Business Analytics (BA) Master’s program

OBS study info session, April 20th, 2021
Overview

- Business Analytics (BA) is a new discipline in terms of the OBS study programs.
- The joint BA program involves three different degrees/selection of students in two faculties (OBS, ITEE): Master of Science in Business Administration (KTM), Master of Science (Tech.) (DI) and Master of Science (FM).
- The program will start for the first time in Fall 2021: the intake of foreign students is 15 (DI) + 15 (FM) + 20 (KTM).
- 10 study places will be available in 2021 for OBS Bachelor students, later also Bachelor-level business analytics courses will be provided.
- The program will bring together acquisition, analysis and management of data, as well as methods and tools for data analytics, to make well-informed decisions, launch development actions and execute business and other operations in various contexts.
- No mastering of information technology and especially programming skills is required, but most analytics tools and methods are math-driven – as just a side-remark.
Skills goals

- **Analytics skills:**
  - Graduates can acquire data and organize, analyze and manipulate it for development and deployment. They know simulation and optimization means and can make use of them.

- **Disciplinary skills:**
  - Graduates can make use of appropriate methods and tools for external (suppliers, users, customers, competitors) and internal (R&D, production, management, sales) analysis needs.

- **Generic skills:**
  - Graduates know data protection, privacy and ethics principles and can work in multi-party teams and projects.

- **Specific skills:**
  - Graduates know how to develop and deploy business analytics in different environments and contexts.
Learning outcomes (KTM)

Upon completion of the Master’s degree in the BA program a student:

- Is able to evaluate and apply the theories, concepts and methods of digital data analytics for the management and development of businesses and organizations, in order to build up a holistic understanding of data-rich, dynamic business and economic environments.
- Understands and is able to evaluate, choose and deploy data analysis methods and tools for organizational, business and economic development needs regarding especially small and medium-size companies, but also bigger corporations and public organizations.
- Can plan, manage and develop business analytics activities and projects in organizations.
- Is able to participate in building and managing growth-oriented, globalizing data-intensive businesses in a successful way. Therefore, he or she can apply and create knowledge not only about digital data, but also about customer needs, markets, offerings and competition, as well as organizations and processes in dynamic environments.
- Can collaborate with his or her superiors and peers, external stakeholders and authorities with respect to business analytics, and can also solve problems individually as an expert. Therefore, he or she is experienced in clear oral and written communication.
- Through the focus on the dynamic, complex and globalizing business settings and contexts that include multiple different stakeholders and activities, is capable to bring together scientific knowledge with proactive, innovative and collaborative practices. These facilitate together the development of sustainable businesses and economic prospering especially for SMEs.
Career prospects

- Because the program is a multi-disciplinary entity combining data technology and information processing with business knowledge, the graduates may join industrial, business or public organizations, in addition to take part in communities and networks.

- The graduates can become experts as analytics solution developers, business and data analysts, operational and strategic planning and decision-making officers and knowledge-intensive service professionals – and be ready to change and develop their careers.

- The graduates can also be employed by analytics consultancy and development companies.

- Entrepreneurship is an opportunity for the graduates, based on the combined skills that they acquire and the rapidly growing needs for data-driven business analytics services and solutions.

- The graduates can work both as individual experts and act as members in analytics and project or development teams, as well as in line organization positions.

- Because of the international setting of the program and the fact that the graduates will have both scientific knowledge and hands-on skills in business analytics and that there is a very high demand for analytics globally, the graduates can consider international careers.

- The various backgrounds and basic degrees of the BA students will help everyone to create flexibility, as opposed to the single-discipline from the very beginning approach.
Analytics revolves around gathering, organizing and using digital data for organizational needs.

Data-related topics focus on data itself but include also digitalization and information systems use.

Business is seen broadly, in relation to decision making by organizations in their operational environments and in many different contexts.

Methodologically it is important to learn also how to plan and execute development actions as projects and in teams – in addition to the analytics methods themselves.

Personal research and science-based competence building are required in a university degree program.

Additional topics, in addition to the Finnish language studies as needed, enrich the view to analytics and help fitting it to the surrounding matters.
- **Introduction**: one joint course, two “exchange” courses
- **Methods**: Statistical methods, Fundamentals of project work, Business intelligence
- **Core**: Market and competitor analysis, Customer behaviour analysis, ERP, Digitalization and innovation, Societal and individual impacts of IS, Towards data mining
- **Capstone project course**
- **Degree-specific compulsory and elective courses**
- **Master’s thesis**
- **(Finnish language studies)**
Business Analyst
VR Group
Helsinki Metropolitan Area
2 company alumni work here
Promoted

(Senior) Data Analyst, Angry Birds Friends
Rovio Entertainment Corporation
Helsinki, Southern Finland, Finland
2 company alumni work here
Promoted

Business Analyst
Thirdpresence
Helsinki, Southern Finland, Finland - Remote
Your profile matches this job
Promoted

Strategy Analyst
Vision Hunters
Helsinki, Southern Finland, Finland
Your profile matches this job
Promoted

Business Analyst, Banking
CGI
Helsinki, Southern Finland, Finland
8 connections work here
2 weeks ago

Business Analyst, Insurance
CGI
Helsinki, Southern Finland, Finland
Active recruiting
Promoted - 16 applicants
Data is at the heart of everything we do at Rovio. It enables us to continually improve our games and provide incredible experiences for the millions of users who play our games every day. All of this data is only valuable if it can be used to guide our day-to-day operations. It is the job of Business Intelligence to turn that raw data into actionable insights for Rovio’s games teams and other business units. The Business Intelligence team aims to empower Rovio’s teams with insightful data, and also with relevant tools and models that support decision making.

We are looking for a passionate Senior Data Analyst to work with our User Acquisition team in Helsinki Metropolitan Area, Finland.

In this position, you will have a key role in driving our games’ growth through your recommendations to improve ROI. You’ll be the main owner for UA team’s analytics needs, from concepting how we should measure UA performance, to discovering opportunities through your objective analysis.

You’ll work very closely with BI, Finance, UA, Technology and game teams. As a person, you are a self-starter who doesn’t need day-to-day supervision, but can also give guidance to others as a trusted advisor. You are proactive and challenge conventions.

**Responsibilities:**
- Proposing methods to measure and forecast profitability of marketing activities
- Guiding the prioritization of BI team’s tasks regarding UA
- Driving decision making through presentation of work
- Creating dashboards, version-controlled tools and reports
- Evaluating and defining metrics
- Understanding changes in key metrics and long-term trends
- Designing and evaluating experiments

**Job**
- 5 applicants
- Associate

**Company**
- 10001+ employees
- Building Materials

**Connections**
- 1 connection
- 1 company alum

ABLOY offers security and locking innovations dedicated to creating more trust in the world. Combining digital and mechanical expertise, Abloy Oy develops industry-leading security solutions that protect people, property and business. Abloy is part of the ASSA ABLOY Group, the global leader in access solutions. Every day, we help billions of people experience a more open world. From technical and engineering to software development, ABLOY provides a diverse opportunity for those with skill, determination and drive to add trust into society - creating a more secure and safer future.

We are looking for

**a Business Analyst**

to join our Business Transformation team in Espoo or Joensuu. The role of Business Analyst is to ensure that ABLOY’s business decisions are based on sound facts and assumptions. You will navigate a business environment characterized by global distribution chains and value networks, combining physical products, cloud-based software solutions and consulting services, with customers in more than 90 countries all around the World.

We are looking for a person early in their career with relevant academic master’s degree. You might have recently graduated and have some years of work experience in business.

To be successful in this role you should have at least basic understanding of how cloud-based software business and API economy works, as well as basic understanding of global industrial business.

**As a Business Analyst your tasks include:**

- Analyzing business cases of new concepts, supporting concept owners in preparing those, gathering supporting market insight
- Maintaining and developing ABLOY’s future business estimations together with finance department
- Designing business models together with concept owners and business owners, especially related to software business and subscription-based-as-a-service businesses
- Supporting business development managers and product managers in go-to-market planning and activities