

Executive Master in Data Management & Business Analytics

V EDITION / 2026 - 2027

BBS
MULTIPLYING OPPORTUNITIES

UNIVERSITY OF BOLOGNA BUSINESS SCHOOL

WHY AN EXECUTIVE MASTER

Concrete and strategic growth

Develop advanced skills with a practical approach, aimed at achieving tangible results.

Tools for innovation

Tackle the most complex business challenges, acquiring strategic tools to drive change.

Skills and impact

Expand your business vision by integrating sector-specific knowledge for a decisive impact.



WHY THIS EXECUTIVE MASTER

FOR PARTICIPANTS

This Executive Master equips professionals with the technical, analytical and managerial skills needed to lead data-driven and AI-ready transformation. Participants develop hands-on expertise in data management, business analytics, AI applications and decision-making through an applied learning experience designed to connect methodologies, tools and real business challenges.

FOR COMPANIES

The programme supports organisations in developing professionals able to transform data into actionable insights and business value. Companies benefit from managers and specialists capable of improving decision-making processes, driving innovation and connecting analytics with concrete business needs, operational priorities and managerial execution.

APPLIED LEARNING EXPERIENCE

The programme combines applied learning, real business exposure and continuous interaction with faculty, professionals and industry experts to transform knowledge into practical capability. Through collaborative activities, real-world challenges and international business perspectives, participants strengthen both their technical expertise and their ability to apply data-driven and AI-ready thinking within complex organisational environments.

OVERVIEW

STRUCTURE

- Part-time hybrid formula
- Learning Mix: Core Courses and Connection with Practice
- Language: English
- Duration: 12 months
- Live online sessions: 2 evenings per week
- 2 Smart Weeks on campus in Bologna, 4 days each
- Online class schedule: 18.30 - 21.30

REQUIREMENTS

- Graduates with 3+ years of work experience
- Non-graduates with 5+ years of work experience

SELECTION PROCESS

- By appointment
- CV analysis
- Entry Test
- Motivational Interview

EQUIS ACCREDITED

LAYOUT

- Data Architecture & Ecosystem
- Python for Business
- Cloud Architectures
- Large Language Models
- Machine Learning & AI
- Data Visualization
- Creating Value with AI
- Data Risk Management
- Data-driven Marketing
- Supply Chain & Operations
- Finance and Fintech
- Reinventing Business with AI





CONNECTION WITH PRACTICE

PROJECT WORK

A hands-on capstone built around real data and business challenges proposed by companies in the BBS network. Teams work with faculty and industry mentors to develop concrete, data-driven solutions ready to generate impact.

SMART WEEK ON CAMPUS

Two in-person Smart Weeks to foster collaboration with peers and faculty, with company visits, applied activities and interaction with the BBS business network.

DATA TALKS

Engaging discussions with executives, data experts and industry leaders sharing strategic visions and perspectives on the evolving role of data and analytics.

FOCUS SESSIONS

Thematic sessions on emerging trends, advanced tools and practical applications in data management and analytics, connecting learning with real organisational needs.

INSIDE THE MASTER



«Data is the fuel that drives innovation and fuels business growth in the digital age.»

Gabriele Tazzari
Executive Director



«Businesses today need to analyze available data and interpret it to make predictions and guide strategic choices.»

Gabriele Tazzari
Academic Director



«The Master gave me a solid foundation in data analysis, statistics and machine learning, applied through real-world projects. Expert, supportive professors and a perfect mix of theory and hands-on learning.»

Katsiaryna Lukashenak
Product Manager, Box.com
Executive Master in Data Management and Business Analytics





MULTIPLYING OPPORTUNITIES

FEE AND FINANCIAL AID

- Company fee: 18.400 Euros + VAT
- Individual fee: 15.200 Euros + VAT

CONTACT OUR TEAM FOR MORE INFORMATION ABOUT:

- Reduced fees and scholarships
- Financing and payment plans
- Interprofessional funds and corporate welfare



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