UNIVERSITY OF AMSTERDAM

AMSTERDAM BUSINESS SCHOOL

Business

MBA Big Data & Business Analytics

"Welcome to the MBA Big Data & Business Analytics!

Thank you for considering the MBA Big Data & Business Analytics as the next step in your career. Big data are changing our world and inevitably the way we live at an unprecedented rate. The ability to leverage big data is becoming increasingly critical in the near future. As such, this MBA has been developed in 2015 as our answer to the steep increase in labour market demand for big data, data science and business analytics specialists. The curriculum is both hands-on and well-balanced, combining courses in business, computer science and analytics, enabling you to nurture both your hard and soft skills. These skills will prove essential to succeed in an increasingly digitalized and globalized world. A personalized approach, strong team and network orientation and small class sizes make our MBA stand out. The MBA Big Data & Business Analytics is a unique experience in a vibrant environment preparing you for the challenges and opportunities in big data. We look forward to welcoming you to the MBA Big Data & Business Analytics!"

Prof. dr. Marc Salomon
MBA Big Data & Business Analytics
Programme Director

Why the MBA Big Data & Business Analytics?

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

- Students with a quantitative background (mathematics, physics, computer science, engineering, econometrics) who want to apply analytics in various areas of business and learn about new technologies such as artificial intelligence, infrastructures for large datasets, blockchain, and more.
- Students with a business background (business administration, economics, finance) or other academic degrees with extensive business experience who want to learn about analytics and new technologies.

Amsterdam Business School

The Amsterdam Business School provides executive education for the University of Amsterdam. We are member of Amsterdam Data Science and the Big Data Alliance, as well as one of the founders of the Startup Village, an incubator that offers students support for their innovative high-tech startups.

Rankings

The Amsterdam Business School is among the 1% of business schools worldwide that are triple crown accredited by the AACSB, AMBA and EQUIS. The University of Amsterdam is ranked 58th in the QS Rankings (2018) and one of the only two Dutch universities in the global top 100.

Programme

The curriculum of the MBA is specifically designed for students to develop into knowledgeable big data experts who are able to do the hands-on work as well as lead data-intensive projects, departments and businesses. The curriculum is a combination of A (Analytics), B (Business) and C (Computer Science).
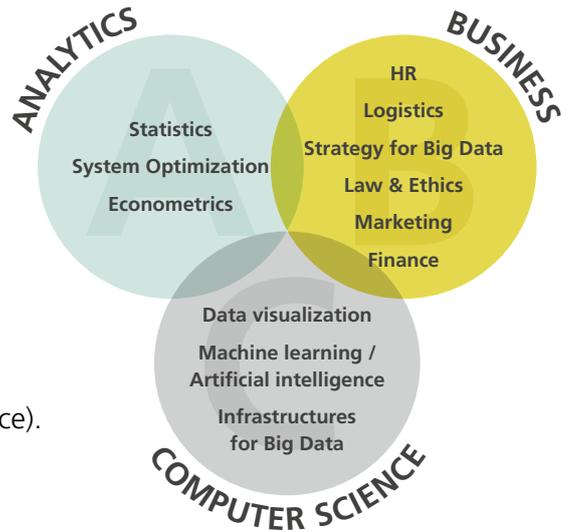
Characteristics of the curriculum

- The courses combine theory with practical application.
- The lecturers are both reputable academics and experienced practitioners from data science strategy consultancies, software companies, privacy law firms, and more.
- The programme pays attention to soft skills as well as hard skills, encouraging students to reflect on their ambitions and growth as a leader.
- We stimulate entrepreneurship by helping students develop their own business cases during the Entrepreneurship course and the International Study Trip.
- In the Thesis Project, students carry out a big data project from beginning to end within their organization.

ANALYTICS
- Statistics
- System Optimization
- Econometrics

BUSINESS
- HR
- Logistics
- Strategy for Big Data
- Law & Ethics
- Marketing
- Finance

COMPUTER SCIENCE
- Data visualization
- Machine learning / Artificial intelligence
- Infrastructures for Big Data

|	Part-time 1	Part-time 2
Before September (optional)	Primer Statistics (online)	Primer Python (online)
Block 1 *September - October*	Big Data Strategy & Implementation Statistics Amsterdam Leadership Programme	Corporate Strategy Valuation
Block 2 *November - December*	Econometrics Consumer Behaviour	Data Stewardship Entrepreneurship
Block 3 *January*	Data Visualization Law & Ethics for Big Data	International Study Trip: Entrepreneurship and Innovation in Silicon Valley
Block 4 *February - March*	Operations & Supply Chain Management Big Data Infrastructures & Technology	Machine Learning Corporate Finance
Block 5 *April - May*	Financial Accounting System Optimization	Quantitative Marketing Leading People Strategically
Block 6 *June*	Fintech: Blockchain and Cryptocurrencies (elective) Language Technology (elective)	MBA Big Data Thesis Project

Analytics courses   Business courses   Computer Science courses

# The MBA and your career

Outlook
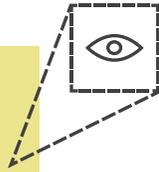
Whether your goal is to accelerate your career within your own field, switch to another industry, or start your own venture, our MBA Big Data & Business Analytics provides you with the knowledge and resources to take the next step in your career.

Typical careers after completion of the MBA Big Data & Business Analytics include:
- Hands-on data scientist in a business environment
- Head of a data science department or large-scale data science project
- Business Translator operating as an interface between business and technology, understanding both ways of working and communicating
- Consultant in business analytics
- Entrepreneur

Our Careers Office can also assist you in creating your own career opportunities.

Network
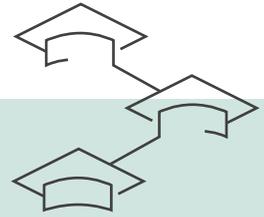
With an MBA degree from the University of Amsterdam you have access to an international network of alumni through our online alumni platform and companies connected with the University.

Degree

Upon graduation, you will be awarded the official Master of Business Administration (MBA) degree title from the University of Amsterdam.
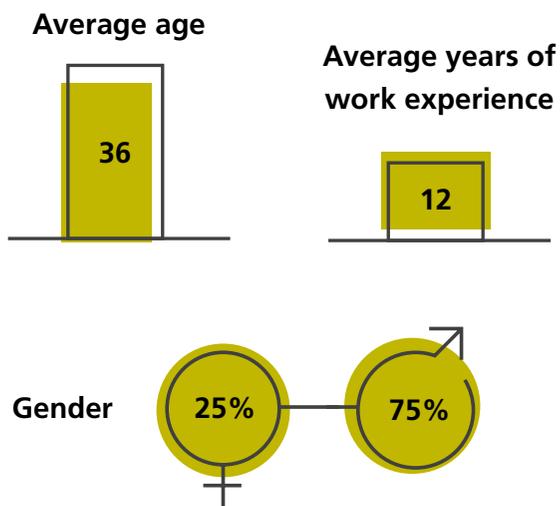
"The MBA Big Data & Business Analytics Programme had a great impact on my career. I have improved my data analytics and project management skills and I definitely have a better understanding of my customers' needs and of the implications of data in different fields. I am now capable of taking on more strategic roles in business. What I perceived as an extra advantage of the programme and an enriching experience were the small classes and the many networking opportunities with well-motivated classmates from very diverse industries."

Christian Teuschel
System Architect
Alumnus MBA Big Data & Business Analytics

Student profile

Average age

36

Average years of work experience

12

Gender

25%   75%

Academic background

66% **Master**

28% **Bachelor**

6% **PhD**

Field	%
Business & Economics	17%
Finance & Accounting	9%
Engineering	19%
Computer Science	16%
IT	8%
Mathematics	5%
Econometrics / Statistics / Operations Research	10%
Social Sciences	9%
Other	7%

"After working in the banking sector for six years, I was looking for a part-time programme to improve my analytical, managerial and leadership skills. The MBA Big Data & Business Analytics proved to be the perfect match for my expectations. The programme guides you to the level of communicative quant – a professional applying the latest techniques in data analytics and making an effective connection with the business side."

Ozlem Guven (on the cover)

Financial Risk Model Development, Research & Advice – Professional-Credit Risk Measurement – Student MBA Big Data & Business Analytics

The ABS advantage

Why the MBA Big Data & Business Analytics?

- The Amsterdam Business School is located in the heart of Amsterdam, a vibrant and multicultural European hub combining long-standing business tradition with entrepreneurial spirit.
- The MBA Big Data & Business Analytics started in 2015 and is the first of its kind in Europe.
- The programme is a network-oriented MBA in an international and multidisciplinary environment with close linkages to the Amsterdam business community and international partners.
- It is a team-oriented MBA programme with small, interactive classes of approx. 35 students per cohort, led by inspiring instructors with in-depth industry experience and world-class academic reputation.
- Access to our unique Data Science ecosystem and Startup Village.
- The Amsterdam Business School is among the 1% of business schools worldwide with triple crown accreditation from AACSB, AMBA and EQUIS.

Practical information

Tuition fee	€ 40,000
Duration	24 months
Start	September 2018
Admission Deadline	30th June 2018

Admissions requirements

- University Bachelor's or Master's degree with a quantitative background
- 3 years of post-graduate work experience
- GMAT minimum of 630 for those with a Bachelor's degree
- English language proficiency

Contact

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