



Training
EXECUTIVE EDUCATION



MASTER'S PROGRAM

BIG DATA AND DIGITAL ECONOMY

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:

Eric BROUSSEAU

Contact: denis.darpy@dauphine.psl.eu

Career center of Paris-Dauphine University

scuio@dauphine.psl.eu

www.dauphine.psl.eu

THE OTHER TRAINING OF 2ND YEAR OF MASTER

→ Management des processus de production des biens et services
→ Gestion des systèmes d'information
→ Management des télécoms et des médias

→ Systèmes d'information de l'entreprise étendue : audit et conseil
→ Industries de réseau et économie numérique