



Lisbon School
of Economics
& Management
Universidade de Lisboa

2023/2024

Masters in Data Analytics for Business

**Master the world
in a school built
for the future.**

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Welcome to the next level of Business Analytics in the heart of Lisbon.

It's your chance to start making an impact in the information age. ISEG's Masters in Data Analytics is particularly relevant for quantitative methods enthusiasts since its main topics of interest are Data Science, Business Analytics and Information Systems.

The Masters in Data Analytics for Business is the ultimate course for decision-makers. Our advanced programme prepares its students for the new challenges associated with the reality of big data, business analytics, coding, data science, and machine learning.

Your future is here. Climb on board.



EDUNIVERSAL BEST
MASTERS RANKING 2022

Top 8 reasons

to do the Masters in Data Analytics for Business @ISEG Lisbon

01.

ISEG is the Portuguese business school with the **most solid and successful experience** in teaching applied mathematics and quantitative skills – our Applied Mathematics bachelor's degree (MAEG) is the country's no. 1 choice in the field of Mathematics applied to Economics and Management (minimum GPA 18.75/20 in 2020).

02.

Highly qualified faculty with PhDs from world-class universities (Cranfield, Delaware, Duke or Wisconsin).

03.

Covers the most sought-after topics that organisations view as current challenges, such as big data, coding, business analytics and intelligence, forecasting, machine learning, and optimisation.

04.

A **one-year full-time programme** (plus one semester for the master's project, dissertation, or internship), which will prepare you to stand out in a competitive marketplace.

05.

Experienced faculty doing business translation of data analysis.

06.

Sets you up for the **reality of data science** applied to the business world.

07.

Uses a **mix of instructional methods**, with real life cases and data, that will make you think and act.

08.

Gives you the mind-set for an **international career**.



Alessandro Consiglio
Alumnus Masters in Data Analytics for Business

“

The MDAB has provided me the opportunity to fulfill my career aspirations and dreams. The program has pushed me to grow as leader and professional in the data sector. I am very thankful for the relationship I built and the people met at ISEG. My experience went so well that I had no problems to find a job before the graduation.

Study Plan

	Course Units	Credits	Semester
YEAR 1	Business Intelligence and Decision Support	4	1
	Data Platforms for Analytics	6	1
	Decision Making and Optimization	6	1
	Enterprise Analytics	4	1
	Programming Foundations	4	1
	Statistical Methods and Visualization	6	1
	Advanced Statistical Methods	4	2
	Big Data Tools and Analytics	4	2
	Forecasting Methods	6	2
	Machine Learning and Data Mining	6	2
	Programming for Data Science	6	2
	Research & Development Seminars	4	2
	Course Units	Credits	Semester
YEAR 2	Masters Final Work – MFW		
	<ul style="list-style-type: none"> • Dissertation • Project • Internship 	30	1

Key Facts

Start Date:

September 2023

Schedule:

Daytime Classes

Duration:

2 Semesters of Classes
1 Semester for the
Masters Final Work

Language:

English

Tuition Fees:

From within the EU: €6.850

From outside the EU: €8.150

Programme Directors:

Mário Caldeira

Rui Paulo

Mário Romão

João Afonso Bastos

Recognition:



EDUNIVERSAL
RANKING 2022
BEST MASTERS

Ranked n°26 in
the World
Top 200 Global
Ranking
Data Analytics







10 things you gain by joining ISEG

01.

You join one of the best European Schools. ISEG Lisbon entered the prestigious Global **Financial Times FT Rankings** since 2020, with the Masters in Finance. In 2022, ISEG also entered the European Business School Financial Times Ranking.

02.

You enrich your curriculum. ISEG is accredited by **AACSB**, a distinction earned by only 5% of business schools in the world.

03.

You're always connected. All classrooms are **technologically fully equipped** for a perfect learning experience, whether it's online, in-person, or hybrid.

04.

You broaden your horizons. ISEG is part of the **University of Lisbon, the leading Portuguese university** according to the selective Shanghai Ranking (ARWU), and has an impressive list of partnerships with top-ranked international schools.

05.

You live like a "lisboeta". ISEG is perfectly located for **Lisbon's downtown lifestyle experience**. It's a vibrant, multi-cultural, and cosmopolitan European capital.

06.

You're surrounded by knowledge. ISEG's **high quality research** centers are engaged in a diverse array of international research projects.

07.

You're part of an inclusive club. ISEG has a large, diversified, global network of **talented and successful Alumni**.

08.

You become an asset. **ISEG's graduates are highly desirable to top employers**, both in the private and in the public sector, all over the world.

09.

You join a **winning team**. ISEG's students and faculty are well known for winning international and national awards for best case studies, best dissertations and research output, applied projects, as well as in student competitions, such as the CFA® Research Challenge or the Junior Achievement Awards.

10.

You grab your future. ISEG's students benefit from a **collegiate and open-minded atmosphere, in which the United Nations' Sustainable Development Goals (SDGs) play a special role**, leaving them well prepared in quantitative subjects to become influential and conscientious leaders.

Yes, it is YOU!

It's you we're talking to! You, with your tastes, your talents and your doubts.

Your "B-Side" makes a world of difference... we're waiting for you to help you choose the future you want for yourself and for us!

We will welcome you with open arms and more:
ISEG. Open Minds. Grab the Future.

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Open Minds.
Grab the Fut

*Magos dos números, tudo bem

Math magicians. What's up?

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



Lisbon School of Economics & Management
Universidade de Lisboa

Open Minds.
Grab the Future.



*Eternos curiosos, venham daí.

Endless seekers. Come on over.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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Open Minds.
Grab the Future.



*Poetas são bem-vindos.

Poets are welcome.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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Open Minds.
Grab the Future.



*Os pensadores formam a galáxia.

Hi there, out-of-the-box thinkers.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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Apply now:

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**OPEN
MINDS.
GRAB
THE FUTURE.**



Rankings:



Memberships:



Accreditations and Partnerships:

