

# MSC IN ECONOMICS AND BUSINESS ADMINISTRATION – BUSINESS INTELLIGENCE\*

GENERATING SOLUTIONS TO REAL BUSINESS PROBLEMS

## GENERATING SOLUTIONS

Business Intelligence is concerned with 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

The first year of the MSc programme combines analytical tools with rigorous academic content and skills geared towards self-management and communication skills. In the third semester, you can choose elective courses at Aarhus University, AU Summer University or (as an exchange student) at one of 300 partner universities abroad. You also have the possibility to combine electives with an internship to strengthen your practical skill-set. Finally, the fourth semester is devoted to the master's thesis.

## QUALITY TEACHING IN AN INFORMAL SETTING

The MSc in Business Intelligence is dedicated to the highest-quality teaching in an informal and 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

The MSc in Business Intelligence offers an excellent foundation for working in the specific analysis of organisational performance for decision-making support, whether internally or as an external consultant.



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 I gained on the MSc within process, quality, business and quantitative analysis 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](http://masters.au.dk/businessintelligence)



SCHOOL OF BUSINESS AND SOCIAL SCIENCES  
AARHUS UNIVERSITY

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1 <sup>ST</sup> SEMESTER	2 <sup>ND</sup> SEMESTER	3 <sup>RD</sup> SEMESTER	4 <sup>TH</sup> SEMESTER
Business Forecasting	Data Mining for Business Decisions	Internship	THESIS
IS Development & Implementation in a Business Context	Advanced Market Research	AU Summer University	
Data Warehousing	Bayesian Networks	Study Abroad	
SAS and SQL for Business Analytics	Project Management	Electives at AU	
30 ECTS	30 ECTS	30 ECTS	30 ECTS

## AARHUS BSS

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University's four faculties. With approximately 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 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.

## 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 300 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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