# Master

# MBA Big Data Analytics

## Part-time



**THE HAGUE** **PRO**
UNIVERSITY OF
APPLIED SCIENCES

# About this Master

An MBA in Big Data Analytics provides a valuable set of skills that is in high demand in the business world. As student, you are equipped with the ability to analyse and interpret large and complex data sets to drive business outcomes and value to the organisation. This skill set is highly valued by employers across various industries, including finance, healthcare, and technology. By earning an MBA in Big Data Analytics, students gain expertise in data mining, statistical modelling, and machine learning, which can lead to high-paying positions in these industries. This programme will prepare you to make data-driven decisions and develop strategies to drive organizational success.

## Master of Business Administration Big Data Analytics (MBA)

**" Education at the intersection of business administration and data analytics "**

### Programme Facts

| | |
|---|---|
| **Start date** | 1 September |
| **Language** | English taught |
| **Duration** | 24 months |
| **Study load** | 16 to 18 hours per week (6 hours lessons, 10 to 12 hours self-study) |
| **Financial** | See website |
| **Degree** | Master of Business Administration (MBA) |
| **Accreditation** | Dutch-Flemish Accreditation Organization (NVAO) |
| **Lectures** | Depending on the schedule but mainly two evenings per week |

## Career opportunities

You have already gained experience in the labour market. Through your work you encountered a data-oriented environment and you have become interested in big data. The MBA Big Data Analytics will offer you plenty of career opportunities. Because of digitalisation, almost every organization is confronted with exponentially increasing amounts of data. How do you turn this data into value for your organization? How do improve your value proposition to customers with data? With these questions you enter the intersection of business administration and data analysis and become a bridge builder in your organization. The MBA profile will enable you to act as expert data translator in your organization. You will offer added value to many companies and organizations. This is a master with a focus on the future.

## Programme structure

Under 'Programme' you can read how we structured the Master's programme. We show you in which fields you will delve into. At the end of your study, you will independently carry out a research assignment, which you will report on in a master's thesis. If you have successfully completed this process, you can call yourself Master of Business Administration with big data analytics as an expert area.

## The starting blocks

To start this master, you are sufficiently prepared with at least three years of work experience, preferably in a data-oriented environment.  You have previously followed a relevant bachelor's programme, in which your affinity with quantitative (numerical) analyses has been demonstrated.

On our **website** you will see the dates on which this Master's programme starts.

### Requirements

The main requirements to be eligible for the programme are:

- a Bachelor degree,
- An English level test score, for more information **click here**
- You have three years relevant professional work experience.

### Application deadline

To apply you must register on Studielink.nl before the application deadline. We advise you to not wait until the last moment to avoid unnecessary disappointment. The deadlines are categorized by nationality:

- 1 May        Non-European (non-EEA) applicants
- 31 July      European (EEA) applicants

## A master Programme in The Hague

The city of The Hague is the ideal location to embark on your international career journey. It is the International City of Peace and Justice - the political and cultural heart of the Netherlands. It is home to the Peace Palace, International Court of Justice, Dutch parliament, 115 embassies, multinationals like Shell, Siemens and ING and many international NGOs.

The Hague is located in the western part of The Netherlands in between the capital Amsterdam and the business capital Rotterdam. It is a small and hospitable city with a big international heart. The Hague is bursting with culture and creativity and offers students an all-round experience, from galleries packed with Dutch masters to idyllic beaches, parks and buzzing nightclubs.

### The Hague University of Applied Sciences

Let's change! You. Us. The World. That is our message at The Hague University of Applied Sciences (THUAS). We want to empower you to change and improve the world you live in, but that can only happen if we work together to make a difference. THUAS is a place where theory and practice meet – that is what makes us a university of applied sciences. We put the emphasis on practical education, focus on your future career and have a more personal approach with smaller classes. You will learn by working on 'real life' projects in close cooperation with the outside world. To make sure that our programmes are cutting edge and industry relevant, businesses and institutions help design our curricula. This means they are hands-on, solution based and market ready.
During your time with us you will be supported by our inspiring lecturers, fellow students, and an extensive network from the professional world. Our lecturers are working professionals, who will give you a first-hand insight into their field. When you finish your journey, you will be able to apply your knowledge and skills right away. We encourage our students, lecturers, and partners to become world citizens - to think 'outside the box' and stand their ground. Becoming a global citizen is all about personal development. During interactive classes, your lecturers will ask questions, set assignments, and encourage debates and presentations to hone analytical skills that are critical in business.
THUAS is an innovative environment where almost 26,000 students from nearly 150 different countries come together to share in development, networking, and practice. All of our programmes revolve around group and project work and simulate real-life situations.
THUAS Pro is part of The Hague University of Applied Sciences and offers a wide variety of master programmes and professional courses taught in Dutch and English.

## Your investment

With the Master of Business Administration with a Big Data Analytics profile, you invest in your future.
This investment has a financial and a time component.

### Financial investment

- You do not need to pay VAT for the master.
- The Dutch organization you work for can in many cases deduct the costs of this training as business expenses.
- For Dutch students it is possible to obtain a 'Levenlanglerenkrediet' from DUO (Dienst Uitvoerend Onderwijs) with very favourable conditions. More information about this can be found on the DUO website.
- On the DUO website you can find Information about the teacher's grant. To be eligible for the grant, you must have a teaching qualification, a position as a teacher in higher professional education or at least a diploma at bachelor's level.

### Important to know

- For an exact statement of the costs, check the website.
- You buy the books yourself.
- After payment of the training costs, you can freely use our internet facilities and library.
- During lecture days you can put your car against a relative low amount in the parking garage under the building.

### Time investment

It is good to have a clear picture of how much time investment is needed. In addition to your regular job, an additional six hours of lessons as well as ten to twelve hours of self-study per week is required.

## What's in it for you?

After this study, you can play an important role in the transition from a traditional to a data-driven organization. You can lead that process. In addition, you are an expert partner for discussions with data analysts and for managers at strategic and operational level.
If you successfully complete this programme, you will receive the MBA diploma and you will be entitled to use the title Master of Business Administration.

### NVAO accreditation

This master is accredited by the Dutch-Flemish Accreditation Organization (NVAO) and therefore recognized by the government.

## Visit us

Deciding what and where to study is a major decision. To assist you in the decision-making process, we offer a number of options. Visit us at open days, at on-campus events or meet us (or our representatives) at events around the world. You can also attend our online information sessions. Check out **thuas.com/professionals/study-choice/information-sessions** for dates and details.

## Programme overview

| MODULES | |
|---|---|
| **MODULE 1**<br>**Big Data for Business** | You will learn about big data analytics frameworks including data infrastructure, data management and data governance. You will also be introduced to statistical analysis. You will work with MS Excel, Power BI, JASP and SQL. |
| **MODULE 2**<br>**Programming with R** | You will gain hands-on experience in data visualization, analytics, wrangling, reporting, and inferential statistics using R. This course equips you with practical skills to handle big datasets, leveraging R's powerful packages. You will work in a Jupyter Notebook environment to deal with a comprehensive textbook combining concepts with actionable examples |
| **MODULE 3**<br>**Machine Learning** | This module deals with exploring the machine learning algorithms and learning how to build the ML models and evaluate their performance. By the end of this course you will know which model to use and how to adapt and refine them for your specific case |
| **MODULE 4**<br>**Operations Management** | You will become acquainted with and skilled in organizing and managing business processes. You will cover topics such as supply chain management, quality control, project management and process improvement. |
| **MODULE 5**<br>**Business Research Methodology** | You will practice the research skills you need to be able to write the master's thesis in the second half of the programme based on research carried out by yourself. |
| **MODULE 6**<br>**Financial & Management Accounting** | To be able to manage an organization, you must be familiar with financial aspects, such as a cost calculation, calculating the financial feasibility of an investment and applying correct accounting and recording practices. |
| **MODULE 7**<br>**Strategy** | In this module, we take a holistic look at the overall process of strategy analysis and the development and integration of marketing, finance, IT, human resources and operations perspectives. |
| **MODULE 8**<br>**Marketing** | You will learn to understand and apply different marketing tools. In addition, you will gain the knowledge needed to make a competitive analysis and predict market positions. Finally, this module will equip you with the skills needed to create a national or international marketing plan and portfolio. |
| **MODULE 9**<br>**Business Intelligence** | In this module students learn the advantages and disadvantages of relational database models, the tasks and layers of the Datawarehouse and the role it plays in data acquisition, transformation, calculation, analysis and result presentation. |
| **MODULE 10**<br>**Leadership and Organisation** | The professional critically reflects on - and evaluates how (s)he is able to lead people in organizations to create sustainable impact, bridging purpose and performance. |
| **MODULE 11**<br>**Consultancy project** | You will work in groups on a big data consultancy project in an agile methodology to gain hands-on experience with the latest technologies and techniques for managing, analysing, and interpreting large data sets. |
| **Master Thesis** | In this phase you will write your master's thesis, in which you will report on a research assignment related to a big data project. With this master's thesis you show that you have mastered the modules. |

If you are in The Netherlands, you could visit us on location, maybe even join a class and talk to current students. If you are abroad and want to talk to a current student, just let us know. If you are planning on visiting us, you can park your car in the underground (paid) parking or use public transportation that is within walking distance of the train station Den Haag Hollands Spoor.

We have done our utmost to provide you with the most accurate information about studying with us. No rights can be derived from the information in this brochure.

## More information

**Want to know more about this programme?**
**Please contact us at:**

- 070 - 445 89 00
- bfm-pro@hhs.nl
- thuas.com/pro

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