



MSc DIGITAL BUSINESS

Programme taught in English at the Sophia Antipolis campus
This MSc is accredited by the Conférence des Grandes Ecoles.

INTAKE: September

The first comprehensive degree in digital business in Europe

This programme was conceived of by top executives in major global companies. They recognised that the digital transformation of business has resulted in a severe shortage of graduates with the knowledge *and* quantitative skills necessary to work in a data-rich environment. The Digital Business MSc provides students with these skills.

Career opportunities

Opportunities for our graduates include positions as consultants in areas such as digital and social media, business analytics and strategy, data strategy; and on the management side, as account managers, strategic partner managers, digital marketing managers, etc.

Programme outline

Today, all companies use the internet to continually transform traditional business activities. Marketing, Production, Strategic Planning, etc. have all been transformed by use of the internet in data collection, product distribution and the provision of services.

The *knowledge* courses encompass traditional business disciplines, e.g. strategy, marketing, economics, and information systems. Each course is tailored to emphasise the nature of digital transformation, and its implications for analysis and decision-making. The *skills* courses include big data analytics, business statistics, and econometrics. These courses provide students with the tools necessary to properly collect and analyse data in a digital environment.

To integrate their knowledge and skills training, students will participate in a two-semester-long group project that uses data generated by a global company, with guidance from that company's managers and SKEMA faculty.

Students will participate in year-long group projects that allow them to apply this training to real-world, data-intensive cases.

Why choose this programme

This programme is the first comprehensive MSc in the area of digital business in Europe. It provides students with the knowledge and skills that are in high demand in all market sectors.

The MSc curriculum is monitored by members of the programme's Advisory Board to ensure that graduates meet all the requirements of a dynamic labour market. The Board includes digital experts working as managers or consultants in global companies, as well as scholars with international reputations. See details: www.skema.edu/programs/masters-of-science/msc-digital-business-advisory-board

The MSc Digital Business places equal importance on academic rigour and practical hands-on experience. The in-class experience is supplemented by group projects that use data generated by a global company, with guidance from that company's managers and SKEMA faculty.

The programme is based at SKEMA's Sophia Antipolis campus, on the French Riviera, the largest technology park in Europe. Sophia Antipolis is home to the research departments of many global companies operating at the cutting edge of new digital business practices. This environment facilitates a rich set of interactions between SKEMA students and faculty, and these international firms. For students interested in digital business, this geographic proximity enhances the chances for cutting-edge internships and employment, during and after completion of the MSc respectively.

What differentiates the MSc Digital Business?

- ▶ The programme is aimed at students interested in developing comprehensive knowledge about digitisation - the most powerful force in modern business.
- ▶ Designed to produce professionals with skill sets highly sought after in the job market.
- ▶ Dynamic curriculum incorporating today's industry requirements.
- ▶ Overseen by an Advisory Board including digital experts from major global companies, and renowned international academics.
- ▶ Taught by SKEMA's leading faculty in various disciplines.
- ▶ A unique combination of knowledge courses (strategy, economics, marketing and information systems) and skills course (Big data analytics, business statistics, and econometrics).
- ▶ Based in the heart of Europe's largest technology park, the programme benefits from interactions with leading players in digitisation.

ADMISSION CONTACTS

FRENCH STUDENTS

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Designed by

The academic content for the MSc in Digital Business has been designed by SKEMA's leading faculty in close collaboration with experts from industry leaders, including: AXA, Capgemini Consulting, Facebook, IBM and SAP.

Margaux Peuvergne, MSc Digital Business 2015-16



During my gap year, I did two internships. One focusing on strategic marketing, the other on webmarketing. I worked on databases, statistics and a lot with digital. Naturally, I wanted to deepen my knowledge in this field full of future job opportunities.

MSc Digital Business provides the necessary tools to understand the transformation, strategy and issues regarding the digital world: knowledge about the digital innovations and their importance, classes about digital marketing and e-commerce, information systems, Big Data, analytics, data science and further, reflections on how to apprehend the ethical issues resulting from this emerging world.

Some of the students within my cohort have been hired by consulting firms in their practice for digital transformation, well before getting the actual degree.”

SKEMA MSc EMPLOYMENT RATE

- ▶ Rate of recruitment six months after graduation: 93%.
- ▶ Average starting salary: €36,250

Source: SKEMA Career Center 2015 employment survey.

TUITION FEES

€16,500

PROGRAMME DIRECTORS

- ▶ Mark McCabe
- ▶ Zakaria Babutsidze

PROGRAMME STRUCTURE

Semester 1	Credits
MANDATORY COURSES	
Digital Business and Innovation	5
Digital Marketing	5
Managerial Economics	5
Statistics	3
Research Methods I+Project Coaching	3
Globalisation	3
In-company Project Coaching	3
Privacy and Online Security	2
Employability and Careers	1
TOTAL CREDITS SEMESTER 1	30
Semester 2	
MANDATORY COURSES	
Strategy in the Digital Economy	5
Big Data and Analytics	5
Digital Transformation of Organisations	5
IT Business Strategy	3
Entrepreneurship and Finance in the Digital Age	3
Advanced Strategy	3
In-company Project Coaching	3
Understanding the Digital Consumer	2
Employability and Careers	1
TOTAL CREDITS SEMESTER 2	30
Dissertation	30
TOTAL CREDITS FULL YEAR	90

These details are for information only and may be changed by the school without prior notice.