Audencia

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CENTRALE
NANTES

BBA BIG DATA &
MANAGEMENT

Bachelor of Business Administration

Cti
Commission
des Titres d'Ingénieur

CEFDG

DIPLÔME
CONFÉRANT
GRADE DE LICENCE
CONTRÔLE
PAR L'ÉTAT

2023→24

Luisa SILVA

Centrale Nantes Director of BBA Big Data & Management / Director of the Supercomputing Institute
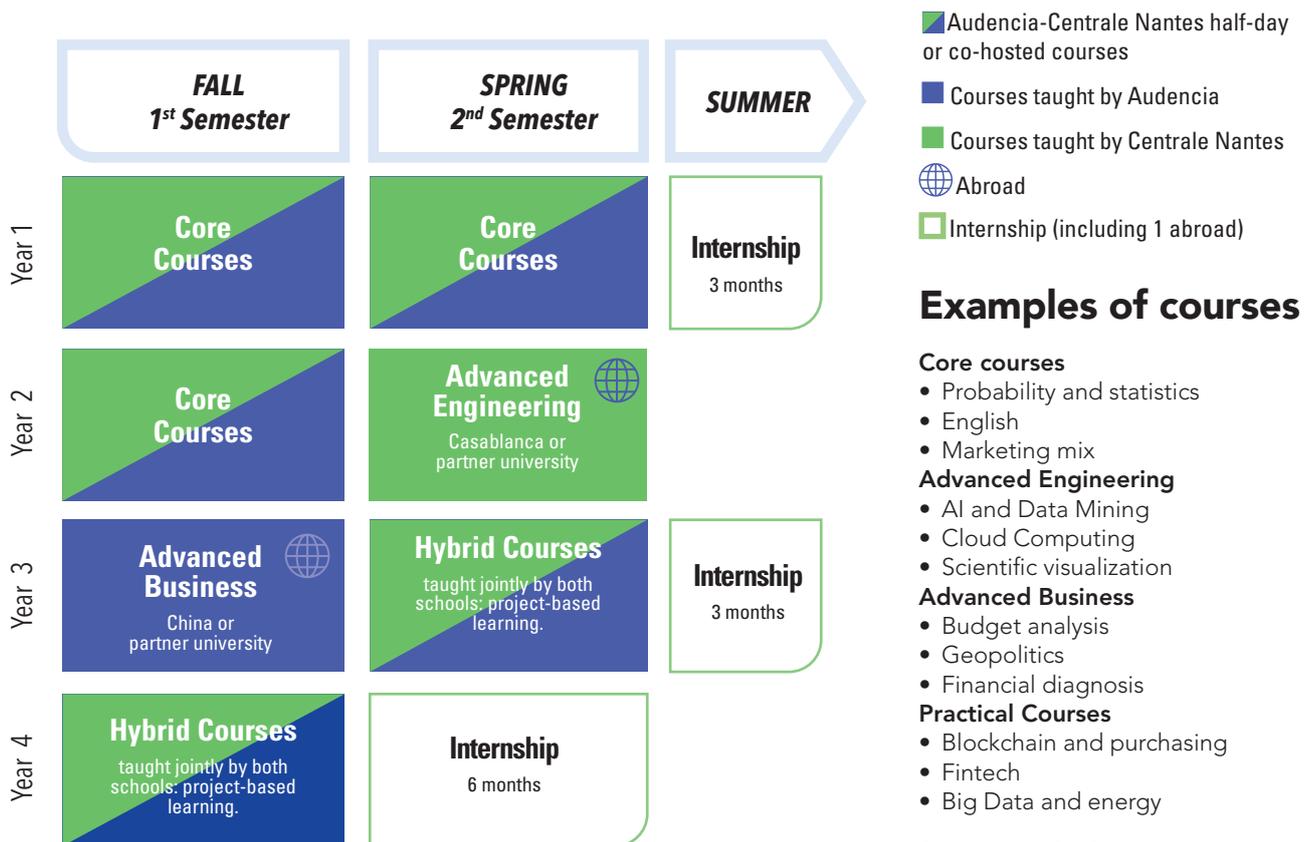
Marc GIBIAT

Audencia Director of BBA Big Data & Management Bachelor and Specialised Masters® Director of programmes

The BBA Big Data & Management prepares its students to take on **cross-functional management** positions in international environments. They will acquire a unique blend of managerial expertise (finance, management, marketing, strategy) and **advanced technical skills** in the collection, analysis and use of data for business performance. Audencia and Centrale Nantes - two French higher education institutions ranked respectively in the top 10 business and engineering schools - have joined forces to offer this joint four-year program with a strong international and professional focus. Choosing the BBA Big Data & Management means **assured employability** in a global economy in search of multi-skilled young graduates.

The BBA Big Data & Management Curriculum

The courses are taught in a balanced half-day each format, with the mornings at Audencia and the afternoons at Centrale Nantes or vice versa (approximately 25 hours per week + group and personal work). The logistics are easy as students simply cross the road to move from one campus to the other.

	FALL 1st Semester	**SPRING** 2nd Semester	**SUMMER**
Year 1	Core Courses	Core Courses	Internship 3 months
Year 2	Core Courses	Advanced Engineering 🌐 Casablanca or partner university	
Year 3	Advanced Business 🌐 China or partner university	Hybrid Courses taught jointly by both schools: project-based learning.	Internship 3 months
Year 4	Hybrid Courses taught jointly by both schools: project-based learning.	Internship 6 months	

🟦🟩 Audencia-Centrale Nantes half-day or co-hosted courses

🟦 Courses taught by Audencia

🟩 Courses taught by Centrale Nantes

🌐 Abroad

🔲 Internship (including 1 abroad)

Examples of courses

Core courses
- Probability and statistics
- English
- Marketing mix

Advanced Engineering
- AI and Data Mining
- Cloud Computing
- Scientific visualization

Advanced Business
- Budget analysis
- Geopolitics
- Financial diagnosis

Practical Courses
- Blockchain and purchasing
- Fintech
- Big Data and energy

See website for full course list

Pyrahn VIAUD

3rd year student
2025 graduation class

" Being able to study in Casablanca has been a real advantage. We were living in a country that is transitioning from, let's say, 3rd to 1st world. They're using a lot of technology - it could be data mining or AI - to help develop the country. Living there and experiencing the rebuilding of the public transportation system and seeing the kinds of problems that they're facing, combined with what we're learning in class, gave us a better understanding of our purpose and what we can bring to the table in our future careers. "

Where will the BBA take me ?

At the end of the program, a student may choose to enter working life or continue his or her studies – with for example an MSc in Data Management for Corporate Finance at Audencia or the EIT Manufacturing Master in Data Science and AI for Competitive Manufacturing at Centrale Nantes. Each student benefits from individual careers guidance with face-to-face or online careers sessions, mentoring sessions with graduates, webinars, online forums, etc. They also join two, dynamic life-long alumni networks bringing together over 54,000 alumni across the world! Here are a few examples of career paths that students can pursue after the BBA:

PROJECT MANAGER Use data-driven business to plan, budget and oversee projects	**BUSINESS INTELLIGENCE ANALYST** Develop strategies based on data analysis and data-informed decision making	**DATA ARCHITECT** Design secure data frameworks and ensure relevant, accurate and accessible data
MARKET RESEARCH ANALYST Use data analysis to evaluate market intelligence	**DECISION SCIENTIST** Solve business problems with massive data analysis	**DATA ANALYST** Analyze raw data and derive insights to improve business
FINANCIAL ANALYST Advice to businesses and individuals in investment decisions	**CHIEF DATA OFFICER** High level view of the company's data and improve business through high-tech solutions	**DATA SCIENTIST** Data impact in company and build predictive models for business
OPERATIONS RESEARCH ANALYST Solve business problems and improve business processes through data	**DATA PRODUCT MANAGER** Develop best product using data analysis	**DATA ENGINEER** Collect, store, analyze, visualize data for business

■ Business/management focused ■ Engineering focused ■ Dual business/management and engineering focused

Eneric Lopez
Patron of the Class of 2026
AI National Initiative & Social Impact Director at Microsoft

"As an Engineer by training, I have accumulated 25 years of diverse experience in the digital world, tackling technical, commercial, marketing and strategic roles. Today, my mission is to support businesses and contribute to national challenges in the responsible adoption of AI in France, with a focus on skills, ethics and positive impact. I see that the key to this success lies in a solid grasp of business and data issues.

As class patron of Audencia and Centrale Nantes's BBA Big Data & Management, I see this program as a bridge to a future where Artificial Intelligence and strategic management converge to create value responsibly and sustainably."

NANTES

🏅 ONE OF THE BEST STUDENT CITIES IN FRANCE

🏅 EUROPEAN CAPITAL OF INNOVATION IN 2019

🏅 FRENCHTECH CAPITAL from 2019 to 2021

🏅 2ⁿᵈ GREENEST CITY IN FRANCE IN 2020

In the heart of Nantes, the 'loopiest' city in France according to the Sunday Times, joining the BBA Big Data & Management is also a guarantee that you can take advantage of a rich network of associations, both at Audencia and Centrale Nantes. Whether you are interested in sports, culture, the world, stage, solidarity, etc., you will have the choice of more than one hundred associations to enjoy your student experience to the full and to blossom within a year group rich in diversity. As for accommodation, a limited number of rooms are available for international students - on a first-come first-served basis - in the student residence on the Centrale Nantes Campus.

Key Information

- **Degree earned:** Fully accredited Bachelor of Business Administration
- **Duration:** 4 years, full-time
- **Program start:** September 2024
- **International experience:** 15 months minimum
- **Language:** English
- **Eligibility:** open to French and international applicants with a high school diploma or equivalent. See website for more details

Application Process

- Apply online at apply.audencia.com
- Interview scheduled for eligible students
- Admission confirmed shortly after interview
- See website for tuition and funding opportunities

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Audencia

CENTRALE NANTES

Emily Ducoin-Chai   *Benjamin Rethmel*   *Brittany Thomas*   *Claire Bourgeton*   *Adrien Bernard*   *Natalia Burakova*

contact: international@audencia.com   bachelor.admission@ec-nantes.fr

Audencia
audencia.com/en

Atlantic Campus Nantes
8 route de la Jonelière | BP 31222
44312 Nantes CEDEX 3

CENTRALE NANTES
ec-nantes.fr

CENTRALE NANTES
1 rue de la Noë
44321 Nantes CEDEX 3