



DIGITAL DRIVEN BUSINESS

FULL-TIME MASTER'S PROGRAMME

2019-2020

THE ONE-YEAR MASTER OF SCIENCE DEGREE PROGRAMME DIGITAL DRIVEN BUSINESS OFFERS STUDENTS A MULTIDISCIPLINARY EDUCATION IN THE RELEVANT, IN-DEMAND FIELD OF DIGITAL 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 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.

This Master's degree programme is a multidisciplinary collaboration between the following professorships/research groups: Digital Commerce (Faculty of Business and Economics), Cross Media and Visual Methodologies (Faculty of Digital Media and Creative Industries) and Urban Analytics (Faculty of Technology).

MEET OUR TEACHERS

Tibert Verhagen, Associate

Professor E-business

'In business today, there is a high demand for people who are capable of connecting techies with flashy sales and business people.

These wishes are coming from big multinationals such as IBM and Cisco, as well as smaller businesses.'



PROGRAMME FACTS

MASTER OF SCIENCE

DIGITAL DRIVEN BUSINESS

AMSTERDAMUAS.COM/MDDDB



OUR STUDENTS

- ▶ Want to be the linking pin between data analytics, digital technology and new business concepts
- ▶ Want to develop a critical, analytical and entrepreneurial attitude
- ▶ Have an adaptive capacity and are willing to work on their technical insights and information management skills

CAREER OPPORTUNITIES

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

MAIN COURSES

Digital Business Development and Analytics, Business Statistics and Econometrics, Online Data Mining, Database Management for Business, Programming for Business, Emerging Technology in Digital Business, Digital Business Management and Business Ethics

STUDY LOAD

- ▶ 42 weeks of teaching during the year
- ▶ 1680 hours over the full year.
- ▶ Study load consists of scheduled lessons, teamwork, individual study and exams.
- ▶ As the didactical concept is based on agile and scrum, all courses will be finalized within three weeks. This means that apart from the 40 hour study load per week some work will be done in the evening / weekend.

ADMISSION REQUIREMENTS

To be eligible for the programme, candidates should:

- ▶ hold a Bachelor's degree in one of the three next

 VARIANT	Full-time
 LEVEL	Master
 START	19 August 2019
 TITLE	Master of Science
 AREA OF INTEREST	Business, Data, Technology

'domains', (your primary domain): **Business Administration** (e.g., Marketing, 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 students with a Bachelor in Business Administration /Economics have a minor Digital Marketing Analytics, students with a Bachelor in the Technology domain have a minor Entrepreneurship or Marketing for non marketeers.

The Master is offered in English, requiring an English-proficiency level equivalent to IELTS 6.5.

ENROLMENT AND SELECTION PROCEDURE

The Master's programme Digital Driven Business welcomes 30 students for the year 2019-2020. Admissions follow a two-phase process, with an initial screening of the candidate's application and documents, 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 30 June 2019

MORE INFORMATION

- ▶ amsterdampus.com/mdddb
- ▶ amsterdampus/enrolment

CONTACT

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