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## **BEMACS, a Bachelor of Science Program to Avoid Drowning in a Sea of Data**

*High demand from the market has motivated Bocconi to launch the Bachelor of Science in Economics, Management and Computer Science, starting in 2016. In English, it will educate professionals who are able to interpret data through the lens of economic models*

**BOCCONI**

Analyze, correlate and contextualize data, transforming it into information and extracting its value in real time. These are skills that managers, political decision makers and economists need in order to avoid drowning in the sea of data created by our society (2.5 trillion bytes per day, according to the most common estimates). These are also the skills supplied by BEMACS, the new Bachelor of Science in Economics, Management and Computer Science announced this morning by the Rector of Bocconi University, **Andrea Sironi**, during the Opening Ceremony of the Academic Year 2015-2016. The Bachelor of Science program will be added to Bocconi's educational offer in the 2016-2017 academic year.

"This is an international program aimed at students interested in analyzing the dynamics driving innovation. In particular, it focuses on those dynamics related to the digital economy and social media, with their revolutionary impact on the economy and society as a whole," declared Sironi.

"Companies and institutions who know how to take full advantage of the potential of data and IT," explains the Director of the program, **Emanuele Borgonovo**, "will be guaranteed a competitive advantage. We are experiencing an increasing demand for professionals who are able to interpret data through the lens of economic models. These professionals need to have an education in economics, quantitative sciences and IT that prepares them to work at various levels to meet the challenges of the data-driven economy."

In a communication to the Parliament in July 2014, the European Commission estimated 825,000 jobs in the digital economy in Europe between 2015 and 2020, while Gartner Group estimates there will be 4 million jobs globally.

The BEMACS program – taught entirely in English – will be reserved to a small cohort of selected students (the first class group will be made up of 80 people) and combines economics, management and law classes with computer science, programming, machine learning and big data. "The students," says Borgonovo, "will learn how to acquire, organize

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and process data through theoretical models, to understand the strategic implications of quantitative information.”

The high demand of the market will make employment possible right after the Bachelor of Science program, at business departments that support strategic planning, at research institutes, at consulting firms and at finance companies. Students who decide to continue their studies can do so in data-oriented and quantitative Master of Science programs at Bocconi or at other international universities.

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