MBA Big Data & Business Analytics

Working in Big Data or Business Analytics requires strong multi-disciplinary skills and knowledge of statistics, econometrics, computer science, business and law / ethics. The curriculum of this MBA is specifically designed to develop students into knowledgeable Big Data experts, able to do the hands-on work as well as lead data-intensive projects, departments and businesses.

The MBA Big Data & Business Analytics programme is intended for:

- Hands-on Big Data experts
- Consultants
- Leaders in data-intensive industries
- Big Data or Business Analytics entrepreneurs

And for those who aspire to these positions in the future.

A strong quantitative background (e.g. mathematics, engineering, physics, chemistry, psychology, economics, computer science) is a prerequisite.

Facts

<table>
<thead>
<tr>
<th>Mode &amp; duration</th>
<th>Part-time, 2 years</th>
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<tbody>
<tr>
<td>Credits</td>
<td>90 EC</td>
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<tr>
<td>Language</td>
<td>English</td>
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<tr>
<td>Tuition fee*</td>
<td>€ 40,000</td>
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<tr>
<td>Start</td>
<td>September 2018</td>
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<tr>
<td>Application deadline</td>
<td>30 June 2018</td>
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* The MBA tuition fee covers the entire programme including courses and exams, registration, use of university facilities and the International Study Trip. The fee does not cover textbooks.

Key features:

- Two-year part-time programme (2 evenings per week)
- Balanced curriculum that consists of business courses (e.g. strategy, finance, marketing), analytics courses (statistics, econometrics, operations research) and computer science courses (e.g. machine learning and data visualization)
- All lecturers combine theory with practical applications
- The Amsterdam Leadership Programme, International Study Trip and hands-on Big Data Thesis Project
- Triple-accredited Master of Business Administration (MBA) granted by the University of Amsterdam
The MBA in Big Data & Business Analytics is a two-year, part-time programme. Courses are held twice per week in the evenings. The curriculum consists of three types of courses:

<table>
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<tr>
<th>Analytics courses</th>
<th>Business courses</th>
<th>Computer Science courses</th>
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### Year 1 (2018 / 2019)

**Before September (optional)**

- Primer Statistics (online)
- Big Data Strategy & Implementation
- Statistics
- Amsterdam Leadership Programme

**Semester 1, Block 1**

- Big Data Strategy & Implementation
- Valuation
- Amsterdam Leadership Programme

**Semester 1, Block 2**

- Consumer Behaviour
- Econometrics
- Amsterdam Leadership Programme

**Semester 1, Block 3**

- Law & Ethics for Big Data
- Data Visualisation

**Semester 2, Block 1**

- Big Data Infrastructures & Technology
- Operations & Supply Chain Management
- Amsterdam Leadership Programme

**Semester 2, Block 2**

- Financial Accounting
- System Optimization
- Amsterdam Leadership Programme

**Semester 2, Block 3**

- Fintech: Blockchain and Cryptocurrencies (e)
- Language Technology (e)
- MBA Big Data Thesis Project

### Year 2 (2019 / 2020)

**Before September (optional)**

- Primer Python (online)
- Valuation
- Corporate Strategy

**Semester 1, Block 1**

- Data Stewardship
- Entrepreneurship

**Semester 1, Block 2**

- International Study Trip

**Semester 2, Block 2**

- Machine Learning
- Corporate Finance

**Semester 2, Block 3**

- Quantitative Marketing
- Leading People Strategically

### Admission requirements

- Bachelor's or Master's degree with a strong quantitative background
- At least three years of relevant work experience
- GMAT minimum of 630 for those with a Bachelor's degree (or GRE equivalent)
- English language proficiency

### Application deadline

**30 June 2018**

All documents should be submitted to admissions-mbabd@uva.nl no later than the deadline mentioned above.

### Big Data Thesis Project

The final project consists of an application of Big Data in practice at the student’s employer or company of choice.

### Questions?

For further information, questions, eligibility assessments and admission, please contact:

**Amsterdam Business School Admissions Office**

T: +31(0)20 525 4330

E: admissions-mbabd@uva.nl