

# MENTION BUSINESS INTELLIGENCE

## MASTER BEHAVIORAL AND DIGITAL ECONOMICS FOR EFFECTIVE MANAGEMENT (BDEEM)

Taught in English

A program to train **future leaders and academics** in economics and management to a **high level of expertise** in the intersection between **applied economics, management, behavioral tools and digital technologies**.

### Outline of the Program

- A highly specialized and interdisciplinary Master's degree program, in complete connection with **applied research in behavioral economics** developed at the UBFC.
- Develop the skills to evaluate **research findings** and to relate them to **practical applications and solutions**.
- Be able to identify and mobilize the **relevant tools** in an **organizational and/or operational context**.
- Be able to identify and understand the **data required** and **approaches necessary** to uncover and support **behavioral solutions** to a problem.

### Program description

The BDEEM Master's program

- Is a consecutive four-semester International Specialized Master of Science (M.Sc.) degree program taught in English

- Offers students a unique and future-oriented program structure in France with a specific behavioral and digital orientation
- Is taught by scientists and researchers teaching modules in complete connection with their own research in the field: all researchers in behavioral economics, information and communication technologies (ICT) and information systems (IS), as well as management from the University of Bourgogne-Franche-Comté (UBFC). They are currently working in the CRESE research department at the University of Franche-Comté (UFC) and CREGO research department and the IAE (business department) at the University of Burgundy (UB)
- Collaborates with corporate partners applying behavioral and digital tools in management
- Offers students the possibility of a semester abroad with distinguished foreign universities

### Studied courses/program curriculum

Semesters 1 and 2 (at the University of Franche-Comté, Besançon) integrate main elements of economics, competition policy, public policy, industrial Organization with a focus on the contribution of behavioral economics. They include studies in:

- Statistics and Data Analysis
- Public policy
- Economics and finance
- Game theory

Semesters 3 and 4 (at IAE Dijon) integrate main tools and theories in management with a particular focus on Consumer psychology and Business Intelligence, taking into account the impact of behavior-in decision-making.

During their 2nd and 4th semester, students are required to participate in internships and write their master's thesis (written individually under a researcher's supervision) about a relevant topic in one of the participating research departments.

- All course formats are highly interactive and will be partly conducted as so called "project courses" in collaboration with companies.
- Some courses will mainly be conducted using experimental economics games and infrastructures by researchers of the team.

- Pedagogical approach emphasizes connections with the corporate world (courses taught by professionals, mandatory works placement, consulting projects, etc.)

		ECTS	Volume	Composantes	
Semester 1	U1	Technical tools	6		
		Applied statistics OR applied econometrics (1 option to choose) M1	3	21	CRE SE
		Data Analysis	3	18	CRESE
	U2	Strategic economic tools	6		
		Microeconomics of strategic behavior	3	18	CRESE
		Game theory / Théorie des jeux (15HCM + 6HTD)	3	21	CRESE
	U3	Competition in Markets	6		
		Theory and Practice of Auctions and Procurement M2 (+ 3h behavioral non mutual)	3	24	CRESE
		Cartel Behaviors and Competition Policy M2	3	21	CRESE
	U4	Technical and strategic determinants of firm performance	6		
		Diagnostic et analyse stratégique des marchés M2	3	21	CRESE
		Performance Measurement: Key performance Indicators M2	3	12	CRESE
	U5	Business and competitive intelligence	6		
		Research seminar in Business / Competitive Intelligence	3	21	IAE et CRESE
		Big Data, Business Intelligence (12HTD + 12HCM) M2	3	24	CRESE
		Information Systems Management	3	14	CRESE

		ECTS	Volume	Composantes	
Semester 2	U1	Economic strategic interaction	6		
		Contracts and Incentives, private and public economics	3	18	CRESE
		Industrial Organization au choix M1 eachat ou M1 IE	3	21	CRESE
	U2	Experimental behavioral economics			
		Experimental economics, Markets and Negotiation M1 eachat	3	21	CRESE
		Behavioral and Experimental Economics M1 IE	3	18	CRESE
	U3	Advanced Behavioral Economics	6		
		Economics of Discrimination, Gender and Stereotypes	3	15	CRESE
		Nudge Economics	3	15	CRESE
	U4	Know-how and soft skills	6		
		Business Games (PT)	3	35	CRESE
		Personalized professional project	3	9	CRESE
	U5	Internship Module	6		
		Master Thesis	3		
		Internship	3		

		ECTS	Volume	Composantes	
Semester 3	U1	<b>Intercultural management</b>	<b>6</b>		
		Managing Cultural Diversity	2	10	IAE
		Introduction to Intercultural Communication	2	12	IAE
		Culture and area studies	2	9	IAE
	U2	<b>Applied Strategic Games</b>	<b>6</b>		
		Decision Making - Business Game	3	20	IAE
		Project Management	3	12	IAE
	U3	<b>Financial Skills</b>	<b>6</b>		
		Financial Accounting	3	10	IAE
		Foundations of Finance	3	20	IAE
	U4	<b>Strategic Behavior</b>	<b>6</b>		
		Strategy	3	20	IAE
		Marketing	3	20	IAE
	U5	<b>General Skills in Management</b>	<b>6</b>		
		Management Accounting	3	20	IAE
Human Resources Management and Business Ethics		3	20	IAE	

		ECTS	Volume	Composantes	
Semester 4	U1	<b>Special topics in management</b>	<b>6</b>		
		Entrepreneurial finance	1	10	IAE
		Management and organizational theories	3	20	IAE
		From consumer behavior to management of consumer experience	2	14	IAE
	U2	<b>Internship module</b>	<b>24</b>		
		Internship and defense	24		

## Entry requirements

The main goal is to attract highly talented and ambitious French students from UBFC, as well as students from all over the world with a background in science, business, social sciences, economics, finance, political science, psychology, sociology, neuroscience, computer science or other integrated programs. The Master will benefit from international agreements with foreign universities of the UFC and the UB-IAE.

Applicants must hold a Bachelor's Degree or License (180 ECTS) in science (mathematics, computer science, engineering, statistics and data analysis etc...), in economics and management, or other human sciences.

The application file must have:

- A detail CV
- Diplomas with individual marks in different studied courses
- A cover letter and possibly a recommendation letter

Candidates for whom English is not their mother tongue must have a good level in written and oral English (courses and exams are in English).

Such a document is not necessary for candidates for whom English is their mother tongue, or who have validated a minimum of one semester in English during their Bachelor of Science. However, in both cases, the candidates must absolutely mention it in their application file.

Candidates should also preferably have a basic level in French.

Several criteria will be taken into account for the selection:

- diplomas, grades,
- a strong interest for the sector adds value to your file. This interest can be shown by an experience in this field (internship, project, and experiences) and/or explained in the cover letter. This will be even more important if you are planning to take your studies back or change your field of study,
- the professional project.

You might be invited to an interview with the heads of the Master.

## Future career prospects

### THE BDEEM Master

- provides its graduates with various career perspectives in management, as well as in all industries extensively using digital technologies and in need of behavioral tools but also in academia
- allows students to benefit from an internship placement support, a mentoring program, and numerous services support.

### The graduates

- will act in jobs such as global strategists, analysts in counselling companies, chiefs in marketing services, management consultants, government officials, economists in banks and financial organizations, human resources managers, etc.
- can also do a PhD in Economics or in Applied Economics and Management.

## Program Coordinator/Contacts

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## Program partners

The UFC and IAE-Dijon have more than 300 international partner agreements, which can benefit the BDEEM Master. In particular, they have ERASMUS+ exchanges with:

- Austria (Graz)
- Spain (The Laguna)
- Romania (Craiova)
- Switzerland (Neuchâtel)
- Germany (Freiburg)

The International Relations Department can welcome foreign students and help them to find accommodation.