



Business Intelligence and Business Analytics (M.Sc.)

What are the admission requirements?

- Bachelor degree with 210 ECTS
- Final grade of 2.3 or better
- Provable basic knowledge of IT management and computer science of at least 30 ECTS from the bachelor's degree programme
- Very proficient English skills: level B2, TOEFL certificate or equivalent
- Non-native speakers need to prove good German skills (level B1) before enrollment

How and when do I apply?

The application must be submitted online.
www.hs-neu-ulm.de/bewerbung

Application period

May 2 - August 31

The degree programme starts each winter semester.

The Neu-Ulm University of Applied Sciences (HNU) provides Bachelor and Master's degree programmes in business management. Thanks to partnerships with companies and lecturers with management experience, the courses are highly practice-related. The HNU promotes cultural and social skills, and international mobility. Small study groups enable intensive mentoring and create a familiar atmosphere.

Who should I contact?

Administrative issues

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Content-related questions on the degree programme

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Including study
abroad in Argentina



What offers the degree programme?

Globalization is intensifying the competition and the digitalization produces enormous amounts of data (Big Data). New and innovative technologies for analytical data bases, Data Mining and visualization offer inventive opportunities for data analysis, data compaction and forecasting.

The purposeful commitment of Business Intelligence (BI) and Analytics offers new opportunities to transform data into information and knowledge. This knowledge enables the systematic regulation and control of companies and makes for a successful Corporate Performance Management (CPM).

The Master's degree programme communicates the necessary know-how to plan and realize innovative BI-strategies, BI-organizations and BI-architectures with state-of-the-art technologies.

What will you learn?

During the first semester at the University of Applied Sciences Neu-Ulm (HNU), you will gain fundamental knowledge in the areas of BI-architecture and strategic management. Furthermore, you will strengthen your intercultural, communicative and methodical competences for your future working life.

The second semester takes places as mandatory exchange semester at the Universidad Tecnológica Nacional Mendoza in Argentina (UTN). The content is focused on quantitative methods and analytical applications.

For the third semester you return to the HNU. During an applied research project, you will deepen your research abilities. Afterwards, through the master thesis you will apply this knowledge independently.

How is the curriculum structured?

1st semester	Enterprise Information Systems <ul style="list-style-type: none"> • Enterprise Application and IT-Management • Enterprise Application Engineering • Consulting • IS Research Business Information Management <ul style="list-style-type: none"> • Strategic Management • Corporate Performance Management • BI Strategy • Data Management • BI Platforms and Tools 	30 ECTS
2nd semester	Quantitative Methods <ul style="list-style-type: none"> • Applied Statistics • Big Data and Social Network Analysis • Predictive Analytics and Data Mining Analytical Applications <ul style="list-style-type: none"> • Analyt. Processes in Supply Chain Management • Analyt. Processes in CRM and Marketing Communication Management <ul style="list-style-type: none"> • Information Visualization • Professional Communication Cultural Exchange <ul style="list-style-type: none"> • Culture and History of Germany • Culture and History of Argentina 	30 ECTS
3rd semester	Research Methods <ul style="list-style-type: none"> • Research Methods • Applied Research Project Research and Thesis <ul style="list-style-type: none"> • Master Thesis • Thesis Colloquium 	30 ECTS

Degree: Master of Science (M.Sc.)
The entire degree programme is taught in English.

Which career opportunities will you have?

The degree programme combines information technological knowledge with economic leadership know-how and enables you to work as intersection between IT and department.

Typical working areas and job opportunities are:

- Data Scientist – You will function as the intersection between IT and department as well as the company management and you will build analytical models for economic tasks (e.g. in the area of Data Mining).
- BI Specialist – You will work in the IT department to support integrated Data Warehouses. Out of the variety of data, you're able to extract the data needed for specific economic tasks.
- Business Analyst – You will analyze the company processes and develop company-wide BI-strategies for their support.
- Additionally, extensive knowledge in IT, data analysis and management make you an attractive candidate for consulting agencies.

What makes this degree programme special?

There is a high need for analytically trained professionals in the economy. Buzzwords like Big Data underline this trend. The study program BIA qualifies its students for positions in this seminal field of work.

Furthermore, the international Master's degree programme with mandatory exchange semester in Argentina communicates intercultural knowledge and prepares you for your professional future in a global economy.