



SCHOOL OF INFORMATION, MEDIA AND DESIGN

BIG DATA AND BUSINESS ANALYTICS

Master of Science [full-time program]

Big Data and Business Analytics Master's Degree Program

To lay the foundation for digital transformation within companies, the businesses of tomorrow will need creative minds that can use data to generate knowledge. Big data analytics – which goes far beyond simple data analysis – will be essential to solving the economic challenges of the future. New business segments and digital business models call for a combination of analytical expertise, entrepreneurial mindset, and communication skills.

Career prospects

As a Big Data Scientist, you initiate and manage companies' big data projects. Furthermore, you leverage your business expertise and creative methodologies to drive innovations, develop new business fields, and create new business models. Applying your analytical and creative skills, you cultivate new application scenarios for your company and create lasting value.

Facts at a glance

- Practical relevance is ensured through the integration of real case studies and classes taught by experts
- The program stays on the cutting edge with the support of a business council which includes members from IBM, Rhenag, SAP, SAS, the City of Heidelberg and Telekom
- Application of modern teaching methods, including design thinking and online coaching

Course content

- Big data analytics: data mining, text mining, predictive analytics, machine learning
- Data engineering (NoSQL databases, Hadoop, cloud computing, in-memory computing)
- Data management (data modeling, data curation, data cleansing)
- Data protection, ethics, and international law
- Data storytelling and communication (visualization, infographics, dashboards)

- Methodologies (design thinking, project management, presentation techniques & rhetoric)
- Big data programming

Admission requirements

Bachelor's degree (180 CP) in computer science, information systems, or a related subject such as mathematics or business, as well as at least one year of relevant professional experience in the field of IT, marketing, logistics, production or finance

Program start, duration & credit points

- October, April
- 24 months (4 semesters), 120 ECTS

Degree

Internationally recognized Master of Science

Contact

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Tuition Fees

- 790 EUR per month
- one-time registration fee of 750 EUR or 1,000 EUR for applicants from countries with visa obligations. For payment regulations see more details on our website.