**The specialisation in Business Analytics enables you to**

* design database systems for analysis of big data
* perform data mining using classification and prediction algorithms as well as clustering and rule association approaches
* model and optimise business decisions using AI techniques, mathematical programming, constraint programming and meta heuristics.

**Career prospects**

The industry has a strong focus on big data, analytics, and AI these days. The business analytics specialization enables you to apply for data science jobs in the finance industry and basically any other industry working with large datasets (e.g., the retail and maritime sector). You can also pursue a PhD in the field and make a start-up, go academic, or work for one of the large vendors of business intelligence software such as Microsoft, SAS, SAP, and IBM.

**Prerequisites**

The are no formal requirements for the specialisation, but students are expected to know:

* Discrete mathematics
* Basic programming skills.

If you do not have knowledge within these areas before starting the specialisation, you can choose [Discrete Mathematics](https://mit.itu.dk/ucs/cb/course.sml?course_id=1921927&mode=search&goto=1494226494.000), [Introductory Programming](https://mit.itu.dk/ucs/cb/course.sml?course_id=1921933&mode=search&goto=1494226494.000) and/or [Programming Workshop](https://mit.itu.dk/ucs/cb/course.sml?course_id=1921941&mode=search&goto=1494226494.000) for your elective during the first or second semester.

**Project supervisors**

The following members of faculty have teaching or research experience that relate to the specialisation. You can contact them if you want to pursue the specialisation's topic area in a project or in your thesis.

* [Rune Møller Jensen](http://www.itu.dk/people/rmj/pmwiki/)
* [Rasmus Pagh](http://www.itu.dk/~pagh/) (Big data and algorithms)
* [Dan Witzner Hansen](https://pure.itu.dk/portal/en/persons/dan-witzner-hansen(5ad9c220-e37f-443a-8a31-fc4abf365db5).html) (Data mining)
* [Philippe Bonnet](https://pure.itu.dk/portal/en/persons/philippe-bonnet(19e8d8f1-16b3-457d-b02b-89d9ce850c30).html) (Big data/databases)
* [Sebastian Risi](https://pure.itu.dk/portal/en/persons/sebastian-risi(a420ffb3-2ca6-4925-a25f-baaa5228fc15).html) (Data mining)

**Specialisation contact person**

[Rune Møller Jensen](http://www.itu.dk/people/rmj)

Contact Rune if you want to know more about the specialisation contents or its prerequisites.