

Full-time  
on Campus  
in Germany

Study Programme:

# Master of Science Big Data & Business Analytics

## Why study Master of Science Big Data & Business Analytics?

The increasing amount and variety of available data holds huge opportunities for companies. At the same time, however, it also presents them with the challenge of dealing with this growing capital in a targeted and innovative way and using the data to their own competitive advantage. Therefore, there is a great need for big data analysts.

Big Data specialists take a wide range from logic and quantitative methods to programming languages, frameworks and infrastructures to the interpretation and implementation of the results in business processes.

In the Master's programme Big Data & Business Analytics, you will learn to analyse and evaluate large and heterogeneous data sets and to use them in a business context. You will acquire

analytical skills to derive models for different tasks from data sets, which you can use specifically for predictions or optimisations, for example in marketing, sales and business development.

As a graduate, you are specialised for specialist and management positions at the interface between IT and management, e.g. as a Big Data Manager, Data Analyst or Business Development Manager.



### Studying in Essen, Germany

Germany, the world's 4th largest economy, birthplace of Industry 4.0. Essen, centre of the Ruhr Region, heart of the eminent German industry with distinguished engineering tradition, pioneering industrial visions and a modern, vibrant economy. With the many powerful residing multinationals, strong SMEs and thriving start-ups, Essen is among the most popular destinations for practice-oriented study leading to ample career opportunities.

As one of the European Green Capitals, the city offers countless recreation possibilities accompanied by plenty of cultural highlights: the renowned Folkwang Museum, the Krupp Residence Villa Hügel, UNESCO World Heritage Zollverein Coal Mine Complex, Red Dot Museum, theatres and concert halls. Open, vibrant, and versatile – Essen is waiting for you.



### FOM University

FOM University was founded in 1991 at the initiative of the non-profit "Stiftung für internationale Bildung und Wissenschaft" (Foundation for International Education and Science). With more than 50,000 students on 34 campuses in Germany, FOM is one of the largest universities in Europe. Focus of the university is to provide students with practice-oriented higher education to promote knowledge transfer between the university and business.

FOM works extensively with German companies of different scales and major international corporations. Its integral connections with over 10,000 cooperation partners across all sectors of the economy offer exclusive study opportunities to combine academic studies and professional improvement through unique learning experience. Parallel to the traditional on-campus study format, FOM expands its digital landscape through the innovative "Digital Live Study", offering worldwide accessible interactive lectures broadcast live from the state-of-the-art, multifunctional high-tech studios to provide students with maximum flexibility. FOM is where the transfer between theory and practice takes place – in both traditional and digital ways.

### KEY FACTS

- ▶ **Language**  
English
- ▶ **Time model**  
Full-time (daytime)
- ▶ **Duration**  
4 semesters including thesis
- ▶ **Place of study**  
Essen, Germany
- ▶ **Credit Points**  
120 ECTS
- ▶ **Fees**  
Registration fee: 1.580 €, Tuition fee: 20.570 €, Examination fee: 350 €, **Total cost: 22.500 €**
- ▶ **Degree**  
Master of Science (M.Sc.)
- ▶ **Admission requirements**
  - University degree (Bachelor) with a share of at least 60 credit points in (business) informatics modules  
or with a share of at least 60 credit points from subject-related modules (e.g. mathematics, statistics)  
or with successful completion of an admission examination
  - English language proficiency B2

### CONTACT

**For questions and further information,  
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