

HEC  
PARIS

**BACHELOR IN DATA, SOCIETY &  
ORGANISATIONS - HEC & BOCCONI**





RANKINGS

**#1**

European Business School

Financial Times rankings 2022

**#1**

Master in Management

Financial Times rankings 2023

**#1**

Master in International  
Finance

QS rankings 2023

**#1**

Master in Strategic  
Management

QS rankings 2023

**#1**

Master in Marketing

QS rankings 2023

**#3**

MSc Data Science  
for Business X-HEC

QS rankings 2023



# HEC PARIS: LEARN TO **DARE**

Daring is a state of mind that gives you the freedom to explore new paths and see the world from a completely different angle. At HEC Paris, our students come to us to master this mindset and realize their full potential. Thanks to cutting-edge learning methods, an inspiring, diverse community and constant application to the real world, **you will learn to dare - to approach the world and all its opportunities with passion, enthusiasm and boldness - to find your purpose in life.**

One of the world's best business schools, HEC Paris is a leader in research and education in management sciences. We offer a unique portfolio of programs specifically designed for a carefully selected student body.

## OUR ROOTS

Founded in 1881, HEC Paris has always been driven by three core values: academic excellence, a strong sense of community and a commitment to diversity. Thanks to these values, we have developed into one of the world's best business schools, and this is consistently showcased in top international rankings. By training tomorrow's business leaders, academic researchers and entrepreneurs, we aim to be the architects of a responsible world and make a positive impact on business and society.



## KEY FIGURES

**4,500**

degree-level students

**111**

nationalities

**70,000**

alumni all over the world

**160 world-class professors**

representing over 25 nationalities

**125**

academic partners

**6**

international offices

**340-acre**

wooded campus

**2 world-famous cities**

close to the campus : Versailles & Paris

# KEY FACTS



**3-YEAR  
PROGRAM**



**100% IN ENGLISH**



**180 ECTS CREDITS**



**18  
AVERAGE AGE**



**50 STUDENTS  
EXPECTED**



**2 WORLD-RENNOWNED  
INSTITUTIONS**



# BASC IN DATA, SOCIETY & ORGANISATIONS - HEC & BOCCONI

## “TACKLE SOCIETY'S AND ORGANIZATIONS' GREATEST CHALLENGES”

The double program, Bachelor in Data, Society and Organisations - HEC & BOCCONI is an interdisciplinary program that prepares students to put data to work to embrace the challenges of the coming decades. The aim is to develop fluency in two areas: data sciences (mathematics, data, IA), as well as behavioral and social sciences. A solid foundation in these two fields will be combined with applied skills in management and organizations. In their final year students can specialize in a specific area (Law, Public Policy & Government, Climate Change & Sustainability, Management & Organisations) to apply their skills, and develop a research and entrepreneurial approach to design concrete solutions to societal and organizational challenges.

This unique combination of in-depth multidisciplinary knowledge with problem-solving and entrepreneurial skills makes students very attractive to employers, although many may choose to pursue their studies and specialize with a Master degree. The dual program is an innovative, academically challenging, and highly selective Bachelor of Arts and Science.

## PROGRAM STRUCTURE

SEPTEMBER	MAY	SEPTEMBER	DECEMBER	JANUARY	MAY	SEPTEMBER	MAY
YEAR 1 - BOCCONI		YEAR 2 - BOCCONI		YEAR 2 - HEC PARIS		YEAR 3 - HEC PARIS	
INTRODUCTION TO DATA SCIENCES & SOCIAL SCIENCES		SOLVING PROBLEMS BY APPLYING DATA TO PROBLEMS				SPECIALIZING BY CHOOSING A PATHWAY & APPLYING KNOWLEDGE TO A CAPSTONE PROJECT	



## A WORD FROM THE ACADEMIC DIRECTOR



"I strongly believe that this innovative program is fully adapted to the challenges of the 21st century. When you are 18, data is already part of your life, and you already strongly intuit the multiple crises and transformations ahead. This program is about giving you the understanding and the skills required to perform data management and find solutions to the major societal and business challenges, related to transitions in the climate or nature, to health, education, inequalities, migrations, ....

You will learn the computing skills to do so and develop your social science perspective on data, in areas such as economics, political science, management, law, governance, ethics and philosophy. You will also specialize by choosing a pathway to apply your newly acquired qualitative and quantitative skills in real-life projects. By putting your brainpower and strengths to work you can make organizations and our world a better place."

**Hélène Löning**, *Associate Professor HEC Paris*

## BOCCONI : KNOWLEDGE THAT MATTERS

Since its founding in 1902, Bocconi has always stood for pluralism, independence and entrepreneurial spirit that support the socio-economic progress of Italy and Europe through scientific innovation, advanced research and the training of tomorrow's business leaders.

Bocconi is committed to building a university that values diversity, equity and inclusion, where everyone can grow by learning thanks to the diversity that each of us embodies.

You will join an open and multicultural community of students and alumni from countries all over the world, building a network of relations that lasts a lifetime.

You will also learn from expert faculty, attending programs at the forefront of modern higher learning.

A Bocconi education is a springboard to improved professional prospects and enables our graduates to make a significant contribution to society.



# WHAT AM I GOING TO LEARN?

## YEAR 1: BOCCONI

### SEMESTER 1

- Economics Module I: Consumer Behavior and Firms
- Comparative Public Law and Regulation
- Politics & Public Sector
- Quantitative Methods for Social Sciences (Module I – Mathematics for Social Sciences)
- Coding and Data Visualization in Python

### SEMESTER 2

- Economics Module II: Macro-Economic Governance
- Global History and Affairs
- Machine Learning (Module I – Introduction)
- Quantitative Methods for Social Sciences (Module II – Data Analytics)
- Foreign Language I

## YEAR 2: BOCCONI & HEC PARIS

### SEMESTER 1: BOCCONI

- Governance of Digital Technologies in Public and Private Sectors
- Social Transformations
- Social Media and Democracy
- Machine Learning (Module II – Deep Learning)

### SEMESTER 2: HEC PARIS

- Behavioral and Cognitive Science
- Business Analytics
- Business Modeling
- European Governance
- Climate Change and Sustainability
- Introduction to Ethics and Philosophy of Science and Technology
- Foreign Language II

## YEAR 3: HEC PARIS

### SEMESTER 1

2 courses among:

- Democracy, Governance and Public Policy
- Contract and Business Law
- Organization Behavior
- Financial Accounting
- Financial Economics and Markets

2 modules for preparing capstone and dissertation:

- Entrepreneurial Management Methods for Addressing Challenges
- Introduction to Research Methods

4 electives among the pathways:

- Law and Justice
- Democracy, Governance and Public Policy
- Sustainability Transition
- Management/Organizations/Entrepreneurship

### SEMESTER 2

**Capstone Project/Data Challenge :**

Conducting a team project by applying data science to social or business challenges partnered with public or private organizations. Includes advising by a mentor and final presentation to a Board of stakeholders.

**Field Work / Academies among:**

- Data Science for Business,
- Data Science for Public Policy and Society
- Business Development for Start-up Academy
- Corporate Finance Academy

**2 electives among the pathways:**

- Law and Justice
- Democracy, Governance and Public Policy
- Sustainability Transition
- Management/Organizations/Entrepreneurship

**Dissertation / Final Paper:**

Students must write an essay on a topic related to the capstone project, including literature review, hypotheses development, empirical study and conclusion.

*NB: This is a tentative curriculum, which may be subject to change.*





# CAMPUS LIFE

## HEC PARIS

HEC Paris has **one of the largest campuses in Europe**. Our academic, leisure and sports facilities offer students and staff the holistic lifestyle you would expect from a world-class institution.

### CLUBS AND ASSOCIATIONS

We consider **on-campus community** and associative life to be one of the cornerstones of education and an extension of the classroom experience.

There are **130 clubs and associations** on our campus and their diversity and vibrancy are truly astonishing. They cover sports, culture, environmental activities, advocacy politics, and public affairs, as well as many different student populations.

### SPORTS AND FITNESS

Our excellent on-campus indoor and outdoor sporting facilities include:

- **A multipurpose gym (1,600 m<sup>2</sup>)**, an indoor mountain climbing wall, a weight training room, a fitness room and facilities for aerobics, boxing, and martial arts.
- **10,000 m<sup>2</sup> of outdoor fields** including tennis courts, an athletics track, three grass rugby/football fields, one all-weather football field, and one street basketball/football court.
- **Many sporting events** throughout the year, including Fight Club tournaments, national student rugby championships and the HEC Paris tennis clay court competition at Monte Carlo.

### FACILITIES

Our cutting-edge interactive learning spaces have been specifically designed to facilitate project-based learning and group work. We offer a wide range of services such as a printing shop, health clinic, and ecumenical center. You can also perfect your French at the **Language Resource Center** or embark on a personalized career development program at **HEC Talents**.

### 24/7 state-of-the-art library

The library provides both on and off campus access to over 80 databases, 10,000 different journals, magazines, and academic reviews.



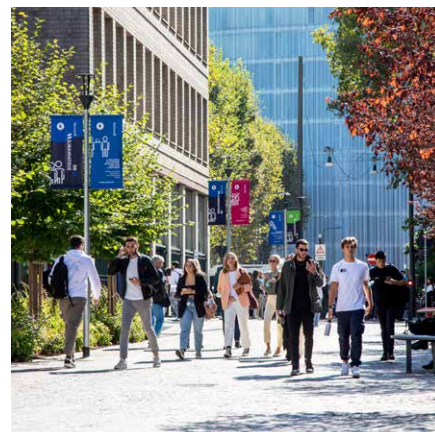
**FOLLOW US  
ON INSTAGRAM**

## BOCCONI

The Bocconi campus has a wealth of opportunities to choose from, including sports, cultural activities, student associations, student-run media and volunteering. In recent years, the campus has evolved to increasingly focus on sustainable issues and the safety and wellbeing of our community.

Located close to the city center in a safe and vibrant area, the campus is woven into the urban fabric of Milan.

A new area of the campus includes a student dorm, a new location for the business school, plus a sport center featuring an Olympic-size swimming pool.







## HOW TO **APPLY**

### APPLICATIONS ARE SUBMITTED THROUGH THE BOCCONI UNIVERSITY APPLICATION PORTAL

(SCAN THE QR CODE BELOW TO ACCESS THE PORTAL)

Applicants must meet the following eligibility conditions:

- Excellent academic performance at high school level (report cards and GPA for the last and penultimate year of secondary school)
- Official SAT/ACT test result/score or Bocconi online test
- Motivation and academic, cultural and personal interest in the program
- The student's voluntary or professional commitments
- CV and cover letter (considered as additional elements in the evaluation of the candidate's overall profile)
- Excellent level of English. TOEFL iBT (min. 88); IELTS (min 6.5 with at least 6.0 in each section); CAE/FCE/BEC (min. 173) or CPE (min. 180). A minimum of B2 level for other as defined by the Common European Reference Level for Languages.



#### FOR MORE INFORMATION

on the admissions of the program  
**SCAN THE QR CODE**



#### CONTACT US

**info-bachelors@hec.fr**  
or **admissionsoffice@unibocconi.it**



## INFORMATION AND APPLICATION:

<https://www.hec.edu/en/master-s-programs/basc-data-society-organisations>

## CONNECT WITH OUR TEAM:

[info-bachelors@hec.fr](mailto:info-bachelors@hec.fr)

## SOCIAL NETWORKS:



[twitter.com/hecparismasters](https://twitter.com/hecparismasters)



[www.linkedin.com/company/hec-paris-master's-programs](https://www.linkedin.com/company/hec-paris-master's-programs)



[www.facebook.com/HECParis](https://www.facebook.com/HECParis)



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## HEC PARIS PROGRAM PORTFOLIO:

- Grande École Master's Programs:
  - Master in Management (MiM), Master in Management & Public Affairs (MPA),  
Master in Management & Business Law (MBL)
- One year MSc/MS programs
- M2M programs
- BASC in Data, Society & Organisations - HEC & BOCCONI
- MBA Program
- PhD Program
- Executive Education Programs: TRIUM Global Executive MBA, Executive MBA, Executive Masters Programs, Open-Enrollment Programs, Custom Programs and Coaching
- Summer School Programs / Youth Leadership
- Égalité des Chances Programs & Equal Opportunity Mission

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