



St Petersburg
University

MASTER IN BUSINESS ANALYTICS AND BIG DATA — MiBA

Level of education:	Master programme
Type of instruction:	Full-time
Duration:	2 years
Language of instruction:	English



BENEFITS OF THE PROGRAMME

- The design of the MiBA Programme is aimed to develop fundamental knowledge in management as well as in extant analytical techniques which can be applied to support managerial decisions. Graduates are familiar with big data analytics tools and are able to apply them in solving business challenges.
- Academic staff with teaching experience in leading international business schools, including guest lecturers from top-ranked international business schools and seasoned practitioners from leading data-intensive companies.
- Master thesis is a full-cycle big data research project. It is a case study of an existing private or state-owned company. This unique combination of theory and practical interdisciplinary project work will bring future graduates a broad spectrum of competencies to meet their professional goals.
- The programme is taught in English in a cross-cultural environment enhancing the employability of graduates in the international job market.
- MiBA students can participate in the competition for a double-degree programme with Lappeenranta University of Technology (LUT).
- Students have an opportunity to spend at least one semester studying abroad at one of the top universities or business schools from the extensive list of SPbU academic partners (through open competition procedures).



KEY SKILLS

- Knowledge of big data processing and analysis tools
- Evaluating the value of analytics results from a business perspective
- Making management decisions based on data
- IT project management

CAREER OPPORTUNITIES

- Project Manager in the field of Data Science
- Manager of a product based on big data analysis
- Business consultant
- Business analyst
- Chief Data Officer
- Chief Innovation Officer
- Chief Product Officer
- Data Science Product Manager

TO LEARN MORE:

- > Visit our website
<https://gsom.spbu.ru/en/programmes/graduate/miba/>
- > Read the Programme Overview
- > Email us at master.admissions@gsom.spbu.ru

CONTACT US

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