Training future young international managers to the challenges of data intensive business models and organizational processes based on «machine learning» and «artificial intelligence». The program is dedicated to the acquisition of skills in digital management and strategies in the digital age. Targeted students are young graduates engineers, economists or lawyers wishing looking for a management expertise to participate to the development of their company with an organizational environment confronted with digital issues and data.

**OVERVIEW**

- 300 hours
- 12 months on a basis of 4 days every two weeks
- 40 STUDENTS

**CURRICULUM**

- Data Governance
- Internet and Network Economics
- Data Ethics
- Internet Thinking and Managers
- Innovation Development of E-commerce in Digital Economy

**OUR STRENGTHS**

- World recognized faculty in international ranking (THE, QS and ARWU)
- Study of organizational issues with technological challenges

**COMPETENCIES**

- Designing an effective data governance
- Building data visualization for business
- Leveraging the value of users (User generated Content and Customer as a resource)
- Designing a data driven business model
- Critical thinking about the potential and limit of Artificial Intelligence and algorithms
CAREER

GRADUATE DESTINATION :
Consultant in Organization

INTERNATIONAL

- Exchange programs with Tsinghua University, Beijing.

APPLY

PREREQUISITES

- Applicants must have a four-year bachelor degree from a good Chinese university; Non Chinese degree qualifications should be referred for assessment.
- Applicants must be competent in the language of instruction (Mandarin and English), with B1 level or equivalent English proficiency.
- Applicants must be hand in an essay about applying big data to decision science.

LEARN MORE

Training coordination:
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THE OTHER TRAINING OF 2ND YEAR OF MASTER

- Management des processus de production des biens et services
- Systèmes d’information de l’entreprise étendue : audit et conseil
- Gestion des systèmes d’information
- Industries de réseau et économie numérique