



UNIVERSITY OF AMSTERDAM  
Amsterdam Business School



# MBA Big Data & Business Analytics

[mbabigdata.nl](http://mbabigdata.nl)

The MBA Big Data & Business Analytics

# Become a hands-on Business Analytics expert

‘Welcome to the MBA Big Data & Business Analytics! Thank you for considering this programme as the next step in your career. Big data are changing our world and the way we live at an unprecedented rate. The ability to leverage big data is becoming increasingly critical. As such, this MBA has been developed 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 and enabling you to nurture both your hard and soft skills. A personalised 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!’



**Prof. dr. Marc Salomon**  
Programme Director

The MBA Big Data & Business Analytics offers you a multidisciplinary learning experience, preparing you for the challenges and opportunities in big data.

## Why choose the MBA Big Data & Business Analytics

- **Study part-time** – In our part-time programme, you have lectures twice a week in the evening. As an ambitious professional, you can pursue an academic degree alongside your regular employment.
- **Helps you grow as an expert and leader** – Become a knowledgeable big data expert, able to do hands-on work as well as lead data-intensive projects, departments and businesses.
- **Strong team and network orientation** – Assuring full interaction with our lecturers, who are all reputable academics and experienced practitioners from the industry.
- **Personalised approach with small classes** – With an average size of 35 students, we keep our classes small and personal. This ensures your learning curve is steep and interactions with fellow students and lecturers are stimulating as well as engaging.
- **Internationally recognised MBA title** – You will study at one of the best business schools in the world. The Amsterdam Business School has a Triple Crown accreditation and is part of the University of Amsterdam, one of the few Dutch universities ranked in the global top 100 of QS Rankings and the Times Higher Education World University Ranking. Our MBA is also ranked in the top 100 of European Executive MBA's in the 2021 Financial Times Rankings.

## For whom?

- Students with a quantitative background who want to apply analytics in various areas of business and are eager to learn about new technologies.
- Students with a business background or other academic degree with extensive business experience who want to learn about analytics and new technologies.

# Programme

To succeed in an increasingly digitalised and globalised world, crucial knowledge and skills are necessary. During our part-time programme, you take courses in analytics, business and computer science. Together, they offer you all the right hard and soft skills to make you a multidisciplinary expert in the field of big data.

## Curriculum

		Year 1	Year 2	
Semester 1	Block 1 <i>Early September - Late October</i>	Driving Impact with AI	Amsterdam Leadership Programme	Leading People Strategically
		Statistics		Finance
	Block 2 <i>Late October - Late December</i>	Consumer Behaviour		Entrepreneurship Hackathon
		Econometrics		Data Stewardship
	Block 3 <i>Early January - Late January</i>	Law & Ethics for Big Data		International Study Trip: Entrepreneurship and Innovation in Silicon Valley
		Coding Lab		Machine Learning
Semester 2	Block 1 <i>Early February - Late March</i>	Big Data Infrastructures & Technology	Digital Transformations	
		Operations & Supply Chain Management	Data Science in Online Marketing	
	Block 2 <i>Early April - Late May</i>	Financial Accounting	Language Technology	
		Optimisation for Business & Society	Deep Learning	
	Block 3 <i>Early June - Late June</i>	Fintech: Blockchain, Cryptocurrencies & Smart Contracts	MBA Big Data Thesis Project	

Analytics courses
  Business courses
  Computer Science courses

## Big Data Thesis Project

In your thesis, you will carry out your own project applying big data in business. This is your chance to explore a subject relevant to your organisation and your employer will be able to profit directly from your research.

## International Study Trip

Our international study trip is your chance to intensify your outlook on international business. During this exciting one-week trip, you attend lectures at top universities, visit local companies and attend networking events. You will meet industry experts, executives and entrepreneurs in the classroom as well as visit them at their workplace.

## Study load

The study load of this MBA is approximately 20 hours per week, including lecture hours. Attendance at lectures is mandatory.

## Amsterdam Leadership Programme

The Amsterdam Leadership Programme is about developing your personal and professional leadership skills. The idea is not to provide a single 'correct' perspective, but rather to encourage personal reflection and gain insights critical for future work and personal success.

## Career Prospects

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 this MBA include:

- Business translator, operating as an interface between business and technology, understanding both ways of working and communicating.
- Hands-on data scientist in a business environment.
- Head of a data science department or large-scale data science project.
- Consultant in business analytics.
- Entrepreneur.

Our Careers Office can also assist 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 to companies connected with the University.



‘I have enrolled in the MBA Big Data & Business Analytics to develop my skills in data analytics within a broader business context. Implementing a successful data-driven strategy and aspects such as GDPR, infrastructures and technology, data stewardship and machine learning are all aspects of my day-to-day work. One of the main strengths of the programme is exactly its orientation on the diverse possibilities of data analytics in a business environment, while at the same time combining theory with practice. I have now just started in a new job as a Data Architect at Shell, a position in which I will continue to develop my skills, knowledge and experience in the field of the digital transformation of traditional companies.’

**Sara Pfann**

Data Architect

Alumna MBA Big Data & Business Analytics

# Student profile

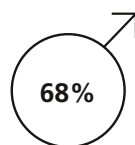
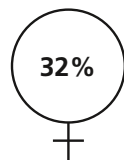
## Average age

36

## Average years of work experience

11

## Gender



## Student origin

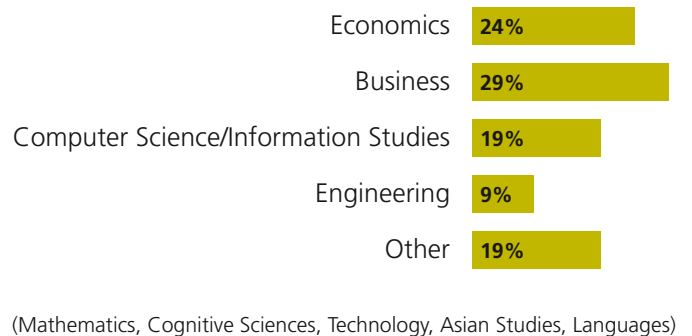
Students are from countries such as the Netherlands, France, Germany, Switzerland, Greece, Poland, Turkey, India, China, Mexico, Colombia, Cameroon and South Africa.



## Top industries

- |                           |                  |
|---------------------------|------------------|
| 1 Finance/Banking         | 5 Transportation |
| 2 ICT/Technology          | 6 Retail         |
| 3 Public/Government       | 7 Energy         |
| 4 Chemical/Pharmaceutical | 8 Consulting     |

## Academic background



‘I decided to enroll for this MBA, to shift my career towards the field of big data and business analytics. In my search for MBA programmes, the MBA in Big Data & Business Analytics at the Amsterdam Business School stood out because of its unique combination of business, leadership, big data and analytics. I was able to maintain my full-time and demanding job in Amsterdam next to my study because the programme is part-time. After finishing this MBA, I aspire to gradually climb up the career ladder and make an impact with data.’

**Kasia Burghardt (cover)**

Student MBA Big Data & Business Analytics

# Practical information

## Degree

Upon graduation, you will be awarded a Master of Business Administration (MBA) degree from the University of Amsterdam, with a specialisation in Big Data & Business Analytics.

## How to apply

To apply for the MBA Big Data & Business Analytics programme, visit [mbabigdata.nl](https://mbabigdata.nl). Our admissions team will coach you through every step of the admissions process:

Step 1: Check the admission requirements and complete the [CV Quick Scan](#).

Step 2: Get access to the online application tool if you meet the admission requirements.

Step 3: Complete your application in the online application tool and receive an invitation to your admissions interview.

Step 4: Meet with the Admissions Committee. After the interview, we will let you know if we can offer you a seat in the programme.

**Tuition fee** €45,000

**Duration** 24 months (part-time)

**Start** September 2023

**Admission deadline** 1 August 2023

## Admission requirements

- University Bachelor's or Master's degree with a quantitative or business background
- 3 years of post-graduate work experience
- GMAT test score report of minimum 630 (if applicable)
- English language proficiency (if applicable)

## Contact

Laura Persoons

Recruitment Manager

✉ [admissions-mbabd@uva.nl](mailto:admissions-mbabd@uva.nl)

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🌐 [mbabigdata.nl](https://mbabigdata.nl)

University of Amsterdam

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