

MASTER'S DEGREE PROGRAM

ECONOMIC AND BUSINESS ANALYTICS.



Data is considered "the oil of the 21st century". But it is not enough to just collect data. Bright minds know how to get the most out of the information. You could be one of these data experts.

JYU

BUSINESS
SCHOOL

Economic and Business Analytics.

Data is considered "the oil of the 21st century". But it is not enough to just collect data. Bright minds know how to get the most out of the information. You could be one of these data experts. How can we improve our health care system? Can we prevent large amounts of food from grocery stores from ending up in the trash? How can online shops increase sales? Nothing works if we do not collect data and information - whether in research, in the fight against crime, or for any company that wants to be successful. The new Master's degree program "Economic and Business Analytics" can show you how to keep track of huge amounts of data, how to interpret data, how to make it profitable for companies and to benefit society, and how to make business decisions based on this data.

YOUR BENEFITS

Your expertise will be highly sought after: Businesses and society need university graduates who are familiar with data-based decision-making.

The combination of economic and business analytics is unique in Austria.

Direct and constructive feedback as part of a special mentoring program



Program Objectives and Career Prospects.

What You Will Learn

What can you do after graduation? Career prospects include:

- By combining courses in data analysis, microeconomic theory, and management science, you will acquire the necessary analytical skills needed to successfully analyze growing volumes of data.
- The unique combination of economics, business administration, and business informatics allows you to consolidate important information to draw sound, evidence-based conclusions.
- You can specialize in areas such as financial markets, health or the digital economy to sharpen your profile.
- You are highly sought after at all areas of industry and at public institutions as an educated specialist and proven expert.

Career Prospects

Digitalization and the Internet of Things are the source of extensive and far-reaching changes at corporate headquarters. Data analysts and strategic consultants are needed in all areas.

- As a business leader, data mining and analyses help you to make sound strategic decisions and reliably manage business decisions.
- As a data scientist working in grocery retail, you help to forecast sales for each branch. Not only do you cut business costs, you also prevent high amounts of food waste.
- As a data analyst in a health insurance fund, you analyze an insured individual's drug consumption and the doctor's visits. Based on statistical analysis methods, you develop recommendations to improve patients' health.
- You analyze online stores and the effects of pricing, customer reviews, and e-commerce certificates. This not only helps stores increase their sales, but also helps customers find the products they really need.

Master's Degree Program.

Subject Areas

As part of the Master's degree program, students are required to complete courses totaling 120 ECTS credits in the following areas:

SEMESTER	1	2	3	4
Principles in Applied Economics	•	•		
Principles in Management, Digital Transformation and Technologies*	•	•		
Principles in Analytic Methods	•	•		
Areas of Specialization (choose three)				
Organization and Markets		•	•	
Financial Economics		•	•	
Digital Economy		•	•	
Health		•	•	
Analytic Methods I		•	•	
Analytic Methods II		•	•	
Free Courses			•	•
Master's Thesis Colloquium* and Seminar				•
Master's Thesis				•

* approval pending

KEY FACTS

DEGREE

Master of Science (MSc)

DURATION

4 Semesters

ECTS

120 Credits

LANGUAGE

English

LOCATION

Linz

PROGRAM

Full-time

See: jku.at/ma-eba, the curriculum, or visit the Student Information and Advising Services (SIBS) for detailed information.

Admission Requirements

In order to be admitted to the Master's degree program, you must fulfill the following requirements.

- If your first language is not English, you will be required to submit proof of B2 level of language proficiency in English.
- Successful completion of a Bachelor's or Diploma degree program in economics and business or Bachelor's degree program in business administration at the JKU or a comparable academic degree program equivalent in content and scope, allows you to enroll in the Master's degree program in Economic and Business Analytics without any further admission constraints.

Advanced Degree Programs

- Doctorate Degree in Social Sciences, Economics & Business
- Ph.D. Program in Economics

Academic Advising.

General Information

STUDENT INFORMATION AND ADVISING SERVICES (SIBS)

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