

ANNOUNCEMENT

MASTER IN BUSINESS ANALYTICS AT TBS

Students interested in joining the master program at TBS in Business Analytics must submit their files before June 7th 2021, at 12:00 pm Submissions are to be sent online to: BA@tunis-business-school.tn.

Eligible students to pursue this program are those holding a bachelor degree, a license in business (economics, commerce, management), an engineering degree, a license in quantitative methods (mathematics, statistics, or similar disciplines).

The File must include the following:

- A statement of objectives
- An up-to-date CV
- A transcript (an official document des relevés des notes) of all years of study at a public university institution
- A copy of an ID or of the first two pages of a passport

Scope

A new tendency in business today is to turn toward data-driven decision-making. A variety of nice applications for making operational and strategic decisions call for analyzing and processing big data. Automation of decisions attempts in particular to uncover important patterns through sophisticated data analysis. The concern is mainly to use rational tools and limit the human intervention. New statistical and IT techniques arise to meet the challenge such as machine-learning, parallel computing and data warehouse management. Consequently, combining the standard techniques of decision sciences with big data analytics becomes critical both for practice and research perspectives.

In this 60-credit-full-time program of Business Analytics, students will earn expertise to analyze and process big data along with rational decision-making techniques. They will be exposed to a variety of tools in decision analysis, game theory, optimization techniques, operations management, and the combination with big data to help reach data-driven decisions. The outcome of this master program consists of a set of skills reflecting the ability to transform data into a powerful and predictive strategic asset to make better decisions and drive better results. Business analytics is vital in preparing organizations to solve 21st century business challenges. The overall background can serve the students in their professional life by giving them ability to acquire talents to earn global visions, develop sound initiatives in the business world, possess the ability to lead teams in making important data-driven decisions, and to take executive positions. Moreover, this program gives the chance to students to carry out up-to-date research activities with real applications in business, industry, sustainable development, and more.