

Application Form

Mannheim Master of Applied Data Science & Measurement

| First Name

| Last Name

Choose Your Track

- Survey Methodology Track Survey Statistics Track Data Insights Track

Please indicate your preference by ranking the tracks in order from 1 to 3, where 1 is your highest priority.

Checklist for a Complete Application

- Application Form
- CV
- Photo
- Letter of motivation
- Self-presentation
- 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

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 95) or a comparable test
- First work experience (job reference)
- A valid employment contract

Admission Procedure

The admissions process consists of five 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.

3. Selection Interview

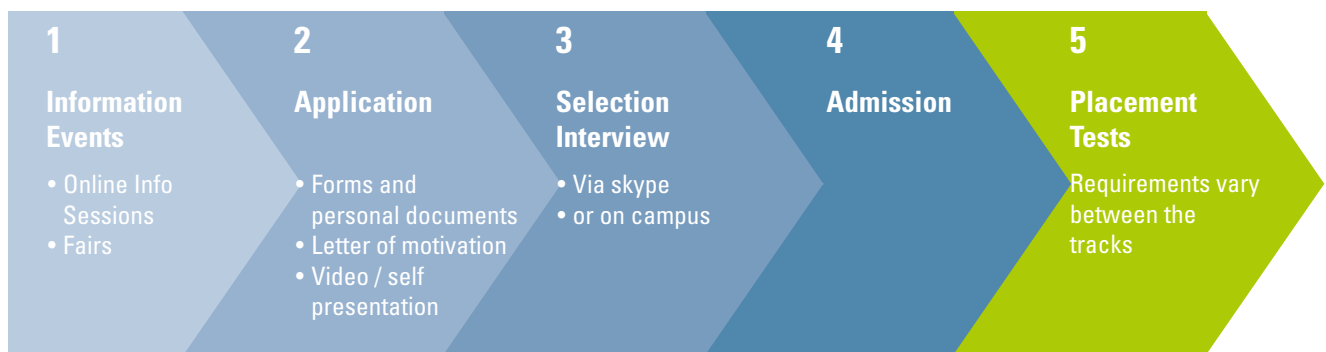
Present yourself in a personal or web-based interview with the Admissions Manager. An admissions decision will be made based on the evaluation of your application package and the selection interview.

4. Admission

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

5. Placement Tests

Depending on which track you apply for, you need to take part in the Statistical Placement Test or the Data Preparation Test, or both. The required results vary between the tracks. See next page for details.



Admission Period, Placement Tests, and Pre-Courses

The rolling admissions period for the Mannheim Master of Applied Data Science & Measurement (MDM) has started on 1 September 2020.

Depending on which track you apply for, you need to take part in the Statistical Placement Test (SPT) or the Data Preparation Test (DPT), or both. The required results vary between the tracks.

Survey Methodology Track

You will be accepted into the Survey Methodology Track if you take the Statistical Placement Test. If you pass the test, your master program will start in September. If you do not pass it, your master program will start with the Pre-Course “Review of statistical concepts” in June.

Survey Statistics Track

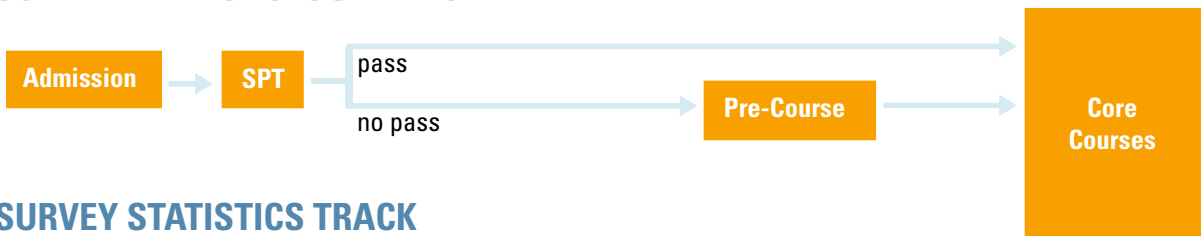
You will be accepted into the Survey Statistics Track if you pass the Statistical Placement Test with a minimum score of 80%. If you do not achieve the minimum score, you cannot choose this track. If you achieve the necessary score, the next step is taking the Data Preparation Test. If you pass the test, your master program will start in September. If you do not pass it, your master program will start with the Pre-Course “Introduction to Real-World Data Management” in June.

Data Insights Track

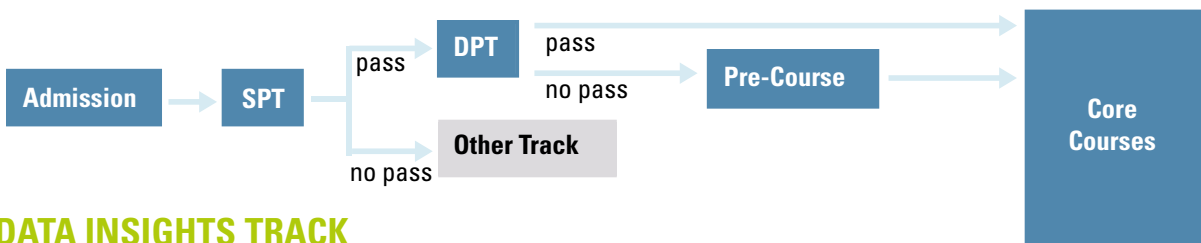
You will be accepted into the Data Insights Track if you take the Statistical Placement Test and the Data Preparation Test. In case of passing both tests your master program will start in September. If you fail one of the tests, your master program will start in June with the Pre-Course “Review of statistical concepts” or “Introduction to Real-World Data Management”. If you fail both tests, you need to take both Pre-Courses.



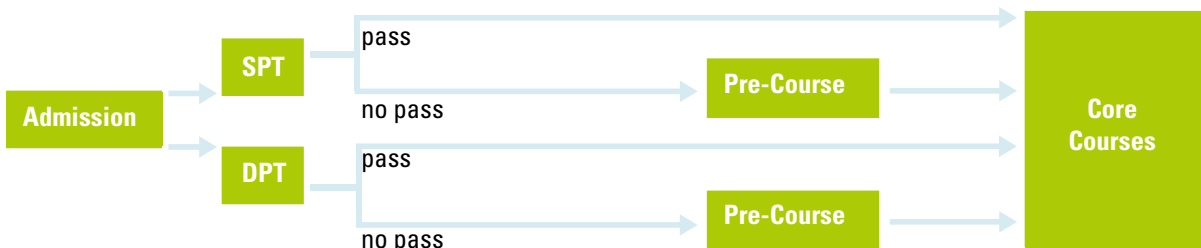
SURVEY METHODOLOGY TRACK



SURVEY STATISTICS TRACK



DATA INSIGHTS TRACK



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 95.
- b) IELTS (International English Language Testing System – Academic Test) with a minimum of 7.0.
- c) Certificate of Advanced English with at least level C1.
- 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 two 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. Please explain your priorities for selecting one of the three tracks. 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)	Skype name	

How would you prefer us to communicate with you?

By e-mail By telephone

03 Academic Background*

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

Duration From	To	Name of University or College	Field	Major	Degree received	Results (GPA, Grades, Rank, Class)	Full-/ 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?

_____	_____
_____	_____

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				
D D M M Y Y				
To				
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 	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 				

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 	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 			

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

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* 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 95 (internet-based) is required, the equivalent IELTS score is 7.0. 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	Institution	Purpose																								
From																										
To																										
<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 4.

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.

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.

a) Through an MBS alumnus/aluma or current participant(s)

b) Rankings

c) Advertisement or media article (print or online)

d) Current employer

e) MBS website

f) Conference

g) Online Platform/other website

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?

Yes

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

To open new career opportunities ¹ ² ³

To increase salary ¹ ² ³

Company advice or requirement ¹ ² ³

Other: _____

Potential to network Personal ¹ ² ³

development Educational experience ¹ ² ³

Colleague's/friend's recommendation ¹ ² ³

¹ ² ³

¹ ² ³

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 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Published ranking position	1 2 3 <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, 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 if you no longer wish to receive the newsletter/information about our study programs.

Yes No

www.mannheim-business-school.com/mdm