

# Master in Big Data Management

Specialized Masters



## Program Presentation

# The digitalization of the world economy is making data available at an unprecedented pace.

Organizations are working to make data an integral part of their business model.

“

A key ingredient in the recipe for a successful data-centric decision approach to business is the “data scientist”. This new professional figure is highly demanded as enterprises are increasingly harnessing the data at their disposal.



Several surveys conducted in Europe and in the US show that the “data scientist” is one of the most requested professional figure.

A data scientist combines a hybrid set of skills; he/she is a computer hacker with good knowledge of advanced statistical techniques, but he/she also possesses a deep understanding of the business world and excellent communication skills.

There are several Master’s programs across Europe that have taken up the challenge of developing these skills. What characterises our Master’s program is that we put at center stage the economic and business ideas that are vital for developing effective data solutions. The program’s curriculum is designed to prepare students to build analytical models and to interpret them from a clear business oriented perspective.

*giuseppe*

**GIUSEPPE RAGUSA**  
Master in Big Data  
Management Director

”

## Why LUISS Business School

**LUISS Business School trains talents that will be able to promote social and business growth within small and large institutions,<sup>1</sup> combining entrepreneurial spirit to unconventional qualities: creativity, with the ability to challenge all difficulties.**

“ LUISS Business School enhances your entrepreneurial mindset, your ability to be a team player and both your personal and business growth. ”

**Paolo Boccardelli**  
Dean LUISS Business School

**40 %**

Problem based learning

**40 %**

Lectures

**20 %**

Simulations

# The recipe of our success

→ **Strong relationship with Confindustria - the Confederation of Italian Industries - and with important firms**

→ **Research of best practices and business solution models**

### **Business community**

Thanks to the connection with Confindustria - the Confederation of Italian Industries - and **with important firms and Italian institutions, LUISS Business School employs a network of relationships involving prominent personalities of the world, that are related to business consultancy, institutions and entrepreneurs.** <sup>1</sup>

### **Boutique service**

Our School offers training programs with customized

services starting from the recruitment criteria, educational curriculum, Labs, up to coaching and career services in order to create the conditions for a successful employability of our students.

### **Problem based learning**

The utilised teaching methods allow students to learn through their direct interaction, together with the team-working and the sharing of experiences and solutions. Through the analysis of actual cases, the best practice study and the research of business

solution models, students will get a pragmatic vision of how to approach business problems.

### **Location**

Rome, the eternal city, offers an exclusive mix of art, culture, history and an infinite number of parks and green areas. The city is also the centre of innovative cultural and business events, the capital of the Country and seat of the government, at the same time also an important business hub open to networking. ■

## Objectives and target students

# The educational training offered

The Master provides students with a credit of 60 ECTS. It teaches how to harness massive amounts of data, design analytical models and interpret them to optimize business processes.

### Professional Profiles

- DATA Analyst
- DATA Management CONSULTANT
- BIG Data ARCHITECT
- BUSINESS Analytics MANAGER
- ANALYTICS Solution ARCHITECT
- CHIEF Data OFFICER



### Target students

The Master is targeted for students with a BA or a MS in Economics, Statistics, Engineering or other scientific disciplines. Fluent English and strong motivation are required.

### Enzo Peruffo

Head of Specialized Master Programs

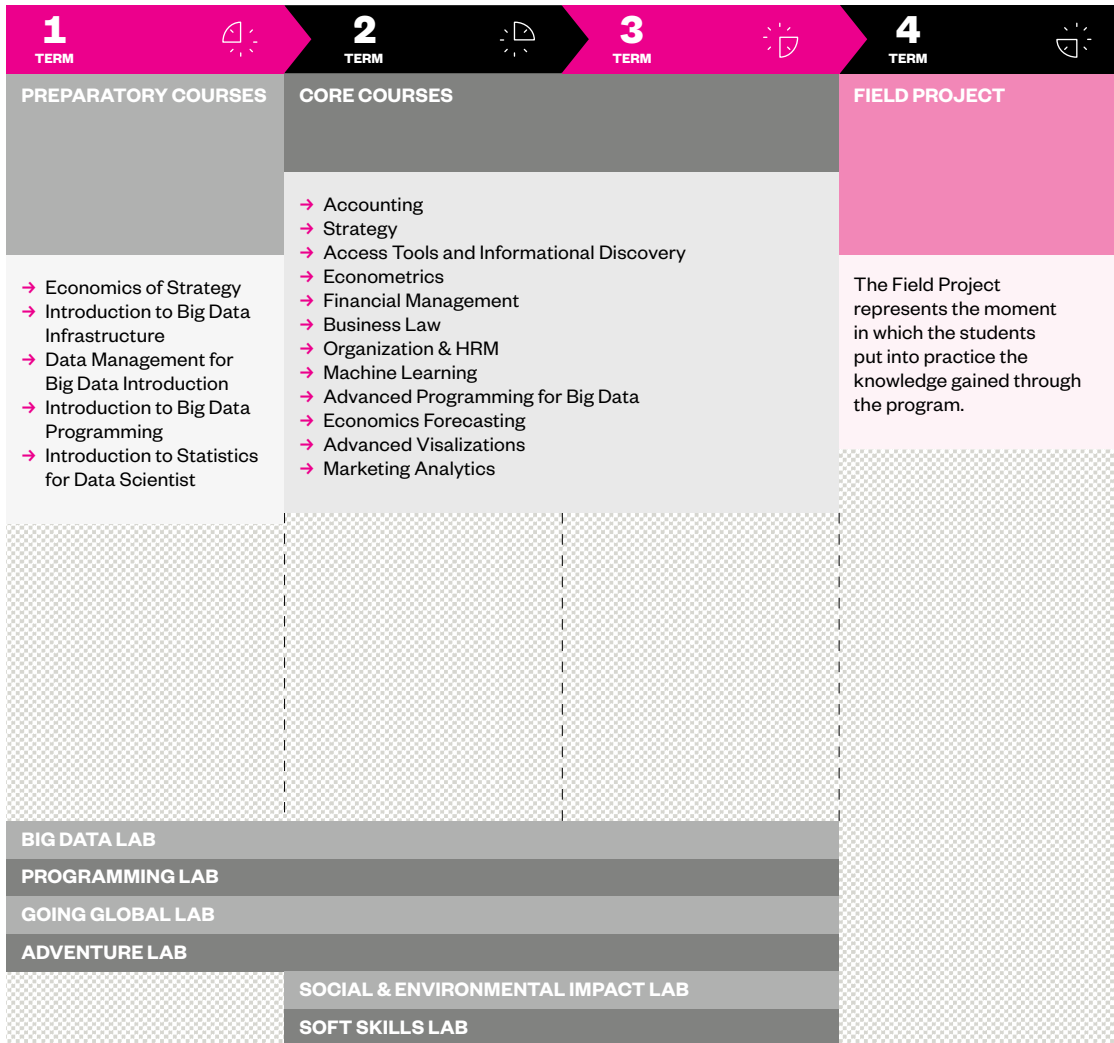
“ The economic scenario has really changed and it is a must to prepare professionals who are able to interpret its future developments.

Emerging market challenges have a high specificity as to make a needed solution that can drive even creatively.



**Curriculum**

# The program is divided into four terms



**40%**

Yearly growth of data managed by enterprises in the next 5 years

**44%**

Trillions GB Digital Data created by 2020

## Curriculum

Students begin with **Preparatory Courses** and then focus on the **Core Courses** and different **Lab activities**, in order to guarantee a gradual professional and personal growth for each student. In the final months of the program, the **Field Project** will allow students to put their knowledge into practice. ■



### Labs

#### BIG DATA LAB

The students will work on specific data sets to address a business issue and identify its key aspects and possible solutions.

The full data discovery cycle will be covered from data ingestion to data wrangling to data visualizations.

#### PROGRAMMING LAB

It is dedicated to enter in depth into the key aspects of R programming. It is a programming challenge where students will receive datasets and objective in order to create the most

appropriate machine learning model using R.

#### GOING GLOBAL LAB

We prepare students to successfully face challenges of a global market, and this requires the development of knowledge and cross-cultural skills needed to interact and work in international contexts.

#### ADVENTURE LAB

The lab touches different business aspects from the start-up, research and technology unit of progress up to the social entrepreneurship.

#### SOCIAL & ENVIRONMENTAL IMPACT LAB

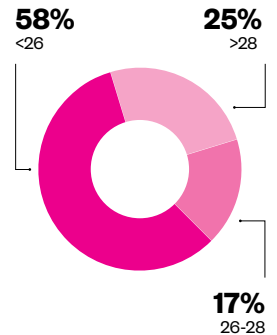
To our students we offer the chance to apply their creativity to solve real problems encountered by ONG, social entrepreneurs and institutions in their effort to bridge the business economy and social and environmental development.

#### SOFT SKILLS LAB

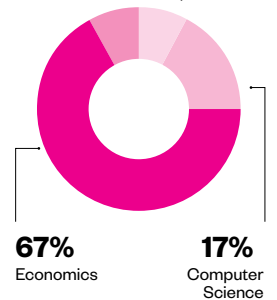
We allow students to develop cross competences and skills in order to successfully face the business world challenges. The Soft Skills development is based on discovering one's own limits and potentials.

### CLASS PROFILE

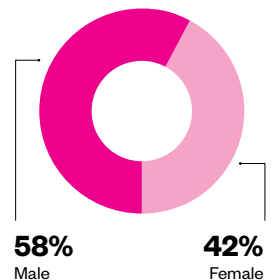
#### Age



#### Degree



#### Students' Gender



## Career service

The Career Service is a student's ally in career strategies and it favours meetings between students and firms or institutions, both public and private, aimed at finalising the Field Project.

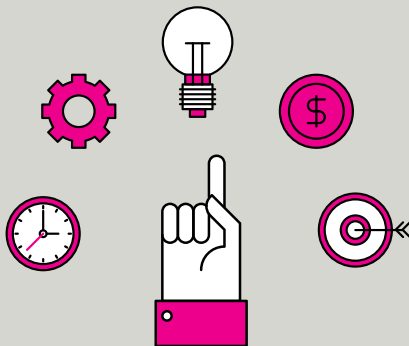
### Companies presentations

During the program the Career Service organizes conferences, testimonials and corporate presentations for companies and sectors in which they operate.



1

2

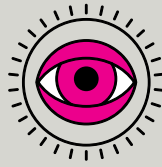


### Field project

The Field Project represents an opportunity for students aiming to achieve the skills acquired throughout the course.

The Field Project can take several forms:

- **Company-Project work:** students are coached by a company tutor during the development of tasks related to specific business scopes.
- **Entrepreneurial Project:** Students develop a business plan supported by the Faculty.
- **Research project:** on specific subjects in agreement with the Faculty.



### Individual counselling

→ CV and cover letter preparation and interview techniques, jobs and contract negotiation.

4

### Ecareer book

The eCareer Book collects all the curricula of students in an online platform available to companies and institutions looking for professionals.

3

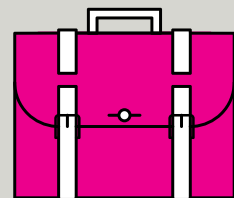
Throughout the program the Career Service offers career planning activities, counselling and training and it organizes workshops and meetings with the corporate world



### Job Interview Simulations

Simulations are organized to become acquainted with the students weakness and potentials.

5



### Flavio Venturini

Director, I-Consulting

“ The business environment poses additional challenges to managers. The digital transformation taking place requests a deep understanding of competitors, partners, customers, etc. Master in Big Data Management allows students to become the main actors for helping companies and institutions transforming themselves in this direction through the use of Big Data Analytics. ”



## Director and Scientific Committee



**190000**

Unfilled data scientists positions in US by 2018

**11.1**

Trillion of \$ Economic value of big data in 2025

**40%**

Growth in global data generated vs 5% growth in global IT spending

Mc Kinsey Global Institute

### Director

① **Giuseppe Ragusa**

Assistant Professor of Economics, Department of Economics and Finance, LUISS Guido Carli University

### Scientific Committee

① **Francesco Castanò**

Chief Information Officer, Italian National Institute of Statistics - ISTAT

② **Riccardo Corsini**

Vice President, Government & Public Affairs, WPP Italy

③ **Simonetta Iarlori**

Chief Operating Officer, Cassa Depositi e Prestiti

④ **Ombretta Main**

Head Directorate EU and International Affairs at Italian Competition Authority - AGCM

⑤ **Gianni Riotta**

Pirelli Chair Visiting Professor, Princeton University

## Join the Team

“ The LUISS Business School offers an ambitious training program that can provide the tools you need to keep up with market scenarios that require professionals capable of promoting and supporting change. ”

**Simona Tuzj**

Specialized Master Programs  
Development Supervisor

### ADMISSION REQUIREMENTS

- **Bachelor's Degree in any discipline**
- **Admission test**

#### The admission test

evaluates the applicants' skills, personal motivation and potential.

The admission test consists of:

– **English test** (applicants with high TOEFL/IELTS scores can be exempted from the English test)

– **Logics Test** (applicants with high GMAT/GRE scores can be exempted from the logics test)

– **Personal Interviews** Participants are admitted to the program based on the admission test outcome and academic record.

### HOW TO APPLY

To apply for the admission test the following documents are required:

- **Fully-completed application form**
- **Copy of degree certificate** (Sworn translations should be provided along with degree certificates that are not in English or Italian)\*
- **ID photo**
- **Curriculum Vitae**
- **Copy of ID document**
- **Admission Fee** Receipt EUR 75 admission fee (non-refundable)
- **TOEFL/IELTS** Certificate (optional)
- **GMAT/GRE** Certificate (optional)

\*To apply, students can write a self-certification and provide the documents at a later stage.

### PROGRAM TUITION

Tuition fees for the program amount to EUR 14,000. Payment is made in 3 instalments of:

- 1. EUR 7,000** upon **admission confirmation**
- 2. EUR 4,200**
- 3. EUR 2,800**

Tuitions include material and access to all LUISS facilities.

### PAYMENTS

Admission fee is payable via bank transfer, or via postal current account.

Proof of payments must be sent by email to:

**smluissbs@luiss.it**

or by post to:

**Segreteria Organizzativa**  
LUISS Business School  
Villa Blanc, Via Nomentana  
216 - 00162 Rome (Italy)

### FINANCIAL AID AND FUNDING

→ **Companies enrolling students benefit from a reduction in tuition fees:**

- 10% Reduction** for single enrollment
- 20% Reduction** for two or more enrollments

Reductions may not be combined. Should two or more conditions overlap, the highest reduction will be applied.

→ **Candidates may independently:**

– Seek funding from their current or future **employer**.

– Apply for **regional scholarships**.

– Apply for loans with favourable interest rates granted by certain **Italian Credit Institutions** within the framework of the agreements established with LUISS Guido Carli.

→ **Scholarships:**

LUISS Business School offers deemed deserving candidates up to 3 partial scholarships of the tuition fees (up to 50% of the total amount). A Joint Committee will assign the scholarships based on students' curricula and admission test performance.



## **LUISS Business School**

Villa Blanc, Via Nomentana 216

00162 Rome (Italy)

T (+39) 06 85 22 5689 / 2327 / 2391

Toll-free number: 800 90 11 94 (95)

smluissbs@luiss.it

businessschool.luiss.it

## **Certificates & certifications**



LUISS Business School is accredited by EQUIS (EFMD Quality Improvement System)

---

**COMPANY WITH  
QUALITY SYSTEM  
CERTIFIED BY DNV GL  
= ISO 9001 =**

LUISS Business School is certified UNI EN ISO 9001 - Sector EA:37 - 35 education and Business Consulting



LUISS Business School is recognized by Regione Lazio for education activity

---

**ASFOR**  
SOCIO ORDINARIO

LUISS Business School is member of ASFOR (Associazione Italiana per la Formazione Manageriale)



LUISS Business School is REP Registered Education Provided PMI, Project Management Institute