



Digital Driven Business

Full-time master's programme | MSc

2024-2025

The one-year Master's programme Digital Driven Business offers students a multidisciplinary education in the relevant, in-demand field of data-driven business.

Do you want to acquire high-level knowledge of data analytics and how emerging digital technologies are disrupting traditional business models? Want to learn how to transform the abundance of data and emerging digital technologies into meaningful actions and business value?

Join the Master's programme Digital Driven Business and develop a critical, analytical and entrepreneurial attitude. Emerge with the knowledge and 21st-century skills required for effective decision-making and business-value generation in a digital-driven world. You will immerse yourself in courses such as Emerging Technology in Digital Business, Data Business Management and Business Statistics and AI Methods for Business.

Be inspired by researchers and lecturers who bring out the best in you and teach how to tackle problems and face challenges. Within the master you can choose to follow either a marketing or fintech track.

Süleyman Ekiz - Alumnus - Digital Transformation Consultant at Atos

"I enjoyed working in a team, focused on projects for real customers. The topics were refreshing and subjects like data science and change management are right up my alley. This programme is practical; you work for customers and immediately apply what you learn. It is really hands on with coding sessions and working according to the scrum methodology.

I got my problem-solving skills, my teamwork skills, interpersonal skills, now have coding experience... It was all very challenging.

In terms of level, the study exceeded my expectations. I thought the master would be at the level of a scientific master. I have to say: this master even surpassed that, because we had to deal with a lot of complexity."

PROGRAMME FACTS

MASTER OF SCIENCE DIGITAL DRIVEN BUSINESS

[AMSTERDAMUAS.COM/MDDB](https://amsterdamuas.com/mddb)



Our students

- ▶ Want to translate data analytics and digital technology into valuable business solutions
- ▶ Want to develop a critical, analytical and entrepreneurial attitude
- ▶ Have an adaptive capacity and are willing to work on technical insights and information management skills

Career opportunities






Career prospects include jobs in the fields of data/technology/business with an international orientation. Examples include: business analyst, e-commerce category manager, business intelligence manager, data analyst, marketing analytics manager, chief analytics officer, IT project manager, marketing manager or finance manager

Main courses

Database Management; Emerging Technology; Statistics; AI Methods for Business; Online Datamining; Data Presentation and Visualization; Digital Marketing Strategy or Fintech Strategy; System Development Marketing / Fintech; Leadership & Professional Development. Halfway through the academic year you choose to follow either a marketing or fintech track.

Study load

- ▶ 42 weeks of teaching during the year; 1680 hours over the full year. The programme comprises a total of 60 ECTS credits, with one credit equal to 28 hours of study.
- ▶ Study load consists of scheduled lessons, teamwork, individual study and exams.
- ▶ The didactical concept is based on teamwork and agile/scrum, and courses will be finalized within 2-6 weeks. This means that, in addition to the 40 hours of study load per week, some work sometimes has to be done in the evening or on weekends.

 variant	Full-time
 level	Master
 start date	End of August 2024
 degree	Master of Science
 area of interest	Business, Data, Technology

Admission requirements

To be eligible for the programme, candidates should:

- ▶ hold a Bachelor's degree in one of the three next 'domains', (your primary domain): Business Administration (e.g., Marketing, Finance, Entrepreneurship, Information Systems) and Economics; Data Science, Informatics, Mathematics, ICT; or Technology (i.e. Engineering, Logistics);
- ▶ have a proven affinity in at least one of the two other domains (your secondary domain); for example (for students from the Business Administration/ Economics domain) having a minor in Marketing Data Analytics or AR/VR, or (for students from the technology domain) a minor in Entrepreneurship or minor Marketing for non marketeers.
- ▶ The Master is offered in English, requiring an English-proficiency level equivalent to IELTS 6.5.

Enrolment and selection procedure

Admissions follow a two- phase process, with an initial screening of the candidate's application and documents, possibly followed by a face to face interview when the application package is sufficient for an intake. Applications should be made via: www.studielink.nl. Deadline for applications is 1 June 2024.

More information & contact

- ▶ amsterdamuas.com/mddb
- ▶ [amsterdamuas/enrolment](https://amsterdamuas.com/enrolment)
- ▶ E-mail: masterddb@hva.nl