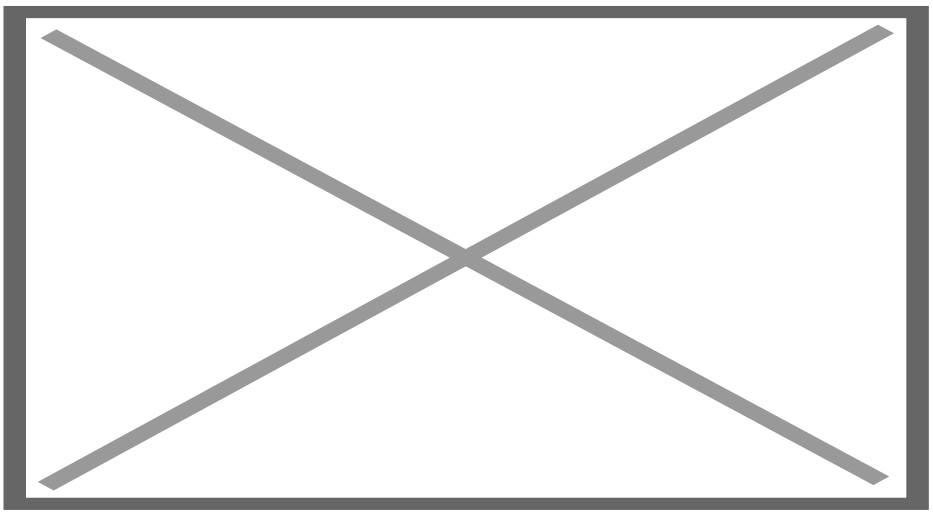
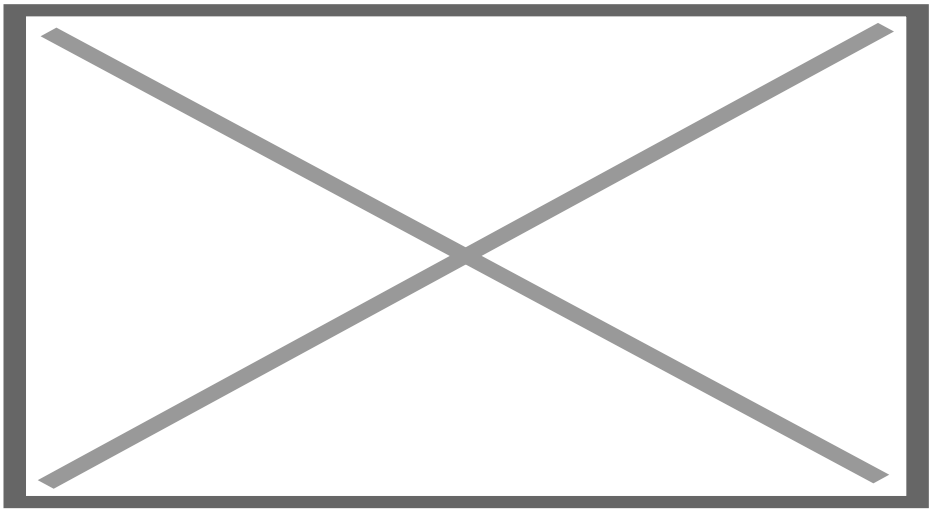
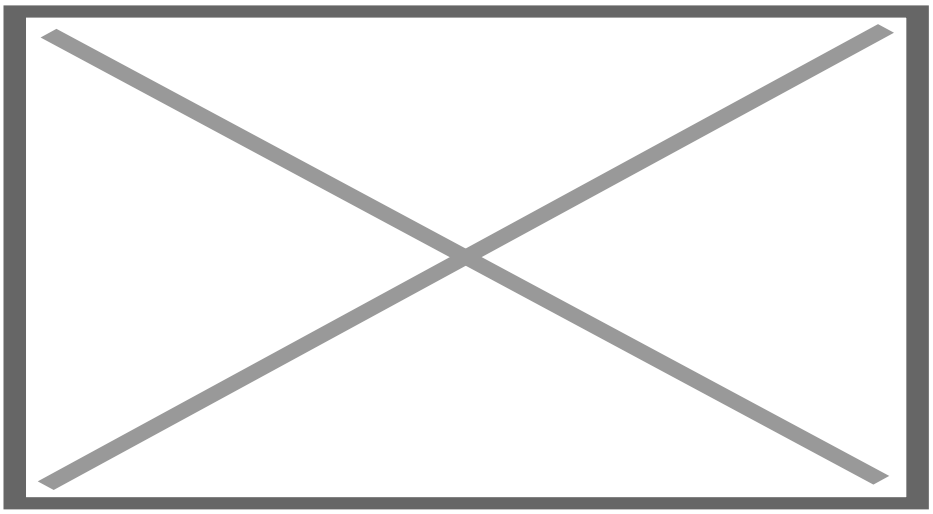
Université Paris-Saclay
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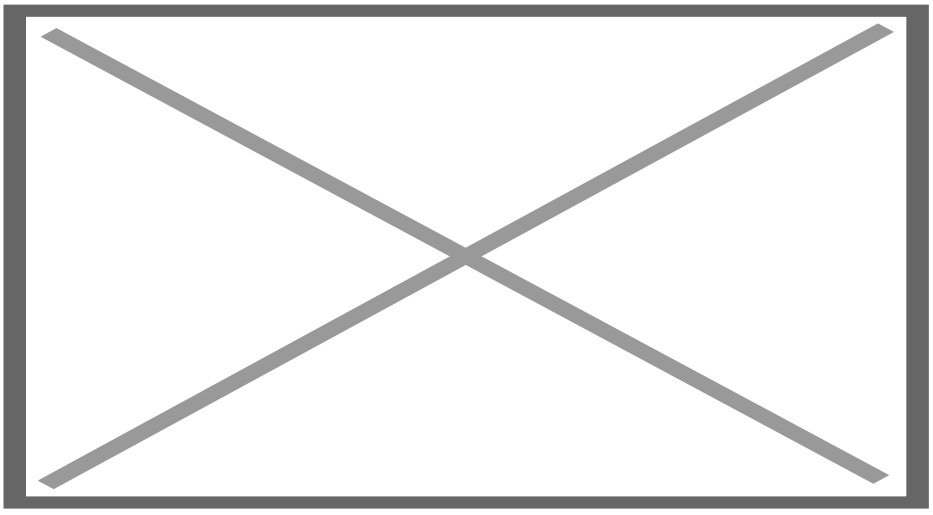
M2 Innovation, Marchés et Science des Données (IMSD)

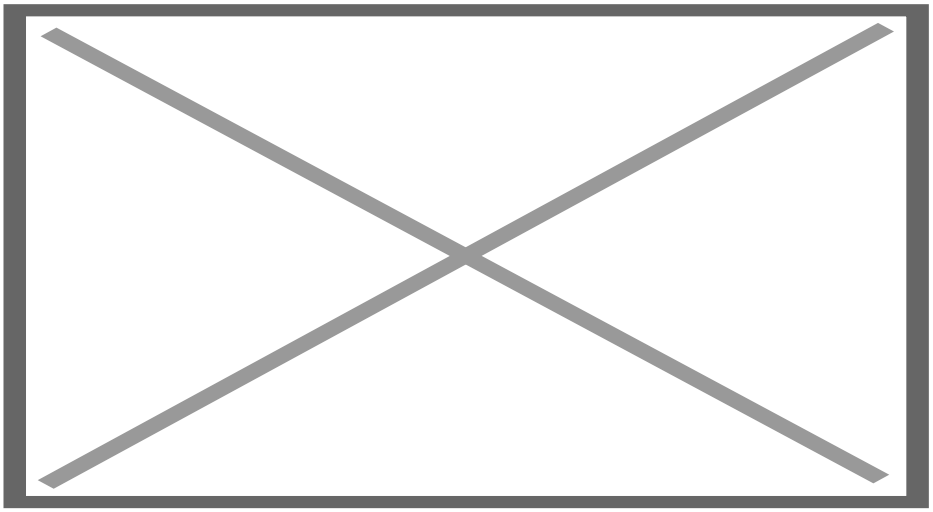
Master's degree
Specialisation Innovation, Enterprise and Society
Enrolment type
Formation initiale
Contrat de professionnalisation
Formation en apprentissage
Formation continue
Language(s) of instruction
French
Télécharger la fiche détaillée
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Information

- Overview
- Application requirements
- Schedule

Présentation

Objectives

The Innovation, Markets and Data Science program is aimed at students wishing to acquire expertise at the intersection of economic analysis, marketing and quantitative techniques. This involves having the keys to understanding the logic of a market innovation, in particular the economic models accompanying the dissemination of information and communication technologies as well as mastering the quantitative tools of marketing and big data. The main objective of the program is to provide the skills necessary to exercise the professions of data scientist, big data architect, Business Intelligence analyst, Customer Knowledge analyst or quantitative marketing specialist. The Master involves both acquisition of solid academic foundations and the direct professional integration by a 12 months work-study contract (contrat d’alternance) within the private companies or public institutions. Courses are provided both by professors of University of Paris Saclay and high-level professional speakers

Admission

Capacity

Available Places

25

Target Audience and Entry Requirements

Les candidats doivent être titulaires d'un niveau M1 reconnu équivalent à la formation universitaire (université, écoles de commerce ou d'ingénieur): dans le domaine de l'économie, de la gestion, du commerce

ou de la vente (université ou école de commerce); dans une formation technique (mathématiques, informatique, statistique, ingénieurs) manifestant un intérêt pour les sciences des données, l'économie et le marketing quantitatif. Les pré-requis en économie, statistique et économétrie sont souhaitables.

Période(s) de candidature

Inception Platform

From 15/03/2026 to 15/06/2026

Supporting documents

Compulsory supporting documents

Copy of passport.

Motivation letter.

All transcripts of the years / semesters validated since the high school diploma at the date of application.

Certificate of French (compulsory for non-French speakers).

Curriculum Vitae.

Additional supporting documents

TOEFL.

TOEIC.

Certificate of English level.

Certificate of English level (compulsory for non-English speakers).

Detailed description and hourly volume of courses taken since the beginning of the university program.

VAP file (obligatory for all persons requesting a valuation of the assets to enter the diploma).

Document indicating the list of local M2 choices available here : https://urlz.fr/i3Lo.

Supporting documents :
- Residence permit stating the country of residence of the first country
- Or receipt of request stating the country of first asylum
- Or document from the UNHCR granting refugee status
- Or receipt of refugee status request delivered in France
- Or residence permit stating the refugee status delivered in France
- Or document stating subsidiary protection in France or abroad
- Or document stating temporary protection in France or abroad.

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practica class
Olap, Multidimensional Databases, NoSQL	2	Semestre 1	24					
Charger le détail								
Introduction to Big data	2	Semestre 1	18					
Charger le détail								
SQL (remise à niveau)	0	Semestre 1	18					
Charger le détail								
Linux	1	Semestre 1	12					
Charger le détail								
Scala	1	Semestre 1	12					
Charger le détail								
Python for Data Science	3	Semestre 1	28					
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le c
Market structures and industrial organization	3	Semestre 2	21	14					
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le c
CRM-Customer Relationship Management	2	Semestre 2	18						
Charger le détail									
English TOEIC	2	Semestre 2	24						
Charger le détail									
Data Virtualization	2	Semestre 2	18						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea c
Advanced econometrics	2	Semestre 2	18						
Charger le détail									
Time series econometrics	2	Semestre 2	18						
Charger le détail									
Complex models for customer satisfaction	2	Semestre 2	21						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
Internship	12	Semestre 2							
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le c
Statistical and Numerical Method in Python	2	Semestre 1	18						

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le c
Charger le détail									
Data Vizualisation	1	Semestre 1	12						
Charger le détail									
Statistics and Econometrics	2	Semestre 1	18						
Charger le détail									
Data mining	2	Semestre 1	24						
Charger le détail									
Scoring	2	Semestre 1	21						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Data architecture	2	Semestre 2	21					
Charger le détail								
Multicollinearity and PLS regression	1	Semestre 2	14					
Charger le détail								
Multi-core system tools	2	Semestre 2	24					
Charger le détail								
Deep Learning	5	Semestre 2	42					
Charger le détail								
machine learning in python	5	Semestre 2	42					
Charger le détail								

Teaching Location(s)

EVRY

Contact

- **Ekaterina Kalugina**

http://www.jm.universite-paris-saclay.fr/formation/master/innovation-entreprise-et-societe/m2-innovation-marches-et-science-des-donnees-imsd