

# Application Form

## Mannheim Master of Applied Data Science & Measurement

| First Name

| Last Name

### Checklist for a Complete Application

- Application Form
- CV
- Photo
- Letter of motivation
- Self-presentation (powerpoint presentation or video)
- Certified copies of all academic degree certificates and academic transcripts (e.g. Bachelor's, Master's, Doctoral)
- Proof of English language proficiency
- Proof of work experience
- Reference form (sent by the referee to Mannheim Business School)
- Company support form
- APS for applicants from China only

### Please send your application documents to:

[info.mdm@mannheim-business-school.com](mailto:info.mdm@mannheim-business-school.com) and [ting@mannheim-business-school.com](mailto:ting@mannheim-business-school.com)

# Guideline for your Application

## Admission

### Admission Criteria

For a successful application for the Mannheim Master of Applied Data Science & Measurement you need to have

- A Bachelor's degree
- Proven skills in statistics
- Fluency in English, proven by a TOEFL (minimum score of 85) or a comparable test
- First work experience (job reference)
- A valid employment contract

### Admission Procedure

The admissions process consists of four steps:

#### 1. Information Events

Meet our admission manager at one of our information events, a trade fair, or join an online info session.

#### 2. Application

Send your complete application documents to [info.mdm@mannheim-business-school.com](mailto:info.mdm@mannheim-business-school.com) and [ting@mannheim-business-school.com](mailto:ting@mannheim-business-school.com).

#### 3. Selection Interview

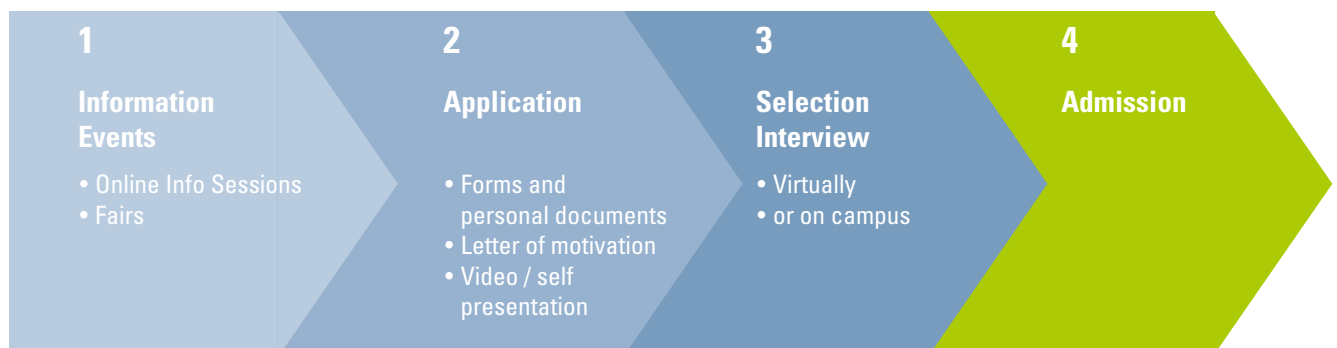
Present yourself in a personal or web-based interview with the Admissions Manager. An admissions decision will be made based on the evaluation of your application package and the selection interview.

#### 4. Admission

Receive the admission notification and contract. Sign and return the admission contract to Mannheim Business School.

### Admission Period

The rolling admissions period for the Mannheim Master of Applied Data Science & Measurement (MDM) has started on 1 September 2021.



## English Language Proficiency

Proof of appropriate English language skills can be provided by the following:

- a) TOEFL (Test of English as a Foreign Language) with a minimum score of 85.
- b) IELTS (International English Language Testing System – Academic Test) with a minimum of 6.5.
- c) Certificate of Advanced English with at least level B2.
- d) A successfully completed course of study based on English as the main language of instruction and examination.

The results must not be more than five years old at the time of the closing date for applications.

## Letter of Motivation

The letter of motivation forms an important part of the admissions committee's evaluation of your application. The committee uses the essay to evaluate your experience and interest in the following components of survey and data science:

- Data Collection
- Data Management / Weighting and Imputation
- Data Analysis
- Communication of Results

Identify the components you have experienced and describe the nature of that experience. Describe how you hope the master's program will advance your training. The committee prefers essays that are no more than two typewritten pages (12 point font). Please highlight elements that can't be found in the CV.

## Self-Presentation

Please present yourself in a **five-minute video** or a **PowerPoint presentation with a maximum of 10 slides**, answering the following questions: Why do you think data is so important in today's business world? Which challenges do you want to address with the help of the knowledge and skills gathered in this master's program?

## Reference Form

Please provide one reference from someone who can assess your personality and work, preferably a supervisor or line manager. For the evaluation, the referee should use our [reference form](#).

## Company Support Form

Since the Mannheim Master of Applied Data Science & Measurement is a time-intensive professional development program, ensuring company support from the beginning is a critical element in determining a candidate's potential for success. Therefore, please include a signed [company support form](#) in your application documents.

## Work Experience

Applicants must provide evidence of first professional experience. A corresponding reference from the employer must be enclosed with the application (employment contract and a job description).

## Technical Requirements for Program Participation

The learning experience in this course will mainly rely on the online interaction between students and the instructor during the weekly online meetings. Therefore, we encourage all students in this program to use a web camera and a headset. We recommend that students use a high speed internet connection (LAN), if available, when connecting to the online meetings. Wireless connections (WLAN) are usually less stable and might be dropped. We will use Canvas, a learning management system, for our online courses.

## 01 Personal Information

|            |
|------------|
| Title      |
| First Name |
| Last Name  |

Male  Female  Diverse

|               |                   |                |         |
|---------------|-------------------|----------------|---------|
| Date of birth | D D M M Y Y       | Place of birth | Country |
| Nationality   | Other citizenship |                |         |

## 02 Current Address

|   |              |         |
|---|--------------|---------|
| Street                                      |              |         |
| Town  | Postal code  | Country |
| Home phone                                  | Mobile phone |         |
| E-mail* (must be valid until program start) |              |         |

\*Please note that e-mail will be the main communication channel.

## 03 Academic Background\*

Please list all academic achievements at the post-secondary education level in reverse chronological order.

| Duration<br>From | To          | Name of University or College | Field | Major | Degree received | Results<br>(GPA, Grades, Rank, Class) | Full-/<br>Part-Time |
|------------------|-------------|-------------------------------|-------|-------|-----------------|---------------------------------------|---------------------|
| D D M M Y Y      | D D M M Y Y |                               |       |       |                 |                                       |                     |
| D D M M Y Y      | D D M M Y Y |                               |       |       |                 |                                       |                     |
| D D M M Y Y      | D D M M Y Y |                               |       |       |                 |                                       |                     |
| D D M M Y Y      | D D M M Y Y |                               |       |       |                 |                                       |                     |

## 04 Statistics Skills\*

In which subjects did you gain relevant ECTS credits or experience?

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## 05 Time Management

How much time on average will you be able to dedicate to program-related work? Please estimate hours per week in whole numbers

\_\_\_\_ hours per week

\* Certified copies for all given information are mandatory.

**06 Major Field of Studies** (Please mark one box only)

**Business & Management:**

- Accounting
- Finance
- Economics
- Business
- Advertising & Marketing
- Business Administration
- Leadership & Administration
- Healthcare Administration
- Public Administration Management
- Other

**Life, Physical, & Natural Sciences:**

- Chemistry
- Mathematics
- Biology
- Pre-Clinical Medicine
- Medicine
- Nursing
- Kinesology
- Sports & Exercise
- Other

**Engineering & Technology:**

- Civil Engineering
- Mechanical Engineering
- Electrical Engineering
- Computer Science
- Information Systems/Technology
- Other

**Social Sciences:**

- History
- Sociology
- Political Science
- Law
- Education
- Social Work
- Criminal Justice
- Psychology
- Elementary Education
- Other

**Liberal Arts & Humanities:**

- Liberal Arts
- General Studies
- English
- Culinary Arts
- Speech Communication & Rhetoric
- Other

**Others:**

\_\_\_\_\_

\_\_\_\_\_

In which language(s) was your university degree taught?

What language(s) do you use at work?

**07 Professional Background\***

Please list each full-salaried position after your first degree in reverse chronological order – without internships.

Could you please indicate the industry for each job you list and choose from one of the following categories:

- A Consulting/Auditing/Tax
- B Consumer Products/Professional Services
- C Financial Services/Insurance
- D Government
- E Manufacturing (incl. Chemicals)
- F Media/Entertainment
- G Non Profit/Environmental/Education
- H Petroleum/Energy/Utilities/Waste
- I Pharma/BioTech/Healthcare
- J Technology/Telecommunications
- K Logistics

**Current Position**

| Duration    |             | Company | City, Country of Work | Position | Industry |
|-------------|-------------|---------|-----------------------|----------|----------|
| From        | To          |         |                       |          |          |
| D D M M Y Y | D D M M Y Y |         |                       |          |          |

Briefly summarize your most recent job responsibilities and indicate if you are responsible for subordinates (No.)

|                       |                         |
|-----------------------|-------------------------|
| No. employees locally | No. employees worldwide |
|-----------------------|-------------------------|

Please draw a simplified organizational chart of your company. Mark your position in the chart with an "X". (Use an extra sheet if necessary).

\* Certified copies for all given information are mandatory.

## 07 (Continued)

Please indicate the name of the Human Resources Manager in your company.

|                |              |
|----------------|--------------|
| Title          |              |
| Last Name      |              |
| First Name     |              |
| Business phone | Mobile phone |
| E-mail         |              |

May we contact him/her?  Yes  No

Please indicate the name of the person in charge of Management Development/Training in your company.

|                |              |
|----------------|--------------|
| Title          |              |
| Last Name      |              |
| First Name     |              |
| Business phone | Mobile phone |
| E-mail         |              |

May we contact him/her?  Yes  No

### Previous work experience

| Duration        |                 | Company | City, Country of Work | Position | Industry |
|-----------------|-----------------|---------|-----------------------|----------|----------|
| From            | To              |         |                       |          |          |
| D D M M Y Y<br> | D D M M Y Y<br> |         |                       |          |          |
| D D M M Y Y<br> | D D M M Y Y<br> |         |                       |          |          |
| D D M M Y Y<br> | D D M M Y Y<br> |         |                       |          |          |

Total duration in months of full-time positions held (by the beginning of the online master's program)

## 08 Awards, Honors, etc...\*

Please list any honors, distinctions, awards you have received in your academic, professional or extracurricular activities.

| Duration        |                 | Awards, Honors, etc. | Institution | Explanation |
|-----------------|-----------------|----------------------|-------------|-------------|
| From            | To              |                      |             |             |
| D D M M Y Y<br> | D D M M Y Y<br> |                      |             |             |
| D D M M Y Y<br> | D D M M Y Y<br> |                      |             |             |
| D D M M Y Y<br> | D D M M Y Y<br> |                      |             |             |

Please explain any period(s) of time since you left high school for which you have not accounted.

|  |
|--|
|  |
|--|

\* Certified copies for all given information are mandatory.

## 09 Languages\*

To be admitted to the Mannheim Master of Applied Data Science & Measurement, you must be fluent in English. Your English language proficiency can either be proven by a test or by successfully completed course of study, based on English as the main language of instruction and examination. Please indicate which case applies to you.

TOEFL or equivalent     Course of study     Native speaker

### TOEFL or Equivalent

A TOEFL score of 85 (internet-based) is required, the equivalent IELTS score is 6.5. Please use ID number 8860 when sending your scores directly to Mannheim Business School.

If you have an equivalent to the TOEFL, please indicate which: \_\_\_\_\_

Applicants who have completed a degree course (Bachelor, Master, PhD) exclusively in English are exempt from submitting the TOEFL.

| Date taken/to be taken | Location | Score |
|------------------------|----------|-------|
|                        |          |       |

Please indicate in the table below any other languages you speak, along with the level at which you situate your proficiency and include copies of certifications, if available. Use the following for self-assessment.

Level 1 The ability to participate in a conversation about daily life

Level 2 The ability to understand, speak, and write with structural accuracy, communicate in the language, and read newspapers, as well as to give adequate information about future career goals

Level 3 The ability to conduct business in this language

Level 4 The ability to interact in a foreign environment in any circumstances with the near-ease of a native speaker

Level 5 Native language

| Languages | Self-assessed Level | Certifications | Scores |
|-----------|---------------------|----------------|--------|
|           |                     |                |        |
|           |                     |                |        |
|           |                     |                |        |
|           |                     |                |        |

## 10 Financing

How will you fund your tuition fees, if you are admitted to the Mannheim Master of Applied Data Science & Measurement?

|   | Amount in EUR | in % |
|---|---------------|------|
| Tuition funded by company                           |               |      |
| Tuition funded by yourself                          |               |      |
| Tuition funded by other source(s) – please specify: |               |      |

Please indicate if you are currently a recipient of a scholarship or other funding     Yes     No

If yes, from which institution and for which purpose:

| Duration<br>From  | To | Institution | Purpose |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|----|-------------|---------|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| <table border="1"> <tr> <td>D</td><td>D</td><td>M</td><td>M</td><td>Y</td><td>Y</td> <td>D</td><td>D</td><td>M</td><td>M</td><td>Y</td><td>Y</td> </tr> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table> | D  | D           | M       | M | Y | Y | D | D | M | M | Y | Y |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| D   | D  | M           | M       | Y | Y | D | D | M | M | Y | Y |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |    |             |         |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Please bear in mind that the German income tax system may allow participants of a Master's program considerable tax benefits due to tuition fees. Find out more information [here](#).

\* Certified copies for all given information are mandatory.

## 11 Letter of Motivation

Your letter of motivation should not exceed two pages and has to be written in English. Your full name must be stated clearly in the headline. Please find the questions that should be covered in the letter of motivation on page 3.

## 12 Reference

Please provide one reference from someone who can assess your personality and work, preferably a supervisor or line manager. For the evaluation, the referee should use our **reference form**. The reference should be sent directly by the referee via e-mail to admissions: info.mdm@mannheim-business-school.com and ting@mannheim-business-school.com.

Please provide us with the following details about the referee:

|                              |             |         |
|------------------------------|-------------|---------|
| Title, Last name, First name |             |         |
| Organisation                 | Street      |         |
| Town                         | Postal code | Country |
| E-mail                       | Phone       |         |

## 13 How did you first learn about the Mannheim Master of Applied Data Science & Measurement?

Please be as precise as possible and name your sources.

|  |   |
|--|---|
| <input type="checkbox"/> a) Through an MBS alumnus/aluma or current participant(s) | <input type="checkbox"/> e) MBS website                   |
| <input type="checkbox"/> b) Rankings   | <input type="checkbox"/> f) Conference                    |
| <input type="checkbox"/> c) Advertisement or media article (print or online)       | <input type="checkbox"/> g) Online Platform/other website |
| <input type="checkbox"/> d) Current employer                                       | <input type="checkbox"/> h) Other                         |

If your answer is other than **a)**, did you get in contact with an alumnus/alumna or current participant(s) at a later stage?

|                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

## 14 Why did you decide to study for a master's degree in Applied Data Science & Measurement?

Please rank the most important factors in order from 1 to 3, where 1 is the most important consideration.

|                                  |  |                                     |  |
|----------------------------------|--|-------------------------------------|--|
| To further my career             | 1 2 3  | Potential to network Personal       | 1 2 3  |
| To open new career opportunities | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | development Educational experience  | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| To increase salary               | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | Colleague's/friend's recommendation | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Company advice or requirement    | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |                                     | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Other: _____                     |  |                                     | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |



## 15 Why did you choose the Mannheim Master of Applied Data Science & Measurement at Mannheim Business School?

Please rank the most important factors in order from 1 to 3, where 1 is the most important consideration.

|                             |   |                                     |   |
|-----------------------------|---|-------------------------------------|---|
| Reputation of school        | 1 2 3<br><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | Published ranking position          | 1 2 3<br><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Quality of teaching faculty | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          | Published guides                    | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          |
| Content of program          | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          | Tuition costs                       | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          |
| Teaching methods            | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          | Company advise                      | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          |
| Advertising                 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          | Colleague's/friend's recommendation | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>          |

Other: \_\_\_\_\_

## 16 In your opinion, what differentiates us from other programs?

## 17 How many months prior to your application did you start researching your choice of an online Master degree?

## 18 Which other (online) master programs are you applying to?

1

2

3

Before submitting your application, please use the checklist on the front cover of the application form to ensure that your application is complete. We encourage you to talk to your employer before applying to the program.

### Statement of Accuracy:

I hereby certify that the information contained in this application is complete and correct to the best of my knowledge.

Date \_\_\_\_\_ Applicant's signature \_\_\_\_\_

## Data protection information and declaration of consent

When you apply for an MBS study program, we record your personal data (e.g., from your cover letter, résumé, references, application form, interviews, etc.) in our applicant tracking system for the duration of the application process.

MBS collects, processes (in particular stores) and uses this data to contact you in the event of acceptance or, in the event of an initial rejection, to inform you that a place has become available or to seamlessly proceed with the application process should another study program at MBS come into question. If you are accepted for an MBS study program, this data shall continue to be stored for the duration of that program. In addition, MBS shares your data with the University of Mannheim for the purpose of the academic supervision of MBS study programs.

Personal data that is no longer required for these purposes is deleted or blocked, provided that there are no legal retention or storage obligations. In the event that you terminate the application process prematurely or are not accepted for the MBS study program, all personal data, with the exception of information on your acceptance, rejection or withdrawal of your application, shall be deleted.

Applicant data is stored on our file server, located on MBS and University premises. Application documents are also stored in the CRM system "Salesforce", in a data center located in Germany. In addition, MBS uses "Google Apps for Education" as well as products of the Microsoft Office 365 Suite (EU) for various purposes in the admissions process. It cannot be completely excluded that such personal data will also be stored on servers located outside the EU.

Personal data may only be processed and used where permitted by law or subject to the consent of the person concerned. With regard to the procedures described above, it is permitted to collect, store, transmit and use your personal data to the extent described in Article 6(1)(b) General Data Protection Regulation (GDPR). By signing, you confirm that you are aware of these data processing purposes.

In addition, we intend to store your personal data in the manner described for a maximum period of 12 months after termination of the application process. In this case, we require your consent, since there is no legal obligation for this storage. By signing this document, you also give such consent. By way of precaution, we would like to stress that your consent is voluntary, and refusal will have no effect on your chances in the application process. You may therefore refuse to give your consent without stating any reasons, and without having to be concerned about repercussions. You may revoke your consent in writing at any time in the future. Revoking or refusing consent does not affect the scope of the data processing permitted or stipulated by the GDPR or other legal provisions.

Should you have any questions about data protection and how MBS deals with personal data, please contact our data protection officer at: [datenschutz@mannheim-business-school.com](mailto:datenschutz@mannheim-business-school.com), Mannheim Business School, L5, 6, 68131, Germany

Date \_\_\_\_\_ Applicant's signature \_\_\_\_\_

## Newsletter Opt-in

I agree that Mannheim Business School uses my aforementioned e-mail address to send me information about upcoming MBS events, the latest offers regarding MBS study programs and courses, as well as general MBS related news. This information will be delivered through a newsletter with a general monthly cadence and occasional extra issues. You can notify us at any time via e-mail to [info@mannheim-business-school.com](mailto:info@mannheim-business-school.com) if you no longer wish to receive the newsletter/information about our study programs.

Yes  No

[www.mannheim-business-school.com/mdm](http://www.mannheim-business-school.com/mdm)