MASTER IN MANAGEMENT ANALYTICS (FULL-TIME)

BENEFIT FROM THE BEST OF BOTH WORLDS IN THIS UNIQUE JOINT MASTER PROGRAM: ENTREPRENEURSHIP, INNOVATION, AI, BIG DATA, AND ANALYTICS IN THE HEART OF STARTUP NATION ISRAEL, AND DATA-BASED BUSINESS ADMINISTRATION IN THE CENTER OF EUROPE’S STRONGEST ECONOMY.

KEY FACTS

- **DURATION & STRUCTURE**
  12 months, full-time format

- **DEGREE**
  Master of Arts (M.A.)

- **LOCATIONS**
  50% in Herzliya, north of Tel Aviv on the Mediterranean coast, and 50% in Mannheim in South-West Germany

- **LANGUAGE**
  English

CURRICULUM

Courses in the three core areas Business, Analytics, and Technology, e.g. Data Science for Business, Data Literacy & Data Intuition, Strategy Innovation and Entrepreneurship, Financial Analytics, Marketing Analytics, Machine Learning for Business, Applied AI for Business, UX Research for Product Innovation, Organizational Change – Creating a Data-Driven Culture. Additional soft-skills courses, industry speakers, and company visits.

ADMISSIONS

- **TUITION FEE**
  Regular fee: €29,000
  1. Early-Bird Deadline: Feb 28
  2. Early-Bird Deadline: June 30

- **ADMISSION REQUIREMENTS**
  • A first degree
  • Work experience
  • Very good English (TOEFL with a minimum score of 85 or equivalent)

HIGHLIGHTS OF THE MASTER IN MANAGEMENT ANALYTICS

- Highly sought-after key skills that enable you to drive the digital transformation of companies
- Academic excellence and practical relevance
- Analytics in the heart of start-up nation Israel and business administration in the center of Europe’s strongest economy
- International exposure at two major business hubs in small international classes
- Optimal conditions to become a culturally intelligent leader and build bridges between German and Israeli business cultures
- Practical input by industry speakers and company visits
- Soft-skills trainings and personal development
- Access to a joint global network of organizations, program participants, and alumni
- Double degree: Gain two degrees from prestigious institutions

www.mannheim-business-school.com/full-time-mma/
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