

KEY FACTS

DEGREE

Master of Science (M.Sc.)

FURTHER OPPORTUNITIES FOR STUDY

Doctorate (PhD)

STANDARD PERIOD OF STUDY

- 3 semesters (in the case of 210 CPs from a Bachelor programme)
- 4 semesters (in the case of 180 CPs from a Bachelor programme)

PROGRAMME START

Summer semester and winter semester

ALLOCATION OF PLACES

Restricted admission

PERIOD ABROAD

Possible

GENERAL ADMISSION REQUIREMENTS

www.hs-duesseldorf.de/requirements

SPECIAL ADMISSION REQUIREMENTS

Successful completion of a Bachelor study programme in the field of economics with an overall grade of "Good" (Germany: 2.5) or higher. At least 210 (three-semester programme) or 180 ECTS credits (four semester programme). English language proficiency equivalent to Level B2 of the Common European Framework of Reference for Languages.

APPLICATIONS

www.hs-duesseldorf.de/application

APPLICATION DEADLINE

15th January every year (for the summer semester)
15th July every year (for the winter semester)

The logo for Hochschule Düsseldorf, consisting of the letters 'HSD' in a bold, red, sans-serif font.

Hochschule Düsseldorf
University of Applied Sciences

The logo for the Faculty of Business Studies, consisting of a stylized, black, double-lined 'W' shape.

**Faculty of Business
Studies**

Master

Business Analytics

Profile

Business Analytics is a support tool for corporate decision makers that has a central role in business planning and governance. Its function is to extract information of relevance to a company's management from both internal and external data sources. In this Masters degree, the necessary strategic, organisational and technological skills for Business Analytics are taught from a scientifically sound approach with the aim of empowering students to undertake demanding specialist and executive tasks in both national and international markets.

Students acquire subject and methodical expertise and conceptual skills in the field of quantitative analysis. The Masters Study Programme in Business Analytics is truly unique since it then combines universal cross-sector application of quantitative processes with management content. Students learn concepts and theories in areas such as management control and big data, compliance management and legal parameters (liability and data protection legislation), IT support and applications, applied economic analysis, financial modelling and applied empirical research methods. Specialist courses can be chosen in Health Analytics, Industry 4.0, Marketing Analytics, Supply Chain Analytics as well as Auditing and Risk Management.

Career prospects

An overarching objective is to empower students so that they can assume important leadership and management responsibilities in the business environment. A wide variety of both specialist and generalist employment opportunities in all sectors are thus open to graduates. Students are qualified for professional fields such as in-house consulting, business and data analysis, corporate consulting, market research, management control, reporting, corporate development and planning. Alternatively, students can set up their own business.

CURRICULUM

1ST AND 2ND SEMESTER

- Management control and big data
- IT support and applications in Business Analytics
- Advanced managerial economics
- Financial modelling
- Concepts and compliance management systems / current legal issues, in particular liability and data protection legislation
- Value-oriented corporate management / corporate social responsibility and sustainability reporting
- Location theory / competition policy

3RD OR 3RD AND 4TH SEMESTER

- Specialisation module I
- Project phase
- Specialisation module II
- Masters thesis including oral examination

Specialisation modules

- Health analytics
- Industry 4.0
- Marketing analytics
- Supply chain analytics
- Auditing and risk management

Note: The fourth semester is omitted in the case of the three semester Masters programme.