MSC IN ECONOMICS AND BUSINESS ADMINISTRATION – BUSINESS INTELLIGENCE*
GENERATING SOLUTIONS TO REAL BUSINESS PROBLEMS

GENERATING SOLUTIONS
Business Intelligence is concerned with the concepts and methods that can improve business decision-making by providing fact-based support systems. Organisations today increasingly use a set of techniques and tools to transform raw data into meaningful and useful information, to improve decision-making, to cut costs, to identify new business opportunities, and to pinpoint inefficient business processes that are ripe for re-engineering.

APPLYING ACADEMIC STUDY IN THE REAL WORLD
To make the best decisions, businesses need to master both business and analytics. Through the MSc in Business Intelligence, you will develop knowledge and skills related to all the steps from identifying a business problem to implementing a final business intelligence solution. The programme covers aspects related to the streamlining and understanding of data and has a strong focus on analytics with the purpose of creating business value. Consequently, you will learn how to apply a broad range of modern data-mining tools, as well as to visualise results in such a way that the managerial implications are easier to communicate.

QUALITY TEACHING IN AN INFORMAL SETTING
The MSc in Business Intelligence is dedicated to the highest-quality teaching in an informal, egalitarian learning environment. Students are always welcome to approach the teaching staff, and they are expected to participate actively in the classroom. Collaborating in small groups for project work gives students the chance to make the most of the international student environment.

SOCIAL AND ACADEMIC ACTIVITIES
Aarhus BSS hosts a rich and varied programme of activities for you as a student, both study-related and social. Our many student associations host events ranging from lectures and company events to career days and sports days, Friday bars, and celebrations, so there is plenty of scope for meeting and networking with like-minded people, discovering new areas of academic interest, and socialising with fellow students.

CAREERS
As a Business Intelligence graduate you will have the ability to create data-driven solutions to the questions that not just businesses, but society and all kinds of organisations face. You will be well equipped to work as consultant and to serve as a linchpin between management and technical staff. You will be able to identify the opportunities that big data and related emerging technologies represent. With the programming, data processing, data-analytics, and data visualisation skills you have developed, together with your hands-on experience working with data sets, you will also qualify for data-analytics jobs.

I chose to study at AU because of the international environment and the diversity. The study programme gave me knowledge in several different business areas, which means I can work in many fields. The knowledge of process, quality, business, and quantitative analysis that I gained on the MSc can be applied in many functions in a company.

YU WANG
MSc in Business Intelligence, from China
Sales Development Manager, LEGO Group

PLACE OF STUDY
Aarhus

ANNUAL TUITION FEE
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

WWW
masters.au.dk/businessintelligence

Fees are subject to change. See international.au.dk
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AARHUS BSS
Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than two hundred PhD students and nearly six hundred faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines. Aarhus BSS holds the distinguished AACSB, AMBA and EQUIS accreditations and is thus a triple-crown business school.

LEARNING IN AN INTERNATIONAL CONTEXT
At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills, and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers, and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately three hundred partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

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