Solvay Brussels School
Economics & Management

ULB

ADVANCED MASTER

IN

DIGITAL TRANSFORMATION AND BUSINESS ANALYTICS

A M . S O L V A Y . E D U

INTRODUCTION

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Rapid advances in robotics, algorithms, big data and artificial intelligence are beginning to disrupt entire industries, and technology is threatening to replace millions of jobs.

Companies are investing for becoming intelligent businesses. Markets are shifting, business functions (operations, marketing, finance, IT, HR) are transforming, and traditional business models no longer work to keep a competitive advantage. Classical ways of working need to be disrupted and companies need to transform their business in the digital businesses of tomorrow.

The new jobs enabled by digital technologies require different skills. Some of these skills are technical, such as software development, web management, data analysis, process and complex project management.

Those who have the skills will get ahead faster. The objective of our Advanced Master in Digital Transformation and Business Analytics is to prepare you for these new challenges and become leaders of this transformation, capable of managing digital projects to their successful completion.

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LAURENT BOUTY
co-Academic Director

MARTINE GEORGE
co-Academic Director

LEARNING OBJECTIVES

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By the end of the program students will be able to:

HAVE A GOOD GRASP OF DIGITAL TRANSFORMATION AND AN UNDERSTANDING OF DIGITAL ENTERPRISE, ANALYTICS AND ASSOCIATED CULTURE

HAVE A CLEAR MENTAL MODEL OF WHAT A DIGITAL ENTERPRISE IS AND ASSESS A BUSINESS FOR FIT / GAP TO DIGITAL ENTERPRISE

BE ABLE TO ASSESS THE STRATEGIC AND OPERATIONAL SITUATION OF A DIGITAL ENTERPRISE OR A BUSINESS COMPELLED TO CHANGE TO BECOME FIT FOR THE DIGITAL ECONOMY

UNDERSTAND AND PRACTICE THE FUNDAMENTALS OF DATA SCIENCE TO BE A

KEY STAKEHOLDER OF THE VALUE CHAIN BE ABLE TO PROVIDE ALIGNMENT BETWEEN BUSINESS AND TECHNICAL STAKEHOLDERS TRANSLATE DIGITAL ANALYTICS BUSINESS REQUIREMENTS INTO TECHNICAL SPECIFICATIONS

RELATE PROFESSIONALLY WITH DIGITAL EXPERTS IN ALL ACTIVITIES OF THE DIGITAL ENTERPRISE

IMPLEMENT TAG MANAGEMENT, WEB ANALYTICS & USABILITY ANALYTICS SOLUTIONS

LEAD AND EXECUTE QUALITY ASSURANCE TESTING OF DIGITAL ANALYTICS IMPLEMENTATION

PROGRAM OVERVIEW

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The Advanced Master in Digital Transformation and Business Analytics is preparing you to lead business-driven technological transformation. We combine cutting-edge courses with hands-on activities with faculties who are also practitioners. We focus on the How: how to lead these projects? what is the right methodology? how can I translate business requirements into technological specifications? ...

PROGRAM CONTENT

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The course program is structured as follows:

PRE-PROGRAM	FOUNDATIONS	ECONOMICS OF DIGITAL TRANSFORMATION	TECHNOLOGIES & ANALYTICS	BOOTCAMP: PRACTICES & APPLICATIONS
Mathematics and Statistics (basics)	Multivariate Statistics	Digital Entreprise	Machine Learning & Artificial Intelligence	Data Mining
	Agile & Design Thinking	Economics & Monetisation of Digital Transformation	Database Modeling and Data Management	IOT
Excel	Methodology of Programming			Blockchains
	Project Management	Strategy and Innovation in the digital era	Big Data Infrastructure	Marketing Analytics
	Leadership for digital experts		Data Sciences and Business Analytics	Fraud Detection
Coding (R, Python, SAS, Rapid Miner,...)	Presentation & Consulting Skills	Data Governance, Data Privacy & Digital Regulation	Web & Social Technologies	HR Analytics

Career Advancement Program (2 coaching sessions + Mock interview)

In company internship (3 months - July - Saptember) or Field Project

Program courses are subject to marginal changes.

During the program, you will:

- Be immersed in an imaginative environment where you're pushed to go beyond the edge of what's possible
- Explore current and evolving digital platforms
- Understand changing requirements and digital solutions and believe that technology can solve many of the world's greatest challenges
- Develop unconventional solutions in digital transformation
- Formulate and Solve Digital problems, you'll develop a deeper understanding of business challenges and how digital solutions can help
- Have practical hands-on experience working with specialist
- Develop experience in data analysis and working with data manipulation, logical thinking, advanced Excel skills and converting raw client data sources into high added value data-mart

WHAT MAKES US DIFFERENT

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CUTTING-EDGE COURSES WITH HANDS-ON ACTIVITIES WITH FACULTIES WHO ARE ALSO PRACTITIONERS

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3 MONTHS IN-COMPANY INTERNSHIP OR FINAL FIELD PROJECT

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CAREER SUPPORT: INDIVIDUAL CAREER COACHING.

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THE SOLVAY ALUMNI NETWORK: BECOME PART OF ONE OF THE LARGEST BUSINESS NETWORKS IN BELGIUM

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PARTICIPANTS PROFILE

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We are looking for students who:

HAVE A STRONG BELIEF IN DATA AS THE NEW OIL. YOU HAVE HUGE INTEREST IN NEW TECHNOLOGY TRENDS AND A WILLINGNESS TO JUMP INTO THE DEPTH AND LEARN NEW TECHNIQUES

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ARE EAGER TO LEARN TO WORK WITH DATA, PROCESSES AND TECHNICAL SUBJECT AND YOU HAVE ALREADY SOME PREVIOUS EXPOSURE TO THESE SUBJECTS DURING YOUR STUDIES OR PAST WORK EXPERIENCES

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DON'T ACCEPT THE STATUS QUO AND EMBRACE THIS EVER-CHANGING ENVIRONMENT

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ARE FASCINATED WITH NEW TECHNOLOGY AND YOU WOULD LIKE TO SEE ALL ITS POSSIBILITIES

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ARE A DIGITAL NATIVE AND CONSTANTLY KEEPING AN EYE OUT FOR THE NEXT BIG THING

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ARE OPEN-MINDED AND EXCITED BY TURNING BRIGHT IDEAS INTO BRIGHTER SOLUTIONS

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ARE EAGER TO HELP OTHERS UNDERSTAND THE POTENTIAL OF DIGITAL AND APPLY IT TO THEIR BUSINESS

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FACULTY

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Faculty comprises an experienced team of academics with professional expertise and practitioners with vital in-the-field know-how:

GEORGE ATTAYA • BENJAMIN BEECKMANS • LAURENT BOUTY

MICHAEL DEHENEFFE • SEBASTIEN DELETAILLE
PIERRE DEVILLE

MARJORIE GASSNER • MARTINE GEORGE
FREDERIC HOFFMAN

LAURENT HUBLET • PATRICE LATINNE • DAVY PAINDAVEINE

ALEX PAPANASTASIOU • KRIS PEETERS • HUGUES PIROTTE

NICOLAS VAN ZEEBROECK

JOB OPPORTUNITIES

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After graduation, you will be able to seize job opportunities such as:

DIGITAL CONSULTANT

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DIGITAL PROJECT MANAGER

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DIGITAL BUSINESS ANALYST

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YOU WILL BE PART OF DIGITAL PROJECTS HELPING COMPANIES TO HAVE THEIR NEXT CHAPTER IN THE 21TH CENTURY!

KEY FACTS

33%
OF JOBS IN 2020 DON'T EVEN EXIST YET. *(WORLD ECONOMIC FORUM)*

36%
DIGITAL BUSINESS WILL REPRESENT AN AVERAGE OF

OF A BUSINESS'S OVERALL REVENUE BY 2020. *(RESEARCH FIRM GARTNER'S CIO AGENDA)*

77%
OF COMPANIES CONSIDERED MISSING DIGITAL SKILLS AS THE KEY HURDLE TO THEIR DIGITAL TRANSFORMATION. *(CAPGEMINI)*

48%
OF COMPANIES PREDICT THAT MORE BUSINESS WILL ARRIVE THROUGH DIGITAL CHANNELS. *(GARTNER'S IT MARKET CLOCKS FOR 2016)*

LAURENT BOUTY

co-Academic Director

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Digital is the future and the future is digital. Do you want to have a role in this future?

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MARTINE GEORGE

co-Academic Director

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Today, organizations have to find the right balance of being digital: transactional enough to keep spinning and ambitiously transformational to make a leap. This program will create a context for the participant to become fluent in both.

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SOLVAY BRUSSELS SCHOOL OF ECONOMICS AND MANAGEMENT

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SBS-EM is the faculty of Economics and Management of the Université libre de Bruxelles (ULB), with a century-old tradition of excellence in higher education. Our alumni represent a network of more than 20.000 and are present in all sectors of activities in more than 65 countries worldwide. Each year the School, which is EQUIS- and AMBA-accredited, welcomes more than 4.200 students.

4,200 STUDENTS PER YEAR

56th

IN EUROPE
FT EU BUSINESS SCHOOLS

1st RECRUITERS FAVORITE

43d

WORLDWIDE
FT MASTER IN MANAGEMENT

41%

FOREIGN FACULTY
MEMBERS

130 EXCHANGE PROGRAM PARTNERS

25%

INTERNATIONAL STUDENTS

ADMISSIONS

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REQUIREMENTS

Eligible applicants must hold one of the following:

- Master or Master of Science Degree or equivalent (four or five years of study overall)
- Bachelor Degree with 180 ECTS credits or equivalent, preferably followed by 1-3 years of work experience.

HOW TO APPLY?

Please submit the following documents:

- Online application form
- CV/resume in English
- Copies of University degree or degrees and of all academic transcripts
- Proof of English proficiency (TOEFL, TOEIC or equivalent) for non-native speakers
- A cover letter in English

If the applicant deems it relevant, he/she can support the application with:

- Letters of reference
- Any other certificate (GMAT, GRE, etc.)

If eligible, applicants will go through an admission test and an admission interview with the Academic Director.

PRACTICAL INFORMATION

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- START DATE: every September
- DURATION: 12 months
- FORMAT: Day classes, full time, 60 ECTS
- LOCATION: Brussels, Belgium
- LANGUAGE: English
- TUITION FEE: 17,000 euros (contact us for more information on financial aid)
- **APPLICATION DEADLINE**: Non-EU students: May 31st, 2018 (recommendation related to visa procedures)
  EU students: July 15th, 2018

DEGREE AWARDED

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- "Advanced Master in Digital Transformation & Business Analytics" university certificate delivered by Solvay Brussels School of Economics & Management - Université libre de Bruxelles.

CONTACT

Vasiliki Boukouvala, Marketing and Recruitment Officer
+32 (0) 2 650 39 15
advancedmaster@solvay.edu
The school organises regular information sessions in Brussels and online.
Check the website for more information.

AM.SOLVAY.EDU

Association of MBAs

EQUIS ACCREDITED