



Master of Science

Business Analytics

Profile

Business analytics is a key support tool for corporate decision makers, which has a central role in business planning and controlling. Its core function is to extract information of relevance to a company's management from both internal and external data sources. In this master's programme, you learn the necessary strategic, organisational and technological skills for business analytics with a scientifically sound and application-oriented approach.

The programme stands out as it combines universal, cross-industry quantitative methods in the field of digitalisation with subject-specific content from a management perspective.

You learn concepts and theories in business administration, fields of application and case studies of business analytics, data analytics in corporate controlling, business model development and entrepreneurship, compliance and data protection legislation, applied economic analysis, financial modelling and applied empirical research methods.

In addition, you can choose industry-specific contents such as analytics in industry 4.0, marketing analytics, supply chain analytics as well as auditing and risk management.

Please note: The language of instruction is mainly German.

The master's programme provides an overview of current artificial intelligence methods and their application in the programming languages R and Python.

Career Options

Specialists in the field of business analytics with extensive programming and IT skills are in great demand on the labour market. As a graduate of the master's programme Business Analytics (MSc), you will find varied job opportunities across industries in the context of digitalisation.

The concept of the programme takes account of companies' increasing need for employees with analytical and quantitative capabilities. It teaches you widely applicable skills such as evaluating, analysing, modelling and solving complex tasks while factoring in sustainability and international data protection aspects.

As a graduate, you will be able to start a career in various areas, including: in-house data analytics/consulting, business consulting (especially consulting on digital transformation), market research and marketing analytics, controlling, group reporting as well as corporate development and planning, project management and business model development.

The main aim of the programme is to enable you to take on executive responsibilities in the business environment.

Alternatively, you could start your own business based on the knowledge and expertise acquired during the master's programme. Even a career in teaching or research and development could be an interesting option. Besides, the master's degree allows you to pursue doctoral studies.

Admission Requirements

Please check if you meet all requirements for admission to the study programme. Further information:

wiwi.hs-duesseldorf.de/mba-voraussetzungen (in German only)

SYLLABUS

SEMESTERS 1-2

- Business Analytics A
- Business Analytics B
- Business Administration A
- Business Administration B
- Economic Analysis
- Business Models and Legal Framework of the Digital Economy
- Quantitative Methods A
- Quantitative Methods B

SEMESTER(S) 3 OR 3-4

- Specialisation Module 1
- Project Module
- Specialisation Module 2
- Master's Thesis incl. Colloquium

SPECIALISATION MODULES

- Analytics in Industry 4.0
- Marketing Analytics
- Supply Chain Analytics
- Auditing and Risk Management

Please note: In case of a three-semester programme, semester 4 is not applicable.

Please check the module manual (currently available in German only) for detailed information on the contents of the study programme.

Further Information

Faculty contact:

Dean's Office at the Faculty of Business Studies

T +49 211 4351-2700

dekanat.wirtschaftswissenschaften@hs-duesseldorf.de

About the programme, admission requirements and application:

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hs-duesseldorf.de/bewerbung (in German only)

Get in Touch

Admissions Office

zulassung@hs-duesseldorf.de

hs-duesseldorf.de/zulassungsstelle (in German only)

Student Advisory and Counselling Service (ZSB)

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HSD Invites You

Visit us! Join courses during our yearly trial week (*Schnupperstudium*) and attend our information events (e.g. *Tag der offenen Tür*, *Hochschulinformationstage*, *Wochen der Studienorientierung*).

Information on all events (in German only):

hs-duesseldorf.de/zsb_veranstaltungen

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Publisher: Hochschule Düsseldorf – University of Applied Sciences
Student Advisory and Counselling Service (ZSB) in cooperation with the
Department of Communication and Marketing and the Diversity unit
Last updated: January 2022