MSc in Data Analytics and Business Economics

LUND UNIVERSITY, SWEDEN

- Master of Science, major in data analytics and business economics
- 1 year, full-time, 60 ECTS
- School of Economics and Management
- Lund Campus
- Application deadline: January 2021
- Programme start: August 2021

Programme overview

Have you noticed how Netflix and YouTube send you suggestions based on your previous views, or how Spotify makes suggestions based on what you have listened to in the past, or how Amazon shows similar products that you might be interested in based on previous purchases, or how the ads showing on your Facebook page are related to what you purchased or viewed online?

These are companies that are known for their use of 'big data' and analytics to predict and steer customer behaviour. But the truth is that today most organisations are heavily reliant on big data. And the more data businesses amass, the more important it becomes for organisations to be able to harness the information their data provides and use it strategically to improve their operations. This development has given rise to a huge demand for technically talented individuals who can leverage analytics to translate big data into valuable business insights.

In particular, organisations are searching for analytically talented individuals with statistical and programming skills that also understand the business-economic context in which they will be working, as well as the relevant legal and ethical boundaries of that work. The aim of the MSc in Data Analytics and Business Economics is to meet this demand in the labor market.

The programme is multidisciplinary and is designed to solve business problems by integrating statistics, economics, business, informatics and law.

As a student, you will will learn how to write your own computer code, how to manage data, how to use statistical machine learning tools in order to explore and deduct hidden patterns from data, and how to incorporate the results obtained into strategic decision-making.

You will also learn about the relevant data legislation, and why it is important to ensure regulatory compliance when working with sensitive data.

You will develop your communicative and collaborative skills. You will learn not only how to work the numbers and draw conclusions, but also how to clearly communicate your results to data technicians and business managers alike.

The programme provides rigorous, hands-on training, and it does so through a careful blend of lectures, seminars, case assignments, computer labs and self-studies.

The training is carried out under the supervision of a number of carefully selected researchers from across the departments of the School, which are working closely together with partner companies and institutions within data analytics in order to maximise the programme's relevance for employers.

Career prospects

Transforming data into insights that can enhance decision-making is a key challenge for companies of every size, across all industries.

Be it the travel industry, technology, retail, healthcare, manufacturing, consulting, banking, finance, or insurance, data generated from market interaction is being used to determine and influence trends and gain a competitive edge over other players in the field. Companies are therefore looking for experts who have the capacity to use data to make informed strategic decisions. The same is true in government. Being able to minimise costs while at the same time deliver better services to citizens requires making the most of the information available.

Graduates from the MSc in Data Analytics and Business Economics are at a competitive advantage as organisations are looking for people who are not only fluent in the language of data but who also understand how to apply that data in the business-economic context. This layered skillset enables them to communicate effectively with clients, programmers, managers, data scientists, and policy makers to drive strategic decision-making.

Entry requirements and how to apply

ENTRY REQUIREMENTS

The programme is developed for students who have recently finished an undergraduate degree (BA/BSc) of at least three years, 180 credits, in a subject matter including quantitative methods. This opens up for a broad spectrum of backgrounds from mathematics, statistics, economics, informatics and elsewhere. It is of special importance that the undergraduate studies include courses in quantitative methods (statistics and linear algebra are of particular importance).

It is recommended that students have at least 10 credits in economics and 10 credits in business administration. More specifically, it is required that the students have one of the following backgrounds:

- an undergraduate degree including at least 30 credits in statistics and mathematics with at least one course in statistics that includes regression analysis and one course in mathematics;
- an undergraduate degree including at least 60 credits in economics or business administration with at least one course in econometrics or regression analysis and one course in statistics or mathematics;
- an undergraduate degree including at least 60 credits in statistics with at least one course in regression analysis.

HOW TO APPLY

1. Apply online: Go to **www.lunduniversity.lu.se/data-analytics-business-economics**. Click on 'Apply' and follow the instructions for the online application at the Swedish national application website **www.universityadmissions.se**. Rank the chosen programmes in order of preference.

2. Submit your supporting documents:

- **General supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and *how* you need to submit them at www.universityadmissions.se
- **Programme-specific supporting documents:** No programme-specific documents (such as a CV or letters of recommendation) are required when you apply for this programme.

3. Pay the application fee (when applicable).

CONTACT

Programme webpage

www.lunduniversity.lu.se/data-analytics-business-economics

Programme Coordinator

Nathalie Stenbeck, master@nek.lu.se

SELECTION CRITERIA/ADDITIONAL INFO

We normally look for undergraduates with excellent results from an internationally recognised university. Selection is based on academic merits from university studies (100%). This implies that an assessment will be made of the grades from previous studies at the undergraduate level. In this assessment, special weight will be given to grades for courses that prepare students for the core courses in economics of this study programme. We also take into account the standing of the institution where you studied your qualification.

TUITION FEES

There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens, the tuition fee for this programme is SEK 120 000 per year. See www.lunduniversity.lu.se for details on tuition fees.

About the School of Economics and Management

Graduates from the School of Economics and Management are well prepared to be leaders of tomorrow. The commitment to making a difference drives the School's learning culture in its focus on student learning, innovation and engagement – all in an international atmosphere. We aim at supporting our students in their learning journeys' towards being capable of tackling global challenges. We do this via a high degree of case-based learning, inviting our students to take part in experiential learning in a way that connects theories with practice. We have a highly qualified faculty with an international outlook, and innovative pedagogical approaches, making sure that our teaching is state-of-the art. All our programmes reflect the Scandinavian flair on ethics and sustainability, providing a solid foundation for future career ambitions. At LUSEM you learn both to make a difference, and to make it happen!

Learn more at **www.lunduniversity.lu.se**
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