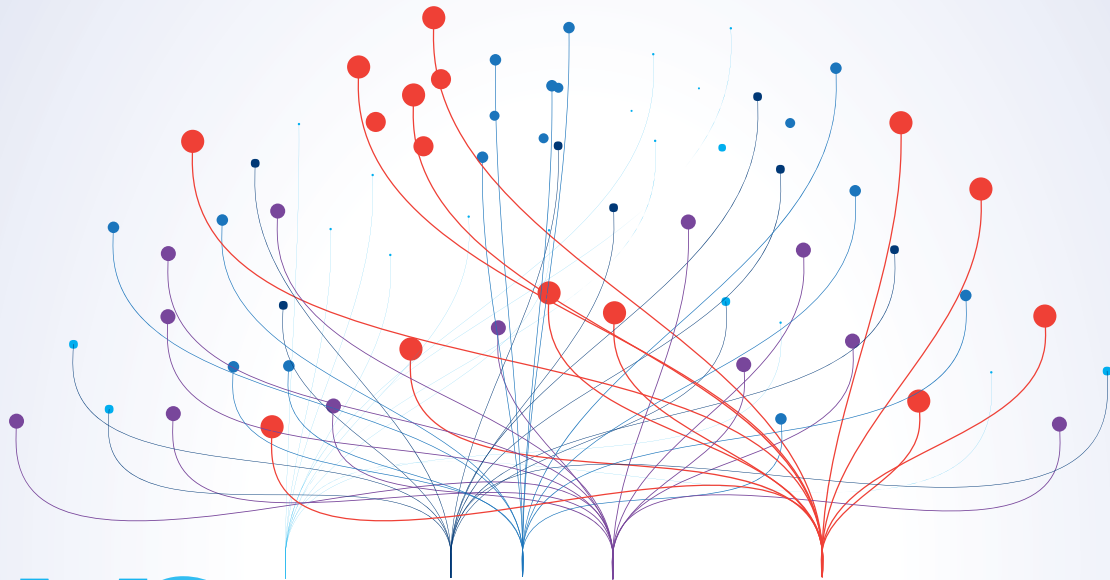


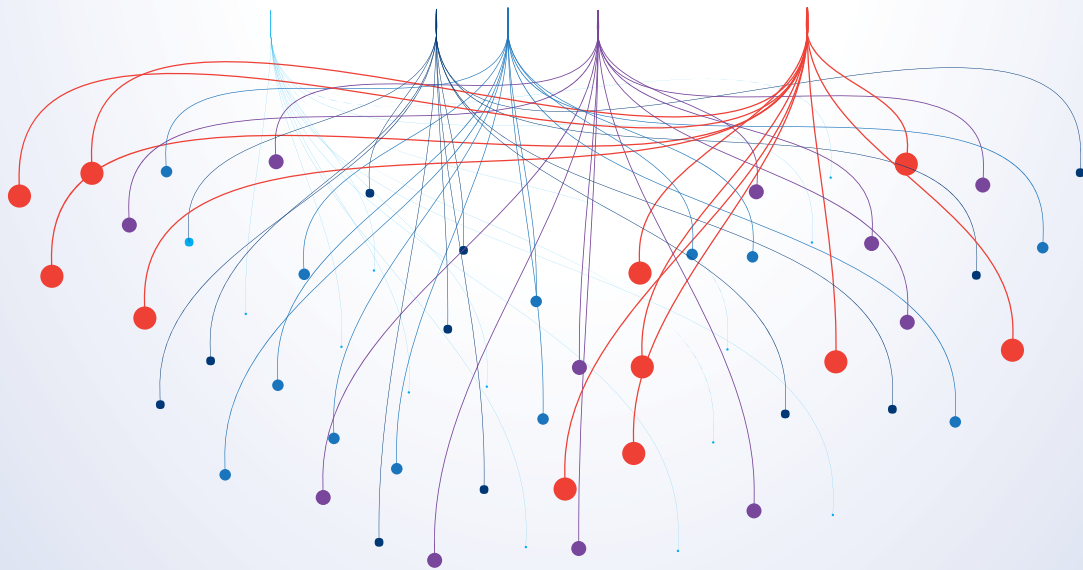


CYPRUS  
INTERNATIONAL  
INSTITUTE OF  
MANAGEMENT



**MSc**

**Business Intelligence  
& Data Analytics**



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Data is considered “the oil” of the 21st century, and analytics its combustion engine. Business and organisations are increasingly realising the high value of the information hidden in those mounds of data they collect and store. They are investing growing levels of resources to discover the insights hidden in those data through the application of data mining and analytics techniques. Business and organisations use such insights and other business intelligence to detect changing preferences and behaviours of customers and other emerging trends thereby increasing their competitive advantage and long-term sustainability.

In today’s analytics economy, in which data science is increasingly adopted by companies across all industries, the demand for data and tech-savvy employees is far exceeding the available supply and thus companies struggle to recruit the required talent for their business intelligence and data analytics.

The MSc in Business Intelligence and Data Analytics is a unique and innovative-by-design postgraduate degree designed to equip the participants with the necessary knowledge and diverse set of skills required throughout the data analytics lifecycle. This skillset includes business data requirements, data acquisition and integration, data storage, data processing, data analysis, insights derivation and business deployment of derived insights and patterns meaningful to business and customers.

## The MSc in BIDA is designed for:

- University graduates who are interested in pursuing a career in the data science and business analytics
- Professionals seeking to enhance their knowledge and broaden their skillset in the fields of data science, business intelligence and data-driven decision making.
- Entrepreneurs who aim to start a new business or grow their business by enhancing it with data-related components and capabilities
- Decision makers, leaders and managers interested in acquiring the necessary knowledge and skillset in the field of data science and business intelligence in order to be able to compete on analytics rather than on intuition alone.
- Life-long learners interested in broadening their knowledge in the new field of data science and business analytics

## Career Impact & Employability

Earning the MSc in Business Intelligence and Data Analytics will enhance your knowledge and broaden your skillset in the fields of data science and business intelligence. You will be equipped with the necessary mind-set and competencies to influence the strategy and decision-making of companies and organisations and help them drive their growth through data-derived insights.

Graduates are expected to be highly employable at both local and global companies and organisations that are keen on data analysis and utilization. Examples of such sectors are Banking, Finance, Forex, Government, Healthcare, Technology, Telecommunication, Retail and many others.



## Core Courses

- Foundations of Business Information Technology
- Database Management and Cloud Computing
- Data Mining, Visualization and Decision Making
- Managing Big Data
- Programming for Business Analytics
- Information Security Management for Business
- Web & Social Media Analytics
- Management of Information Systems
- Quantitative Methods & Statistical Analysis
- Digital Marketing
- Ethics, CSR & Sustainability
- Data Protection: Legal & Ethical Dimensions
- Research Methods for Final Project
- Data Science Research Project

## Concentration Tracks

- Operations & Project Management
- Entrepreneurship & Innovation
- Financial Services
- Marketing Management

## Programme Details

### REQUIREMENTS

#### Admission Requirements

- Bachelor's degree from an accredited programme
- Proficiency in English
- Success in personal interview

#### Graduation Requirements

To graduate with an MSc in Business Intelligence and Data Analytics participants need to complete successfully 90 ECTS credits as follows:

- 78 ECTS from taught core courses  
(including final data science research project)
- 12 ECTS from Concentration Tracks



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## Why CIIM MSc in Business Intelligence & Data Analytics

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### Skill Acquisition

Participants acquire the necessary knowledge, skills and practical experience for the entire data science lifecycle. Participants will undergo the data-scientist transformation so as to be in a position to compete successfully in the digital economy.

### Practical

The programme is delivered from experienced faculty drawn from leading universities and practitioners with an extensive professional experience in the data science field. Particular emphasis will be given to learning and practicing with state-of-the-art tools and programming libraries used in the areas of data-storage and processing (including Big Data), as well as computational statistics and machine learning-based techniques.

### International

A state-of-the-art curriculum is taught by world-class faculty with international business experience as advisors, consultants and practitioners; the international dimension is further enhanced by collaborations with international universities that are world leaders in the area.

### Flexibility

The distinct programme features of rolling-admission, flexible start dates, modular structure and modern learning techniques, enable you to obtain the qualification you need for your career development while balancing life, work and study.

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