



# EXECUTIVE MASTER IN BUSINESS ANALYTICS AND DATA SCIENCE

I EDITION / PART-TIME ENGLISH

**BBS**  
BOLOGNA BUSINESS SCHOOL

# WHY THIS EXECUTIVE MASTER

**“In the digital economy, making data-based decisions is not optional – it is fundamental.”**



**Elisa Montaguti**

Academic Director  
University of Bologna



**Gabriele Tazzari**

Executive Director  
Technology Strategist  
and Consultant

The Executive Master in Business Analytics and Data Science is designed to train consultants, professionals and managers who want to acquire:

- **the skills and tools** to collect data, learn from it and make decisions based on it
- **a common language** to communicate and work effectively with different business areas by putting data at the center
- **confidence in the analytical and cognitive area** to resolve specific problems and to accelerate growth and increase efficiency and productivity.

The programme is organized in four modules, each one dives deep into how technology contributes to create value, how data help firms extract this value and which obstacles might prevent this from happening.

Every three months participants come to Campus to share an in-person learning experience on how data can reshape their capabilities.

# TARGET

This Master is for:

- technical profiles who see their professional growth in the management field
- business professionals (from different business areas like HR, logistics, operations, marketing, finance, etc.), entrepreneurs and consultants who want to create value through data

The Master's program is open to graduates with more than 3 years of professional experience and non-graduates with at least 5 years of work experience.





# LAYOUT

## FORMAT

The program is organized in **4 modules**:

- **MODULE 1:** DATA-RELATED CAPABILITIES AND TOOLS
- **MODULE 2:** BUSINESS PROCESSES AND DATA WORKFLOW
- **MODULE 3:** DATA ENABLERS
- **MODULE 4:** LEARNING BY DOING

## CORE COURSES

Ten core courses provide specific tools and skills. The teaching activity includes lectures, case studies and discussion opportunities. At the end of each core course there will be an exam to assess the participants' learning level.

## DIGITAL TALKS

5+ opportunities for discussion with international managers. The purpose of the meeting is to share experiences, business cases and best practices.

## HACKATHON

During marathons called **Hackathon** the participants, divided into groups, work on specific business issues and critical issues. Each group receives an evaluation based on the work done and this result contributes to the final evaluation of the participant.

## LEARNING LABS

Two labs to put into practice the tools and skills acquired, dealing directly with business realities.

## RESIDENTIAL WEEKENDS ON-CAMPUS

Three on-campus residential weekends (Friday and Saturday) allow the participants to strengthen the value of personal interaction with the classmates and faculty. You will take part in Bootcamps, Leadership talks, and company visits at prestigious companies that are part of the School's Business Network.

## PROJECT WORK

1 project developed in small groups by the participants, putting into practice the knowledge acquired. The project works are developed with the support of the Faculty and are presented on the final day of the Master's.

# COURSES

## DATA-RELATED CAPABILITIES AND TOOLS

- Fundamental of Data Analysis
- Data-Driven Decisions and Management
- Data Mining and Machine Learning
- Ecosystem: Business Intelligence, Data Warehouse, Data Platform

## DATA ENABLERS

- The Possibilities of a Data & Technology Driven World
- Barriers to Data
- Cost Management and TCO
- Business Sustainability
- Privacy
- Data Protection

## BUSINESS PROCESSES AND DATA WORKFLOW

- Strategy and Business Models
- Data Driven Marketing
- Operations and Logistics
- Finance and Fintech

## LEARNING BY DOING

- Hackathons
- Learning Labs
- Residential on campus

# OVERVIEW

## LANGUAGE

- English

## FORMAT

- Frequency: Part-time, Hybrid
- Warm up: June 2022
- Kick off: September 2022
- Alternating evening-week (Tuesday and Thursday from 6 pm to 9 pm CEST) and morning-weekend (Saturday from 9 am to 1 pm) sessions.
- 3 residential weekends on-Campus (Friday and Saturday)

## APPLICATION PROCESS

- Curriculum Vitae analysis, entry test and individual interview

## FEE

- 16.800 euro + VAT

## REDUCED RATES ARE AVAILABLE FOR

- Early registrations
- Companies that participate in the Business Network



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