

MSc BUSINESS ANALYTICS

商业分析硕士

XJTLU | MSc
BUSINESS ANALYTICS

CAREERS

Graduates from this programme are well prepared for roles such as data or information analyst, technical consultant, IT-related project manager and customer relationship management (CRM) analyst. Employment opportunities exist in every sector of the economy, particularly within the fast-growing service industries of finance, retail, marketing, and information technology.



START DATE
September 2021



ATTENDANCE
Full time



SCHOOL
International Business
School Suzhou



LOCATION
Suzhou



ACCREDITATION
AACSB, ACA, ACCA,
CIMA, CPA



DURATION
18 months

MODULES

COMPULSORY MODULES

INTRODUCTION TO BUSINESS ANALYTICS
CONTEMPORARY ISSUES IN THE ETHICS OF
BUSINESS ANALYTICS
ECONOMETRICS
DATABASES AND DATA MANAGEMENT
DATA MINING AND MACHINE LEARNING
SOCIAL NETWORK ANALYSIS
BIG DATA – APPLICATIONS IN BUSINESS
BUSINESS ANALYTICS DISSERTATION

OPTIONAL MODULES

FINANCIAL ANALYSIS
SOCIAL MEDIA MARKETING
STRATEGIC BUSINESS ANALYSIS
MARKETING MANAGEMENT
PORTFOLIO MANAGEMENT
TIME SERIES ANALYSIS
STRATEGIC OPERATIONS MANAGEMENT
MODELLING AND SIMULATION OF OPERATIONS

ADDITIONAL LEARNING ACTIVITIES

The completion of additional learning activities is required to obtain your Masters degree. Normally, required ALA hours will be distributed evenly across each semester, amounting to 200 hours per semester. Part-time programmes will normally require 100 to 150 hours per semester.

OPTIONAL MODULES

INTRODUCTION TO RESEARCH METHODS
PERSONAL AND EMPLOYABILITY SKILLS
POSTGRADUATE ENGLISH
CHINESE LANGUAGE
GRADUATE TEACHING ASSISTANTSHIP
GRADUATE RESEARCH ASSISTANTSHIP
INDEPENDENT STUDY WITH AN IBSS TUTOR
PARTICIPATION IN IBSS RESEARCH SEMINAR
SERIES
WRITING OF SCHOLARLY RESEARCH PAPER
PRESENTATION OF SCHOLARLY RESEARCH
PAPER
THOMSON ONE CERTIFICATE ACHIEVEMENT
EIKON CERTIFICATE ACHIEVEMENT
DATASTREAM CERTIFICATE ACHIEVEMENT
PROFESSIONAL SOFTWARE SKILLS
VOLUNTEER WORK FOR UNIVERSITY AND
SCHOOL PROJECTS AND EVENTS
IN-COMPANY PROJECT
FIELD TRIP/COMPANY VISIT
CAREER DEVELOPMENT ACTIVITIES
GRADUATE WORK PLACEMENT
SAP TERP10

Xi'an Jiaotong-Liverpool University
西交利物浦大学

MSc BUSINESS ANALYTICS

The rapid growth of available data is transforming the way managers, accountants, investors and marketers are working. The ability to integrate big data into business plans and decisions is becoming essential for organisations to maintain their competitive advantage.

The MSc Business Analytics programme is a response to these changes in the economic and technological environment. You will graduate as a multi-talented professional, standing in-between your chosen core field of expertise (such as management, finance, and marketing) and information technologies.

In addition to advanced business modules, the programme provides an in-depth understanding of cutting-edge data-processing and data management methods.

The programme is delivered in the International Business School Suzhou (IBSS), one of an elite group of institutions worldwide to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). IBSS was the youngest business school to achieve the triple accreditations.



KNOWLEDGE AND SKILLS

By the time you graduate from the MSc Business Analytics, you will have:

- a rich understanding of the opportunities and threats posed to organisations by the current increase in data availability
- an ability to analyse, model and investigate large networks of peoples and companies
- knowledge of current practices, theories and issues in a traditional field of business studies
- skills in data processing (descriptive statistics, econometrics and machine learning), problem-solving, and decision-making (using statistical and data analyses to resolve organisational problems)
- proficiency in the use of a wide variety of statistical packages suitable for analysing large data sets.

WHY SHOULD I STUDY BUSINESS ANALYTICS AT XJTLU?

- Study the latest data analysis techniques, making use of artificial intelligence technology such as machine learning and data mining
- Take advantage of industry links with local companies and opportunities for work experience at big data companies in Suzhou or Shanghai
- Learn in a practice-oriented environment, which gives you the chance to complete your training with a six-month internship within a company
- Benefit from the Quantitative Techniques for Economics & Management Masters (QTEM) Network
- Benefit from the Big Data Analytics and Technology Centre at XJTLU, developed in collaboration with IBM and the Suzhou International Science-Park Data Centre
- Earn a University of Liverpool degree that is recognised by the Chinese Ministry of Education.



商业分析硕士

大数据的增长正转变着经理人、会计师、投资人或市场营销者的工作方式。对于企业来说，要在竞争中维持优势地位，就必须将这些数据整合到其分析、商业计划和决策当中。

商业分析硕士专业旨在应对经济和科技大环境中的以上变化，使商科学生成为立足于其核心专业领域（如管理、金融、市场及信息技术）的全面人才。

除了高级商务课程，本专业也使学生对大数据处理和数据管理的前沿方法得到深刻理解。

西浦国际商学院已于 2016 年和 2018 年分别获得国际高等商学院协会 AACSB (Association to Advance Collegiate Schools of Business) 和欧洲质量发展体系 EQUIS (European Quality Improvement System) 认证，并于 2020 年获得英国工商管理硕士协会 AMBA (The Association of MBAs) 认证。这标志着西浦国际商学院成为全球第 103 所，也是最年轻的一所获得商学院三大顶尖认证的国际一流商学院。



毕业生所获知识与技能

毕业生将获得以下几个方面的知识和能力：

- 充分理解当前可用数据增长情况下组织所面临的挑战与机遇；
- 针对大规模人群和公司网络的分析、建模和调查能力；
- 理解当前传统领域商务研究的实践、理论和问题；
- 数据处理（描述统计学、计量经济学和机器学习）、处理问题和做出决策（使用统计和数据分析解决组织问题）的能力；
- 熟练使用各类适用于大型数据集的统计应用程序。

专业优势

- 学习使用人工智能的最新数据分析技术，如机器学习和数据挖掘；
- 利用与当地企业的产业联系优势，并获得在苏州或上海的大数据公司中工作的机会；
- 在实践导向环境中进行学习，获得用六个月时间在企业中进行实践的机会；
- 受益于西交利物浦大学的大数据分析和技术中心，与IBM、苏州国际科技园数据中心协同发展；
- 受益于 QTEM 网络（Quantitative Techniques for Economics & Management Masters Network），参与海外交换学习和跨国实习；
- 毕业生可获得中国教育部认可的英国利物浦大学学位。

就业

本专业毕业生的典型目标职位包括数据或信息分析，技术顾问，IT相关项目经理及客户关系管理 (CRM) 分析。商业分析是各个经济领域的必备技能，尤其在快速增长的服务业领域中，如金融、零售业、市场、信息通讯技术。

课程

核心课程

商业分析学概论
当代商业分析的伦理问题
计量经济学
数据库及数据管理
数据挖掘及机器学习
社交网络分析
大数据：商业中的应用
实习报告/毕业论文

特定发展方向课程

金融方向：金融市场，投资组合管理
市场营销方向：社交媒体市场营销，市场营销管理
管理方向：战略商务分析，战略运营管理，运营管理建模与仿真

MASTERS

INTERNATIONAL BUSINESS SCHOOL SUZHOU
AT XJTLU
西浦国际商学院

International Business School Suzhou (IBSS) offers a unique blend of Western and Chinese academic practices. Our 150 international staff are an impressive mix of top researchers and experienced business professionals.

For our corporate partners, we offer customised workshops, seminars, and multi-month cross-disciplinary programmes for all managerial levels as well as online and offline open enrolment programmes.

西浦国际商学院 (International Business School Suzhou, 简称IBSS) 体现了中西方学术实践的独特融合。我们的150名教职员工来自世界各地，其中不乏顶尖科研人员与经验丰富的商界人士，令人印象深刻。

同时，我们向企业合作伙伴的管理者提供定制的工作坊、研讨会和为期数月的跨学科课程，同时可以线上或线下方式学习。

XI'AN JIAOTONG-LIVERPOOL UNIVERSITY 西交利物浦大学

Xi'an Jiaotong-Liverpool University is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

西交利物浦大学是经中国教育部批准，由西安交通大学和英国利物浦大学合作创立的，具有独立法人资格和鲜明特色的新型国际大学。

开始时间 2021年09月	教学形式 全日制
院系 西浦国际商学院	学习地点 苏州
学制 18个月	

附加学习活动

附加学习活动是完成研究生学业、获得学位的组成部分。附加学习活动的学时平均分配在学期期间，一般为每学期200小时。非全日制硕士课程的附加学习活动一般为每学期100到150小时。

附加学习活动内容可能包含：

研究技能培养
就业技能
面向非母语学生的英文或中文语言课程
研究生助教教学金
研究生助学金
与IBSS导师进行独立学习
参加学术讲座
学术论文写作与展示
Thomson One 证书
汤森路透证书
数据流证书
专业的软件技能
大学与学校项目及活动的志愿者工作
公司内部项目
实地考察 / 企业参观
职业发展活动
实习
SAP解决方案架构师培训(SAP TERP 10)