

Entrance requirements for the master's degree program

Big Data und Business Analytics, M.Sc.

The formal entry requirements are a completed bachelor's degree with 210 ETCS credit points in computer science, business informatics or a related field, e.g. mathematics or business administration, and a minimum of one year qualified and subject-relevant professional experience in one of the following areas: IT, marketing, logistics, production, finance.¹

If you have completed your bachelor's degree with 180 credit points, it is possible to achieve the entrance requirements (additional 30 CP and competencies) by proving that you have gained *several years* of qualified and subject-relevant professional experience, e.g. in an executive capacity, in the fields of IT infrastructure, application development, software engineering, data warehouse and information management in trade, manufacturing or service industries, or based on other relevant qualifications. The following criteria can be taken into account:

Criterion 1: Professional experience

1a) At least **12 months' employment in IT professions**

(fields such as IT infrastructure administration, IT management, application development, software engineering, data warehouse and BI, information management) for at least 50% of a full-time job = 15 CP ECTS

1b) At least **24 months' employment in IT professions**

(fields such as IT infrastructure administration, IT management, application development, software engineering, data warehouse and BI, information management) for at least 50% of a full-time job = 30 CP ECTS

Criterion 2: Further training/ continued education

Proof of recognized further professional training courses which meet the following criteria:

2a) **Continuity:** The further training course must have a duration of **at least 150 hours**, give comprehensive coverage of a specific topic, and comprise a logical progression of individual modules.

2b) **Qualification level:** The complexity of the further training course must match university-level academic standards.

2c) **Focus:** The further training course must be relevant to the subject of the first academic degree or the present degree.

The training course is considered to be relevant to the first academic degree if the first academic degree was a requirement for entry to the course. Professional experience or further training is considered to be relevant to the present degree if it covers organizational, technical, legal or business aspects in connection with the collection, storage or analysis of large data volumes and the

¹ Professional work experience will be classified as 'qualified' providing that it builds on knowledge gained during the bachelor's program or that a completed bachelor's degree was a condition of employment. The qualification and subject relevance can be substantiated by a job description.

communication of information.

In order to top up missing ECTS points, all three criteria must be met without exception. For credit purposes the following points will be awarded: 150 hours = 15 CP ECTS.

Criterion 3: Specialist publications

- 3a) Specialist publication with first authorship published in a professional journal or
- 3b) an original paper held at a specialist conference or congress

Each specialist publication with first authorship and/or congress/conference contribution is credited with 10 CP ECTS.

Detailed personal consultations will be held with applicants to verify their entry qualifications and, if necessary, to advise them on alternative means of meeting the requirements, e.g. entrance examination, preparatory course, etc. Please see also **Annex 1A**.

Ideally, students will be supported by their present company during the degree program and will then be given the opportunity to write their master's thesis within the company. However, this is not a mandatory requirement for entry into the study program.

Interested applicants should bring with them a high level of commitment and self-discipline as well as a keen interest in business management topics pertaining to big data and in quantitative methods and economic analysis. Abstract and conceptual thinking are crucial abilities for this program.

Furthermore, students must be able to follow lectures and seminars held in English and to understand English academic literature. Knowledge of the English language must either be documented by a TOEFL test result of at least 85 points (or by comparable achievements corresponding to level B2), or will be tested during the application interview by holding part of the interview in English.