

# 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, Decision-Making Under Uncertainty, Strategy Innovation and Entrepreneurship, Financial Analytics, Marketing Analytics, Machine Learning, Decision Technology, Practical UX Design. Additional soft-skills courses, industry speakers, and company visits.

Upcoming Information Events  
Click here!

## ADMISSIONS



**TUITION FEE**  
Regular fee: €38,000  
Discounted introductory fee for the intake 2021: €27,000



**ADMISSION REQUIREMENTS**

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



**PROGRAM START**  
November 2021

## 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