Business Analytics

Master's Programme in Business Analytics is organized by the School of Business.

Objectives of studies

Studying in the Master's Programme in Business Analytics offers students a unique combination of skills in leadership, business, and technology. The programme fits industry and future needs, and graduates are innovative leaders of the digital and sustainable era. The programme provides students with in-depth knowledge in data-based decision-making and analytics and allows them to specialise in different business domains. Aalto University ranks 1st in Finland and 3rd in the Nordic countries in Financial Times' European Business Schools 2020 ranking.

Both teaching and research are state-of-the-art, ensuring that upon graduating from the Business Analytics Programme, graduates will have:

**In-depth knowledge of advanced data analytics and business intelligence.** Graduates possess essential knowledge of data-driven decision-making and problem-solving.

**A holistic understanding of sustainable business.** As sustainability is at the core of all thriving businesses, graduates will be specialists in sustainable business decision-making.

**Necessary leadership skills.** Graduates are great communicators and thoughtful leaders of diverse teams.

**Analytical thinking and decision-making skills.** Graduates are critical thinkers who analyse business decisions based on data.

Career opportunities

The existing strong demand for analytics students with strong business knowledge will only grow in the future. Collaborative courses with companies and alumni offer opportunities to work on real-life cases and network with industry leaders. Most students do their Master's thesis commissioned by their employer. The Master's Programme in Business Analytics will allow students to personalise their professional profile. Possible positions immediately after graduation include:

- Business analysts and business intelligence specialists
- Analytics and M&A consultants
- Quantitative marketing analysts
- Product analysts
- Business controllers
- Data scientists

In the later career stages the ability to understand data and analytics gives a unique advantage to advance to top management positions.

News

**SystemsChange.now: Climate change as a systemic problem – course in spring 2023**
09.12.2022

**Beat the Blues!: Farewell 2022 - Welcome 2023, 15.12.2022, for all international students**
09.12.2022

**BIZ haku vaihto-opintoihin lukuvuodelle 2023-2024 | Application for exchange studies for the academic year 2023-2024**
08.12.2022

**Monipuolinen tarjonta kielen, kulttuurin ja viestinnän kursseja periodissa III | Brett utbud av språk-, kultur- och kommunikationskurser i period III | Wide range of language, culture and communication courses starting in period III**
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07.12.2022

**Sisu-ohjeet päivittyvät pian | Sisu-anvisningarna uppdateras inom kort | Upcoming updates to Sisu instructions**
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