COURSE OF STUDY
BIG DATA AND BUSINESS ANALYTICS, M.SC.
Find your course!

SRH University Heidelberg is one of the largest and oldest private universities in Germany. About 3,400 students are currently enrolled in six faculties. We are offering innovative degrees in the schools of Business, Information, Media and Design, Engineering and Architecture, Applied Psychology, Therapeutic Sciences, and Social and Legal Sciences. Each of these interdisciplinary programs are continually developed in cooperation with experts from research and industry. The effective combination of theoretical knowledge and practical experience and the benefits of close cooperation between professors and students motivate our students to excellence.
Well-Connected!
SRH University Heidelberg is located in the heart of one of the most dynamic business and computer science regions in Germany. World renowned companies such as SAP, Heidelberger Druckmaschinen AG, Heidelberg Cement, ABB, SAS, MLP, Springer Science, BASF and more are located nearby. This enables us to work together with a number of businesses and ensure practical relevance in our teaching. Special excursions help to deepen our students’ understanding on-site. You will learn scientific working methods and the ability to apply your own ideas in carrying out projects.

Quality in teaching confirmed!
In the interest of consumer protection, Germany also ensures that private education providers guarantee a high scientific standard. This is certified through institutional accreditation of private universities by the German Scientific Council. The Scientific Council institutionally re-accredited the SRH University Heidelberg. In addition, SRH university Heidelberg regularly accredits and re-accredits all of the faculty’s bachelor and master programs.

Go international!
SRH University has a distinctly global perspective. We have a tradition of welcoming international students from all over the world. Our international students come from nearly fifty countries. By keeping class sizes small and mixing nationalities, students are able to experience different languages and cultures. Our "International Office" frequently organizes cultural events such as inviting international students to do presentations on their home countries, try international food and drinks, and participate in local cultural events and social activities.
We provide our students with an excellent atmosphere for studying and living. The campus offers a wide range of services and facilities, including a cafeteria, sports club, student dormitories, a park, and a 24/7 library and more. Connections to Heidelberg city center are excellent. It only takes 10 minutes by bus or tram. Our Central Students’ Service helps students with on campus accommodation, registration with the local authorities, student bank accounts, finding your way around town and more.

Heidelberg is one of the oldest cities in Germany, known for its historical architecture and a center of learning, science, and research. The fact that Heidelberg is home to many renowned universities and research institutions has earned it the title ‘university town’. Heidelberg is a safe and vibrant city with an envied choice of cultural and leisure activities – Heidelberg Castle, markets, boat trips on the river Neckar, theatre, concerts, films, pubs and the list continues.

Further information is available on our departmental website: http://www.hochschule-heidelberg.de/en/international/
Tuition fees – Invest in your future!
We are a private, officially recognized university. The tuition fees enable us to offer you excellent teaching and an optimal study environment. The current tuition fees can be found on our website under the academic program description.

Ways of funding
Besides the classic German BAFöG grant, there are numerous other ways to finance your studies.
We can advise you as to which of the following models might be an option for you:
- BAFöG
- Student loan from the KfW Group (subsidies bank)
- Student Educational Fund
- Scholarship programs

Networks & practice
We cooperate with a wide range of companies and our teaching is practice-oriented. Field trips are provided to support your studies.

However, during your studies you also learn to work scientifically and to incorporate your ideas in projects.

Approved accreditation
In 2009, the German Science Council granted the SRH University Heidelberg accreditation as an official institution for another 10 years.

Study abroad!
Anyone who wants to experience the culture and language of another country should study abroad. A semester or internship abroad considerably increases your chances of success when applying for a job.
We offer options that range from semesters and internships abroad to doctoral studies. Our information events inform students about the opportunities and requirements. At the moment, approximately 30% of our students spend time abroad during their studies.
DISCOVER THE CORE-PRINCIPLE:
A NEW STYLE IN LEARNING
The “CORE-Principle” – Competence Oriented Research and Education – places the acquisition of occupational competence at the center of your studies. This approach goes far beyond the delivery of theoretical knowledge. After your graduation, you will start your career with a great sense of self-confidence. Our students possess everything needed for a successful career: knowledge, competence, expertise and key skills.

I The competence model
The term occupational competence denotes all the skills that enable you to act independently and successfully in the labor market! Occupational competence can be attained at many levels by acquiring professional competence, methodological competence, self-competence and social competence.

I Subject-Oriented 5-Week Blocks
Instead of having to deal with numerous subjects at the same time, you can focus entirely on a maximum of two subjects within one 5-week period.

I Activating Teaching and Learning Methods
To ensure that students remember what they are learning, we take a practical approach to teaching, using case studies, seminars, team projects, role plays and presentations.

I Competence-Based Examination Methods
From the profusion of examination methods available we choose the method that best fits the skills taught in a particular module. Scheduling a great number of exams within a short period of time is now a thing of the past thanks to the new program.

I Personal responsibility
Only if you take responsibility for your own actions and how you study, will you be able to excel and take on responsibility in business life – for yourself and for others.

I Best Employability
Our graduates are capable of proving themselves in a real business environment after their studies.

I Learning partnership
In their roles as mentors and coaches, the teaching staff assist the students in every way possible, be it subject-specific content, study organization or in personal matters.
The goal of this program is to provide the students with key competencies in Big Data and Business Analytics. This international program is taught in English and is designed to bring students from a variety of backgrounds and cultures together to facilitate cross-cultural learning experiences.

Program content
The curriculum includes a wide range of modules, such as Analytics, Data Engineering, Data Management, Data Story Telling and Communication, Privacy, Ethics and International Law. The aim of the Big Data and Business Analytics course is to learn formulating the right questions that arise from a specific company context, to identify and analyze the required data, and finally to relay the analysis results back to the company in a target-oriented fashion. Modules taking place at regular intervals are combined with online e-learning based on live chats and with self-paced e-learning.

Practical focus
The theoretical knowledge gained is applied and enhanced in a case study which becomes increasingly complex with each semester. To accommodate the flexibility requirements of working professionals, classroom teaching modules taking place at regular intervals over a weekend are combined with online e-learning based on live chats and with self-paced e-learning.
BIG DATA AND BUSINESS ANALYTICS, M.SC.

Duration of study
- 2 years 90 ECTS (extra-occupational) / 120 ECTS (full-time)

Start
- 1st of April and 1st of October

Admission requirements
- Recognised bachelor’s degree (180 ECTS for full-time, or 210 ECTS for part-time) in computer science or related fields and a minimum of 1 year qualified and subject-relevant professional experience.
- Course language: English, Proof of English: IELTS 6.5/TOEFL 80 or other proof of English proficiency

Degree
- Master of Science (M.Sc.)

Tuition Fees
- 790 EUR per month (full-time), 720 EUR per month (part-time)
- One-time registration fee of 750 EUR or 1,000 EUR for applicants from countries with visa obligations. For payment regulations see more details on our website.
### STRUCTURE OF THE MASTER PROGRAMME

The program is organized in modules with an overall workload of 120 credit points for full-time and 90 for part-time studies. The course is comprised of lectures, seminars, tutorials and interdisciplinary project work.

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<th>Block</th>
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<td>1st year</td>
<td>Preparatory Block</td>
<td>First Steps Into Case Studies</td>
<td>Analytics I</td>
<td>Vacation</td>
<td>Data Engineering</td>
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<td>Information Systems</td>
<td>Data Management</td>
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<td>2nd year</td>
<td>Intermediate block</td>
<td>Data Management</td>
<td>Analytics III</td>
<td>Data Storytelling &amp; Communication</td>
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<td>Case Studies II</td>
<td>Big Data Programming II</td>
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The table is an overview of the program’s general structure, October start, 2 years program. We are offering an April start with a similar structure.

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<td>Analytics IV</td>
<td>Vacation</td>
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CAREER PROSPECTS!

The study course is oriented towards all company specialists and executives with responsibility for establishing new spheres of application and for project planning and implementation in the field of big data und business analytics, such as:

Specialists with a (business) informatics, mathematics or engineering degree who wish to extend their knowledge in the field of business analytics and/or big data analytics and to take on personal responsibility for the planning and coordination of big data projects.

Business analysts or specialists who work in the wider sphere of "business intelligence" and wish to extend their knowledge in the field of big data engineering, big data management and/or big data analytics and to take on responsibility for the planning and coordination of big data projects.

How to apply

Our master’s program in informatics starts every year on April 1st and October 1st. We look forward to receiving your application, which should include:

- CV with current photo
- Proof of English: IELTS 6.5/TOEFL 80 or other proof of English proficiency
- Certified copy of Credentials (e.g. High School Transcripts, University Transcripts, Language tests)
- Proof of work experience

You can apply online or download an application form at www.hochschule-heidelberg.de/en
Questions?
We would be happy to talk to you on the phone, at one of our University info days or in person by appointment.

Just contact
Ms. Jodit Ghebre Hawariat
Phone: +49 6221 88 3197
E-Mail: Jodit.GhebreHawariat@srh.de
Unique learning
The contents of the course address the current and future needs of all modern industries using information systems – from business to consumer applications. The CORE principal insures a high level of knowledge, competencies, expertise and key skills.

Multiple perspectives
You finish your studies with a “Master of Science” degree. This enables you not only to do a doctorate or access the higher grades of Civil Services – it also opens up attractive, worldwide and diversified fields of activity in companies.

Intercultural competencies
Business behavior that respects cultural differences, knowledge of international business relations and markets, proficiency in two foreign languages – we help you become globally mobile.
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