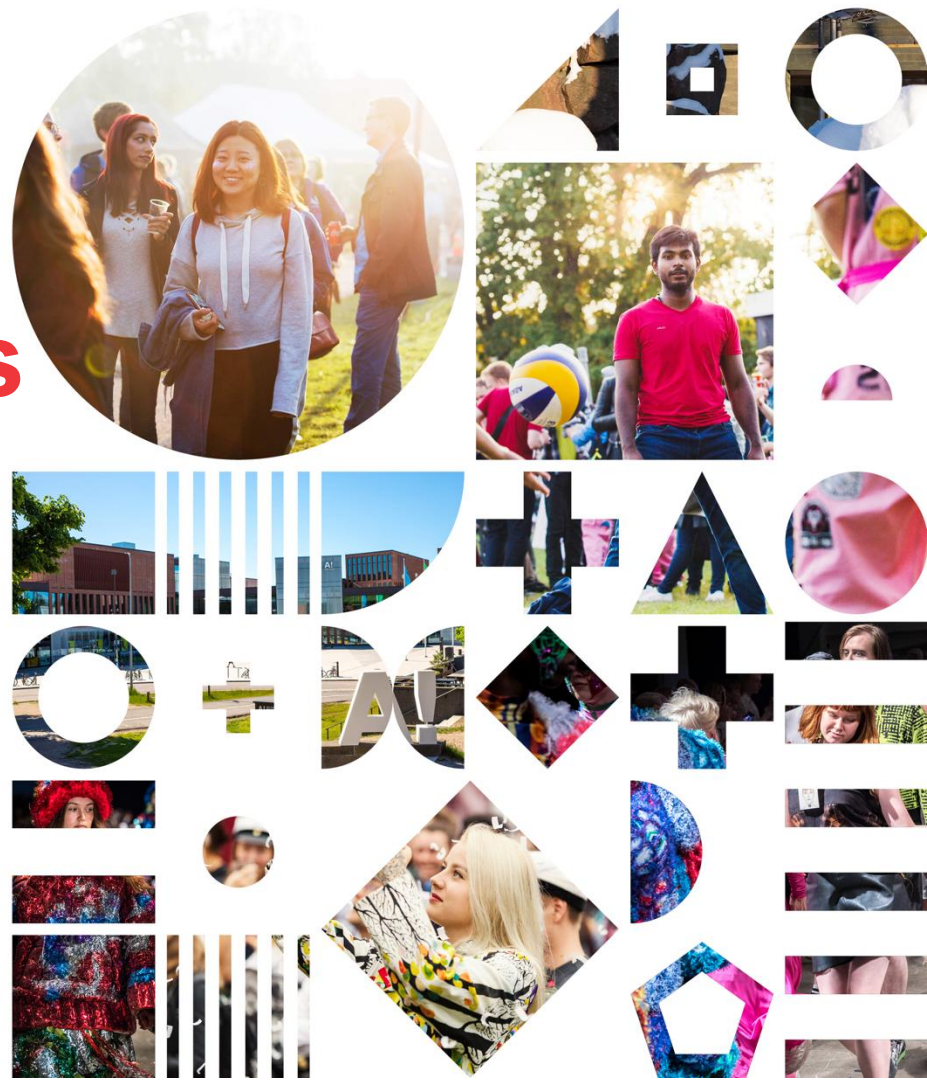


Welcome (new) Business Analytics students!

**Master's programme in Business
Analytics (25/08/2026)**

Programme Director Juuso Liesiö

Planning Officer Anna Kuparinen



Who are we?



Prof. Juuso Liesiö

**Director of Master's
programme in
Business Analytics**

juuso.liesio@aalto.fi



Anna Kuparinen

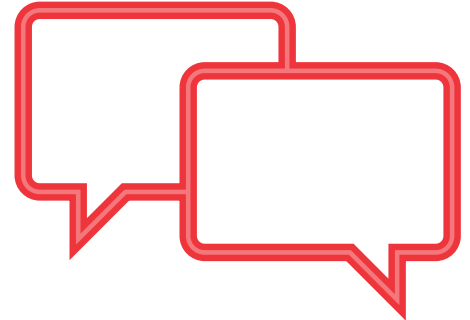
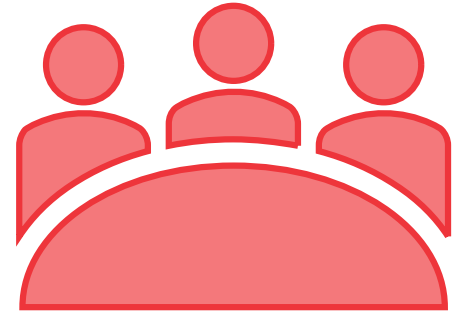
**Planning officer of the
Master's programme in
Business Analytics**

programmes-biz@aalto.fi

Get to know each other

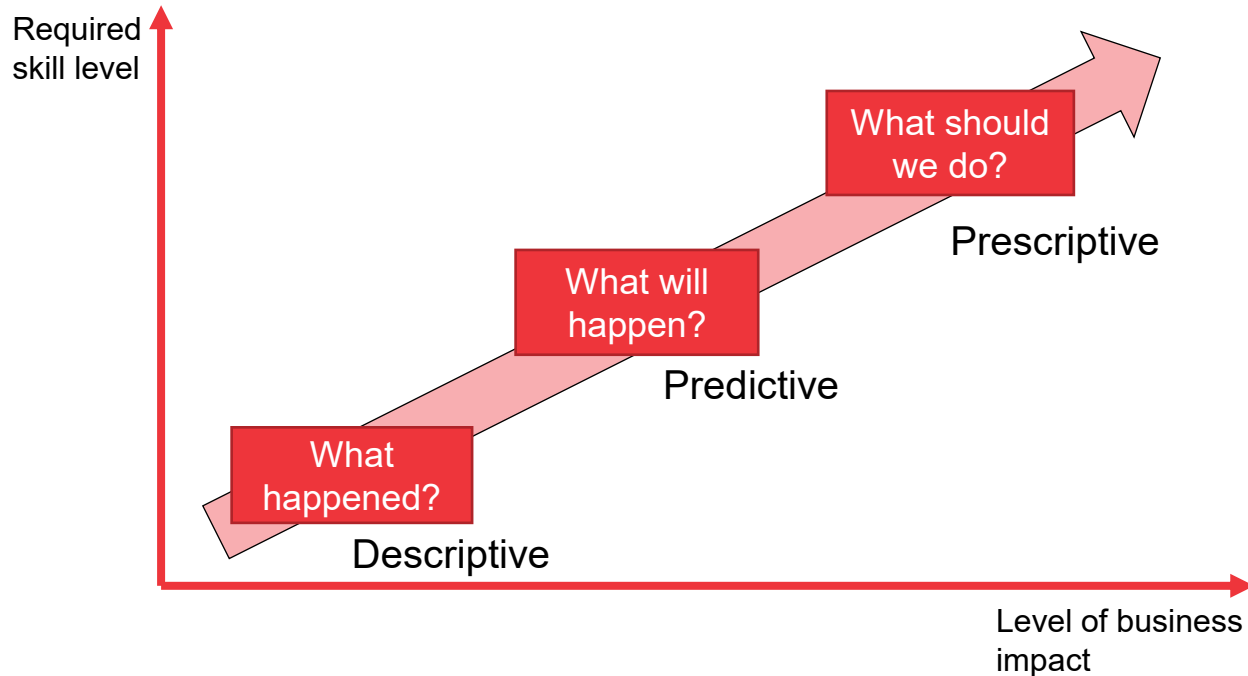
In groups of 3-4 discuss (4 min):

- 1. Who are you?**
- 2. Where are you from?**
- 3. Are you a new or a continuing BA student?**
- 4. Mention some happy memory from the summer**

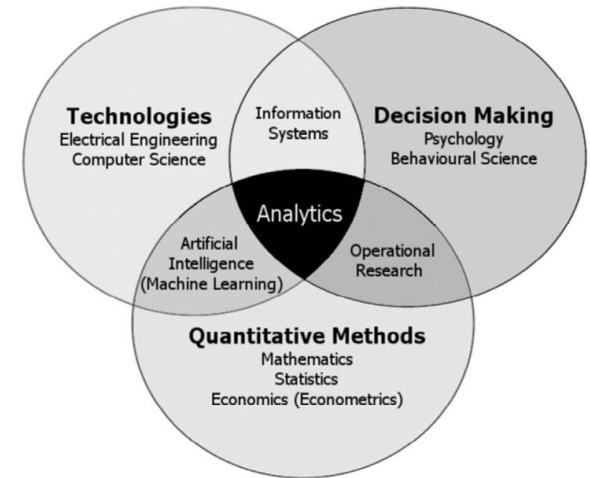


Business Analytics

Business Analytics: Better decision making through the utilization of analytical models and data (i.e., statistics, optimization, machine learning, simulation, decision analysis, game-theory)



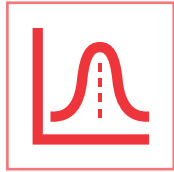
Source: Kart, L. "Advancing analytics", Gartner Inc. (2012)



Mortenson, Doherty, Robinson (2015).
"Operational research from Taylorism to Terabytes", *European Journal of Operational Research*

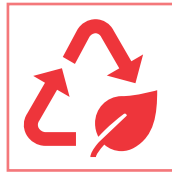
Program Contents

You will learn



Knowledge of business analytics

Graduates possess in-depth knowledge on analytics theory, models, methods, and tools, and how analytics and data produce added value in different application domains.



Understanding of sustainability and ethical aspects

Graduates understand how sustainability aspects can be incorporated into analytics models and tools and are aware of ethical issues related to the use analytics.



Communication, leadership, and team working skills.

Graduates have the necessary skills to successfully carry-out analytics development and deployment in diverse organizations.



Problem solving, analytical thinking and decision-making skills

Graduates are critical thinkers who can develop and deploy analytics models and tools to support data-driven problem solving and decision-making.

BA programme structure

Total 120 ECTS

Programme studies 87 ECTS

**Core analytics
studies
36 ECTS**

**Thesis + seminar
33 ECTS**

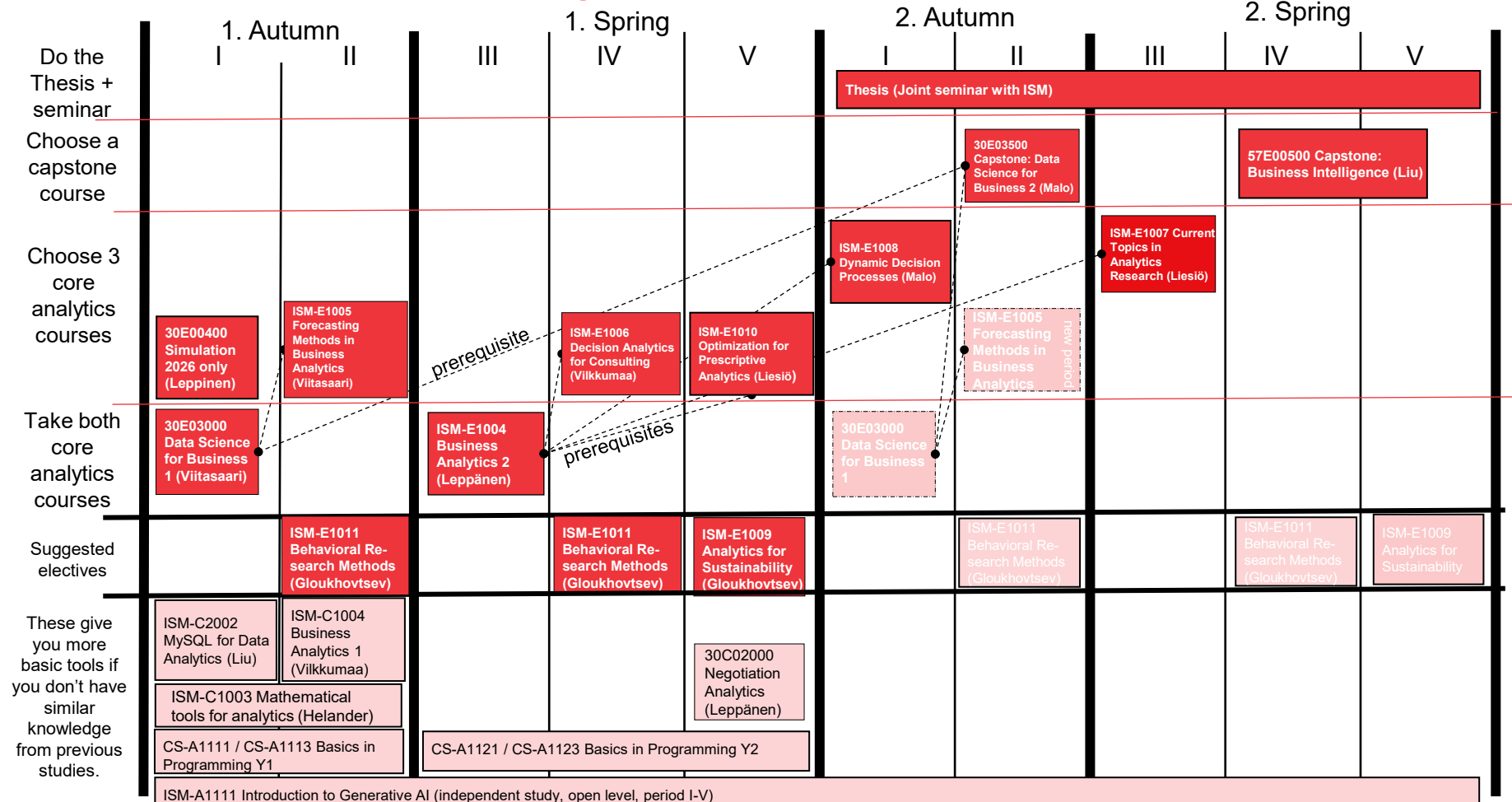
**Application-focused analytics
studies 18 ECTS**

Elective studies 33 ECTS

Elective studies can include:

- **Additional core analytics courses or application-focused analytics courses**
- **Minor (exchange studies, ITP, minor from another field or another university)**
- **Courses from other fields, other schools of Aalto, MOOC courses, language studies, internship**

Core analytics studies and the thesis



Application-focused analytics studies

Accounting Analytics, Marketing Analytics and Supply Chain Analytics, Information Systems

Choose 18 ETCS of courses

ABL-2606	Data Protection
ABL-C1102	Hands-On Analytics on Accounting Information Systems
ABL-C1103	Data Analytics for Accounting and Audit
ABL-E1300	Big Data Analysis in Accounting
21E00052	Data-Driven Business
MARK-E0047	Digital Marketing Communications
MARK-C6000	Market Intelligence and Customer Insights
MARK-E0046	Digitalisation of Markets and Consumption
MARK-C0065	Managerial Marketing Analytics with AI2
MARK-E0080	Data-driven Marketing
ISM-E3003	Operations and Supply Chain Analytics
ISM-E3004	Revenue Management and Demand Analytics

35E00550	Quality and Performance Management
35E02000	Procurement and Strategic Sourcing D
ISM-E3005	Capstone: Supply Chain Improvement Project
ISM-E1009	Analytics for Sustainability
37E00200	Strategic Information Technology Management
ISM-E2008	Systems Dynamics Modeling in Information Systems
ISM-E2005	Digital Service Product Management
ISM-E1011	Quantitative Behavioral Research
ISM-C3002	Operations and Supply Chain Risk Management
ISM-C5000	Operaationhallinta ja analytiikka julkisella ja kolmannella sektorilla

Accounting Analytics

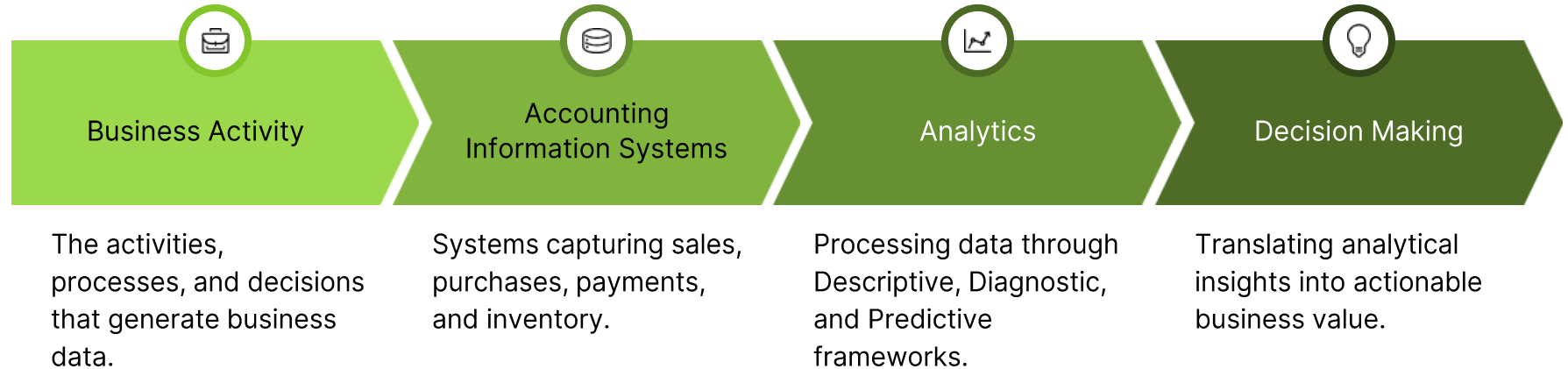
Department of Accounting & Business Law

Aalto University School of Business, 2026–2027

Lecturer Hamed Salehi



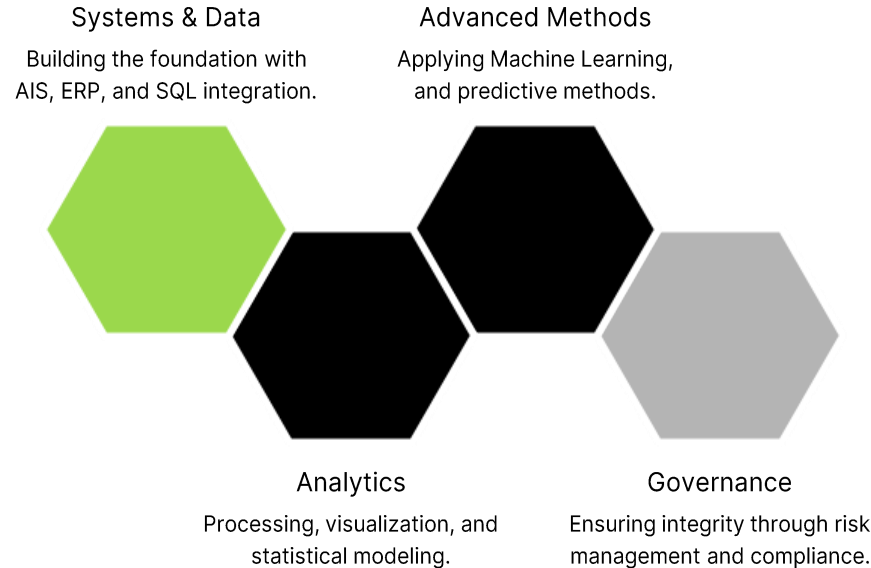
Why Accounting Analytics?



Combine business understanding with data, programming and analytical methods to explain performance, identify patterns, predict outcomes and support decisions.

What makes this track different?

From how business data is generated to how it is analysed, interpreted and governed



A robust, end-to-end chain from business data generation to responsible, evidence-based decision-making.

The Accounting Analytics Offering

An integrated offering from business systems to advanced analytics and governance

Core Competencies in Accounting Analytics



Hands-On Analytics on Accounting Information Systems

[ABL-C1102](#)

Period IV

Learn how business data is captured in AIS/ERP systems
Build skills in databases, SQL, controls and risk



Data Analytics for Accounting & Audit

[ABL-C1103](#)

Period III

Apply analytics to accounting and audit data
Move from raw data to decision-relevant insights



Big Data Analysis in Accounting

[ABL-E1300](#)

Period IV

Handle large and heterogeneous data
Scale analysis using machine learning and forecasting



Data Protection

[ABL-E2606](#)

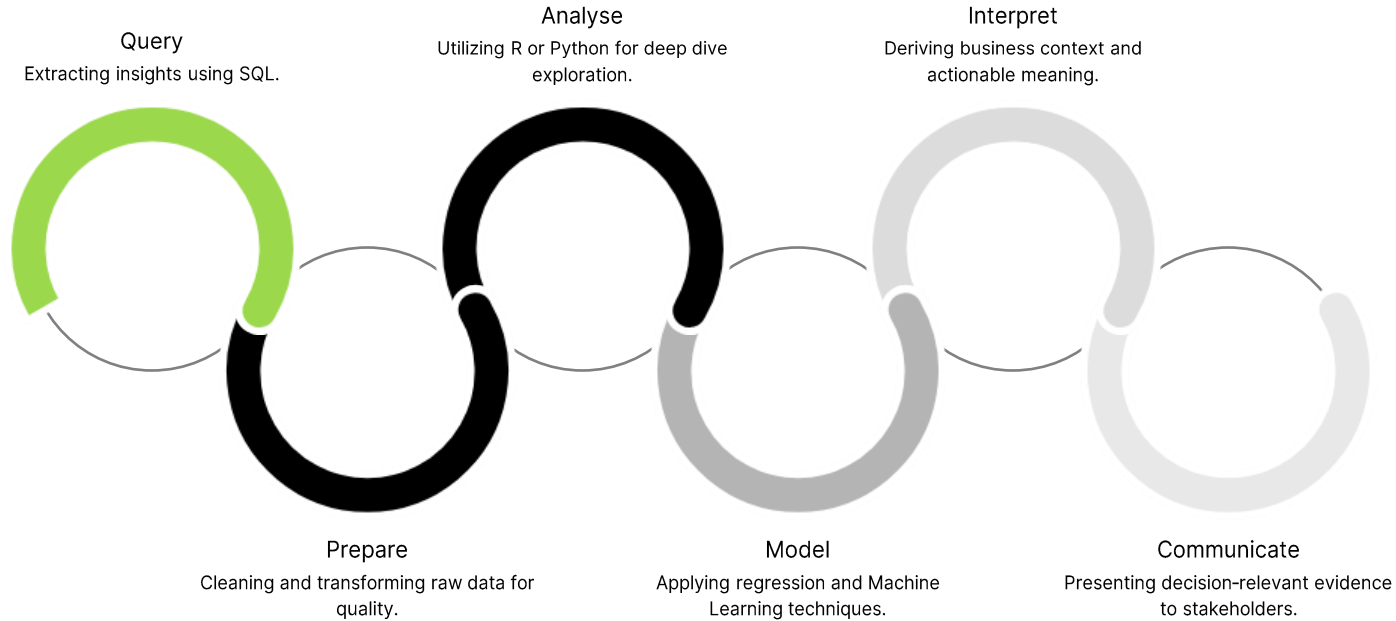
Period I

Understand the legal framework for data use
Apply data-protection principles responsibly

BUILDING DOMAIN EXPERTISE FOR ANALYTICS-DRIVEN DECISION-MAKING

Six Action Elements of Analytics

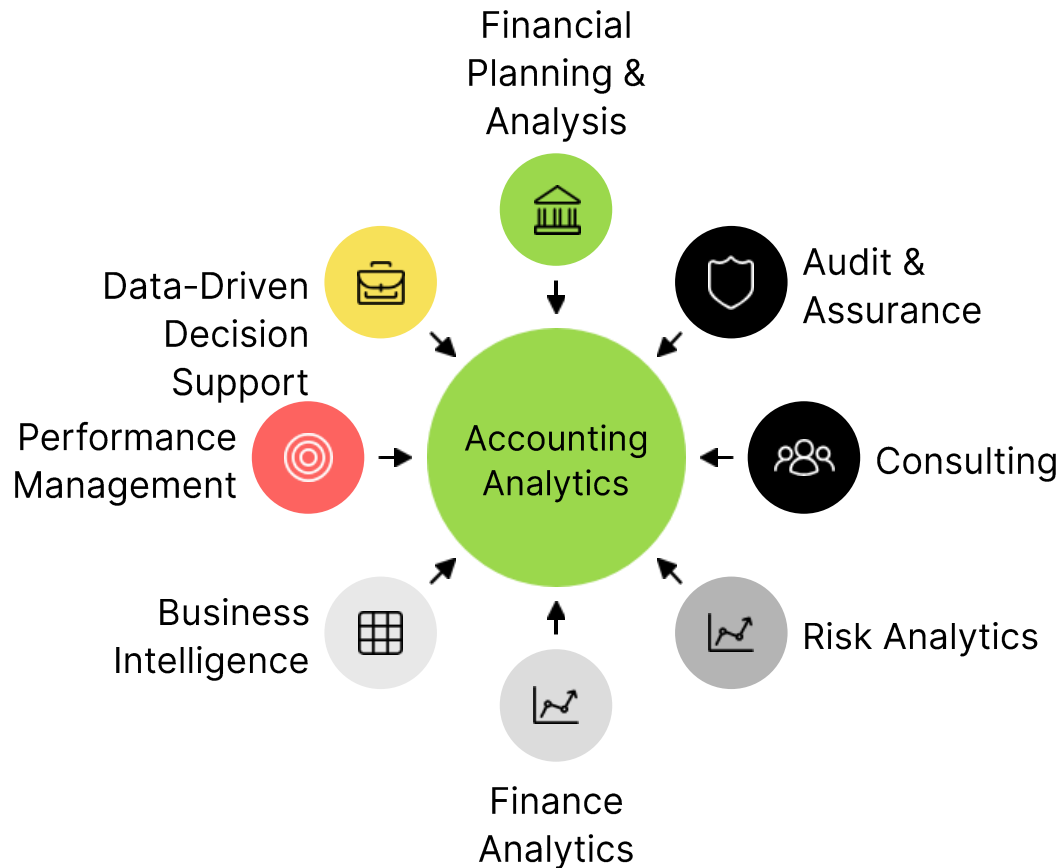
Mastering the end-to-end analytics lifecycle



Integrating controls, risks, and legal constraints across every phase.

Where the Combination Matters

The Intersection of Business, Accounting, and Data



If you want to use analytics to understand business performance and support real decisions, Accounting Analytics is where business, data and analytical methods come together.

Supply Chain Analytics

Seongtae Kim

Associate Professor



Aalto-yliopisto
Kauppakorkeakoulu

Fifth of all global CO2 emissions come from the supply chains of large multinational companies such as Total, BP and Coca Cola, study finds

- Report reveals the scope of big companies' power in climate change prevention



Cadbury faces fresh accusations of child labour on cocoa farms in Ghana

DHL says supply chain must drive move to circular economy

January 26, 2022 • 5 mins

Supply chains + Add to myPT

Supply chain managers in demand as businesses hit by shortages

THE BIG SUPPLY CHAIN TALENT SHORTAGE

Climate change will disrupt supply chains much more than Covid — here's how businesses can prepare



Special Report UK's Leading Management Consultants
Supply chain bottlenecks: 'It's been nuts'

...“It's been absolutely nuts,” says Brian Higgins, head of KPMG's U supply chain and operations practice...



Apple Inc

Apple forecasts up to \$8bn hit from supply chain problems

...Apple executives warned that the group could sustain a hit of up to \$8bn in the current quarter from headwinds including supply chain shortages and factory shutdowns in China, underscoring how the challenges...

Supply chain traceability – the next revolution?

November 2022 | FEATURE | BOARDROOM INTELLIGENCE

Supply Chain Analytics Market Statistics - 2027

The global supply chain analytics market size was valued at \$4.53 billion in 2019, and is projected to reach \$16.82 billion by 2027, growing at a CAGR of 17.9% from 2020 to 2027. Supply chain analytics targets to improve operational efficiency and effectiveness by enabling data-driven decisions at strategic, operational, and tactical levels. It incorporates virtually the complete value chain including sourcing, manufacturing, distribution, and logistics. Supply chain analytics helps in increasing

A Tech 'Golden Age' Awaits Supply Chains Limping Out of the Pandemic

- Investors injecting \$9 billion a quarter into logistics tech

A?

Aalto-yliopisto
Kauppakorkeakoulu

SCM knowledge + Analytics skills = ???

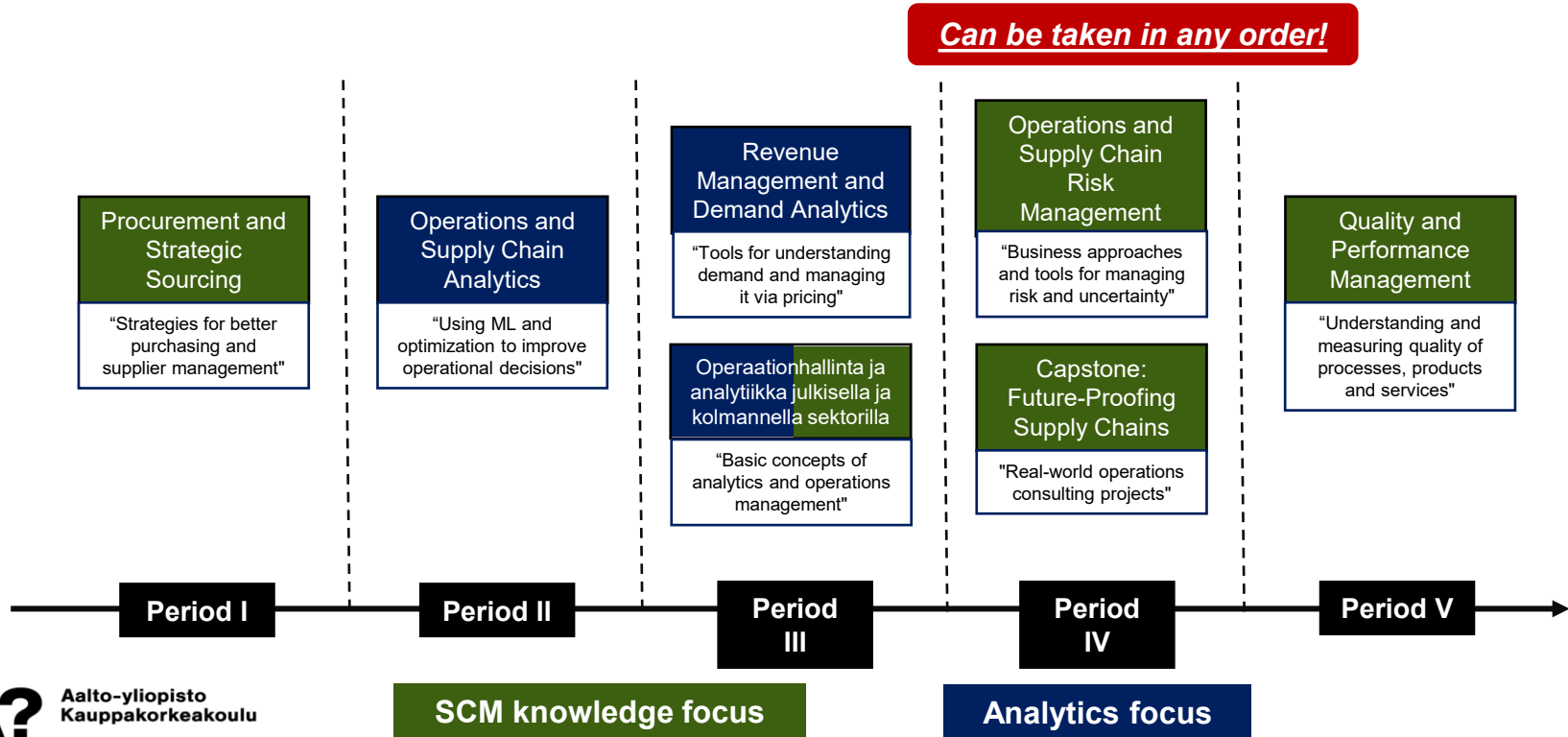
Traceability and **digitalization** are big trends in SCM – both creating new and exciting opportunities to apply analytics!

Describe – predict – prescribe...
...to create more **sustainable** and **resilient** supply chains

Example application areas for SC analytics



Choose courses that interest you most



Information Systems

Associate Professor
Yong Liu



Aalto University

Strategic Information Technology Management (37E00200) 19.10.-3.12.

Towards a long-term strategic view for managing IT resources

Analytical skills

- Learn useful conceptual frameworks for analyzing strategic decisions on IT
- Understand the intertwining nature of system choice and process outsourcing

Current topics

- Future maintenance obligations of agentic AI (i.e., technical debt)
- Ensuring “human stays in the loop” while harnessing efficiency gains of AI

Learning experience

- Learn through case work and negotiation assignments
- Final exam

Capstone: Business Intelligence, Contact teaching (57E00500), 1.3.2027-25.4.2027



Core Learning Objectives

- **Data Visualization:** Master enterprise dashboarding and storytelling using **Power BI** and **Tableau**.
- **No-Code Analytics:** Leverage **Weka** to apply advanced machine learning and data mining without programming.
- **Strategic Leadership:** Navigate the real-world challenges faced by data leaders (**CDOs**) in managing team resources and scaling projects.



Dynamic Learning Experience

- **Software-Driven Labs:** Apply theories directly through hands-on analytic assignments.
- **Industry Engagement:** Access high-impact events like the **Aalto-UTU-Tableau Data Challenge** (*Optional*).

Marketing Analytics

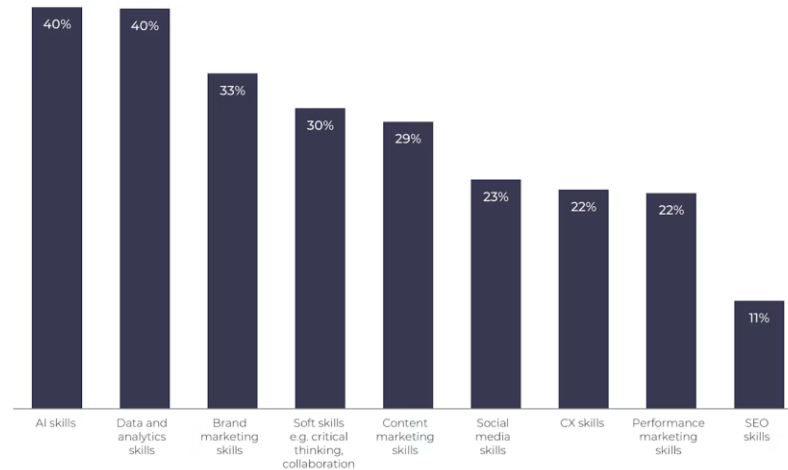
Lecturer Alexei Gloukhovtsev



Aalto University

Marketing is now A DATA ANALYTICS JOB

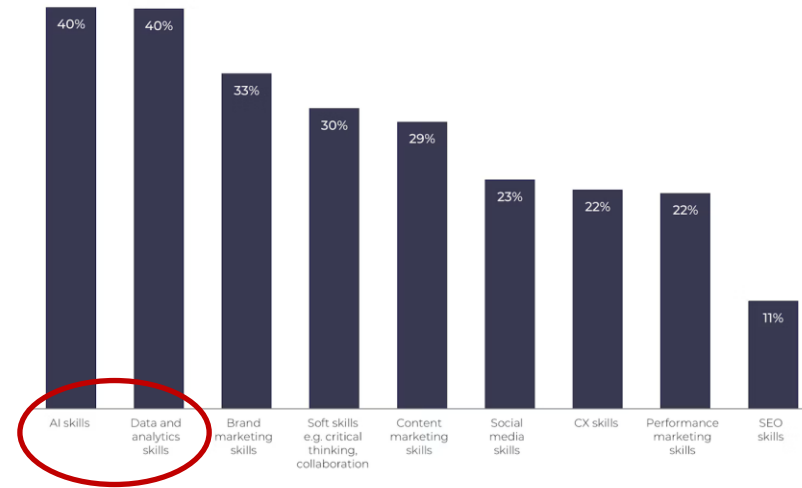
Figure 5: To be fit for purpose for the next two years, which skills areas do you think it is most important for marketers and marketing teams to develop? Select up to three



Source: Econsultancy's Future of Marketing survey | Sample: 618

Marketing is now A DATA ANALYTICS JOB

Figure 5: To be fit for purpose for the next two years, which skills areas do you think it is most important for marketers and marketing teams to develop? Select up to three



Source: Econsultancy's Future of Marketing survey | Sample: 618

Five courses across one academic year

 Market research and analytics

 Digital marketing

PERIOD I


**Market Intelligence and
Customer Insights**

MARK-C6000

PERIOD II


**Managerial Marketing
Analytics with AI**

MARK-E0046

PERIOD III


**Digital Marketing
Communications**

MARK-E0047

PERIOD IV


Data-driven Marketing

MARK-C0065


**Digitalisation of Markets
and Consumption**

MARK-E0046

What you will learn



Segment a customer base

Find the groups that behave differently, size them, and say which ones are worth chasing.



Prove marketing's impact

Attribution, campaign measurement and ROI: connect marketing spend to what the business actually got back.



Run the digital side

Plan, execute and measure across digital channels and communications.



Hear the customer

Interviews, experiments, surveys, and qualitative insights to understand the “why” behind the metrics.



Put AI to work

Use AI and machine learning inside a real marketing workflow, and judge when the output can be trusted.

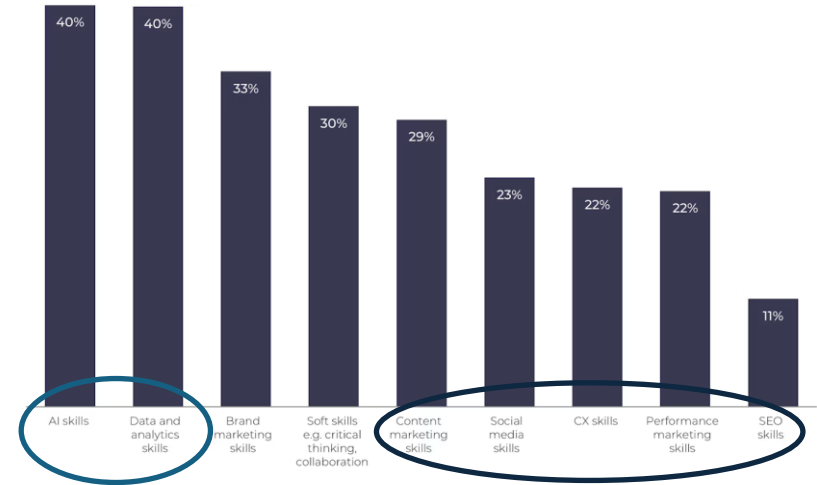
The courses cover all the bases



● Market research and analytics

● Digital marketing

Figure 5: To be fit for purpose for the next two years, which skills areas do you think it is most important for marketers and marketing teams to develop? Select up to three



Source: Econsultancy's Future of Marketing survey | Sample: 618

How to choose elective studies?

What are your own interests?

- What kind of jobs you are interested in?

Talk with the tutors

- Juuso Liesiö is your teacher tutor

Take intro courses

**Check also AaltoBT
subject club study path
examples**



aaltobt.fi

Minor program for the Digital Future

Information Technology Program (ITP)

School of Business

Information Technology Program (ITP)

Aalto University Information Technology Program (ITP) is a summer minor program (24 ECTS in 3 months). It brings students together from diverse backgrounds and all around the world to solve digital business problems. ITP combines business, design, and technology, and improves students future work-life skills.



www.aalto.fi/en/school-of-business/information-technology-program-itp

BA Master's theses

1. **Start thinking about the thesis topic during the 1st year courses**
2. **Start the seminar in 2nd year September or January - you do not need to know the thesis topic before starting the seminar**
3. **After the seminar's intro lectures contact a supervisor that suits the topic**

Examples of topics of completed BA thesis:

- **Determinants of central government employee turnover in Finland: A competing risk analysis**
- **Decision support model for cloud adoption strategy - a case study of a Finnish telecom company**
- **Solar potential in Helsinki – optimizing the allocation of solar panels on the roofs of Helsinki**
- **Determinants of central government employee turnover in Finland: A competing risk analysis**
- **Facilitating public procurement processes with multi-criteria decision analysis: Evidence from the HX Fighter Program**
- **Investigating the applicability of spatiotemporal transformer networks for air quality forecasting**
- **Empirical asset pricing via machine learning in the context of Nasdaq Helsinki**
- **Deep reinforcement learning in inventory control**



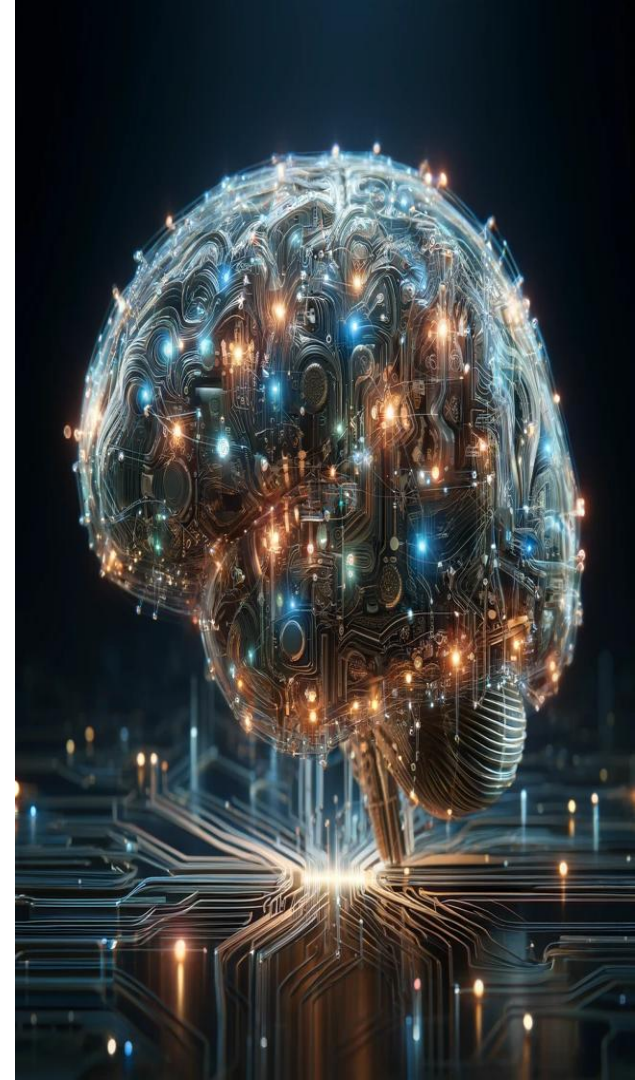
Learning and AI

It is you, not the AI, who is here to study for the degree

In some assignments use of AI is allowed, in some assignments not; ask the teacher if rules are unclear

Follow course-specific as well as general Aalto guidelines:

<https://www.aalto.fi/en/services/ai-for-aalto-students>



Planning your studies

- **Get started**
 - If you haven't: go through the materials with links sent by e-mail in August
 - Make sure: you have chosen now the courses you want to take in I period and you have registered to the courses

Study plan in Sisu

- Create your study plan in Sisu
 - Add 120-126 cr to have a draft
 - Time the courses evenly for periods (12 cr/period recommended)
 - Deadline for requesting approval in Sisu **31.10.**
 - Application is directed to Anna and she will approve the application or give comments.
- If you want to do more courses than 126 cr
 - you can add the course to the electives in order to register and remove later if you don't want to include them in the degree
- All the courses you have marked in the final study plan will be part of your diploma
 - until graduation you can change the courses in your plan

Where to seek advice?

- **Planning of studies:**

- Academic advisor: Juuso Liesiö
- Aalto BT club study paths online at: <https://www.aaltobt.fi/study-paths/>
- Guidance with study plan, general questions: Planning officer Anna Kuparinen
- Aalto.fi student guide (degree structure, general questions)

Career planning / motivation / wellbeing etc.:

- Support and guidance: <https://www.aalto.fi/en/support-services-for-students>
- Starting Point of Wellbeing, Career Design Lab, etc.

Sip & Share, faculty coffee for students

Next one is on Tuesday 1 Sep at 15.30-16.30 o'clock in classroom V001

Agenda:

- **Curriculum 2026-28**
- **New courses (teachers will present)**
- **Aalto BT study paths**
- **Coffee + something sweet 😊**

The subject club for BA and ISM programs

Aalto Business Technology



<https://aaltobt.fi/>



Aalto
Business Technology



What is Aalto BT ry?

- ❖ The largest subject club at Aalto University School of Business
- ❖ Founded in 2007, and currently has 900+ members
- ❖ We organize a wide variety of events related to networking, wellbeing, and partying
- ❖ We are responsible for student advocacy within the department
- ❖ We strive to build an open and welcoming community for all students





Wild West Sitz, 2026



After Exams, 4/2026



Study Trip, Dublin, 2019



Sunday Hike, 2021



Trucker Sitz, 2025

Events and excursions



Annual Ball, 2025



Career Dinner, 2026



BT x Prodeko Sitz, 2025



Accenture Excursion, 2026



Boat Party, 2023

In cooperation with



Study paths

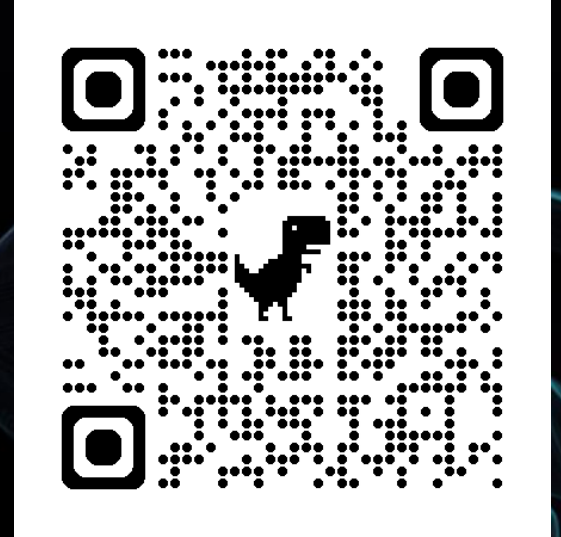
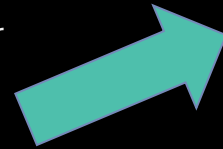
- ❖ ISM and BA are highly flexible degrees, and it can make course planning a bit overwhelming
- ❖ Aalto BT's study paths are designed to help you select your courses based on your career interests
- ❖ Not necessary to follow; you can mix and match courses across different paths or just use as inspiration!

Come to our *Sip&Share* session on 1st of September, from 15:30–16:30 in Lecture Hall V001, to learn more about it! :)



How to get involved

- ❖ Attend events - we have a wide variety so we encourage you to join every event!
- ❖ Board recruitment - elections for the BT Board '27 will start around December, so keep an eye out for that
- ❖ Access to our LinkTree to join our Telegram chats and give us feedback on anything regarding your experience in ISM



If you have any questions:

Please don't hesitate to contact us :)



Tg: @kukkamariaa



Thank you for choosing BA and we
hope you enjoy your studies here
with us <3



aaltobt.fi
@aaltobt

Contact information



Prof. Juuso Liesiö

**Director of Master's
programme in
Business Analytics**

juuso.liesio@aalto.fi



Anna Kuparinen

**Planning officer of the
Master's programme in
Business Analytics**

programmes-biz@aalto.fi



Let's discuss!



Aalto-yliopisto
Aalto-universitetet
Aalto University

Welcome to Aalto BIZ!



aalto.fi