



Staatlich anerkannte, private
**Fachhochschule des
Mittelstands (FHM)**



**English
language**

Master of Business Administration (MBA) and Technology Major Data Science

Data Science

The increasing interdependence of world economies forces companies to face international competition and take action with a sense of urgency. Firms looking to thrive in the present and in the future will not be able to rely on outdated Management concepts or practices. The next generation of managers and leaders in international companies will only be successful when equipped with innovative general management skills and additional specialized knowledge to master the present and preempt the future.

In addition to globalization opportunities, companies will act and innovate upon the emerging digitalization. Traditional business management approaches and leadership styles will be insufficient to stand the test of time. Therefore it is imperative to develop leaders with cutting-edge specialized knowledge and innovative General Management skills to consolidate thought processes and provide comprehensive strategic direction.

The international master program MBA and Technology provides the necessary education, opening doors to leadership and consulting positions in international companies. The goal is to identify changes in the

business environment and optimize a company's competitive positioning in the marketplace.

FHM's Master of Business Administration (MBA) and Technology is designed to prepare program graduates for top-management positions in innovative companies. The MBA concentration in Data Science Management is at the core of all digitization processes.

Data is the key success factor for all industry and service industries in the 21st century. Artificial intelligence, smartphones with unparalleled capabilities, Internet of things (IoT), global communication networks powered by 5G data speed and other emerging data transmission standards and hardware-software platforms revolutionize all types of communication. The amount of data created every day has no equal in history. Data scientists are in urgent demand to prepare focused and highly accurate analyses about ongoing business processes management as well as the future direction of a business. Concentrating in Data Science Management provides deep specialized knowledge for practical applications, utilizing well-structured problem-solving learning outcomes.

Who should apply?

If you have earned a Bachelor's degree plus at least one year of business work experience, then the MBA and Technology program is an attractive offer to accelerate your career. If you believe that digitalization, globalization and sustainability must drive a firm's decision making process and if you would enjoy formulating appropriate corporate strategies then this academic program is a good fit for you.

The 20-month program is designed for future managers, seeking to



Prof. Dr. habil. Torsten Fischer, Program Director

significantly boost their international careers as a leader or highly specialized professional. If you are looking to improve your career prospects by solidifying and expanding your General Management skills to subsequently assume responsibility as an International Manager or Consultant then this program is right for you.

You have a general interest in economic affairs and a passion for addressing critical challenges in the Data Science area, you like working in teams, are talented with foreign languages and have a good understanding of foreign cultures and countries. Based on your determination to become a future leader, you are willing to assume responsibility for executing Corporate Strategies in collaboration with your international team and for the benefit and satisfaction of your customers.

MBA in Data Science Management is a multidisciplinary international

Master's Program. Students will be prepared for advanced leadership positions in the digital economy. Graduates acquire the practical skills needed to succeed in the digital economy, opening up employment opportunities for a Manager position in a large variety of companies ranging from start-ups, established small and medium size enterprises (SME) to large global Corporations, government and non-profit organizations.

The integration of technical, analytical, design, management and data security aspects offers a comprehensive and multidisciplinary education with excellent prospects for future employment in a wide variety of business and research positions. Data Science Management strongly impacts all existing functional disciplines and provides strategic direction for all data management in the future.

Curriculum

International corporations face current and future challenges related to increasing globalization and digitalization. In addition, political and social demands for sustainability trigger radical changes away from traditional business practices. Companies will only be competitive in the future, if staff is competent and qualifications are up-to-date. In addition to specialization, employees need to possess international work experience and intercultural open-mindedness.

The MBA and Technology program addresses these requirements through solid academic contents and a high degree of practical application in close cooperation with international firms. The MBA program's unique integration of theory and practice enables you to develop a leadership personality and allows you to demonstrate assertiveness, vision, entrepreneurial spirit and a sense for innovation.

The program consolidates two key areas of expertise. Firstly, General Management skills in accordance with internationally accepted MBA standards. Classes include "Strategy and Leadership", "Organizations", "External Environment" and "Management".

The second area is dedicated to the quantitative and qualitative

specialization in Data Science Management.

These two core areas compose the MBA in Technology Management, which enables graduates to be hired into strongly in-demand positions in global labor markets.

Students are introduced to the analysis of business and operating models and the definition of functional logic leading to substantial knowledge in the area of digital transformation and its practical applications for problem-solving. Students will develop a core competency as data analysis specialists with a strong understanding how to put data into context and successfully communicate implications to non-technical decision makers. This approach certainly includes forecasts and trends to successfully preempt the future.

Based on a solid MBA foundation, the goal is to fully integrate and implement Data Science in existing Management structures. Furthermore, the approach includes optimizing the design of organizational structures and addressing society's most pressing challenges.

The MBA in Technology Management program offers a solid scientific education for Data Science specialists with a high number of application

and implementation opportunities. Specialized instructors are experts with outstanding practical and theoretical knowledge in fields like IT, Data Science and Business Process Modeling.

Students acquire a deep understanding and build a solid foundation through real-world projects and assignments.

First-year students in the 20-month MBA in Technology Management program will fully focus on classwork. Subsequently, students will run

through a 4-month company internship program. Experienced corporate instructors will select challenging assignments and ask students to work out solutions. Assignments will be chosen based on prior coursework, allowing students to apply and demonstrate acquired knowledge. Assignment will be extensive and complex, requiring teamwork and dedicated coaching by the instructor. In the final 4-month period students conclude the program by preparing a Master's thesis.

The program is organized as follows

General Management

- ▶ Global Management & Corporate Responsibility
- ▶ International Project & Process Management
- ▶ Innovative & Strategic Leadership
- ▶ International & Cross Cultural Management
- ▶ Technology Management

Data Science

- ▶ Quantitative Basics & Data Base Management
- ▶ Data Science & Big Data Analytics
- ▶ Information and Learning Pecedures
- ▶ Methods of Research & Development

Practice perspectives

- ▶ Study in Practice (SIP/Externship)

Degree: Master of Business Administration (MBA) April 2020

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| Credit Points: | 90 |
| Location: | Berlin/Germany |
| Length of course: | 18 months |
| Tuition fee: | 14.150 Euro (incl. application fee; 2 instalments: 1st year: 9.150 EUR, 2nd year: 5.000 EUR) |
| Start: | February (application deadline: November 15th) June (application deadline: March 15th) October (application deadline: July 1st) |
| Course language: | English |
| Academic requirements: | Bachelor Degree or higher English Language B2 1 year professional experience |
| Selection process: | It will take place via: video conference system |



For organisational and application inquiries

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How to apply

Requirements:

A Bachelor's degree (or equivalent) with at least 180 credits is required for acceptance for the MBA and Technology program. There are no special prerequisites regarding the type of study undertaken in the Bachelor's degree.

Further you have to provide evidence of one year professional experience.

Good English language skills that correspond with Level B of the Common European Framework of Reference for Languages or proof of English language Bachelor degree are required for the course. This language proficiency can be demonstrated with the following certificates:

- › ALTE level: Level 3
- › IELTS exam: minimum score of 5 - 6
- › TOEIC: score of 541 - 700
- › TOEFL iBT: minimum score 87
- › UNICert: minimum UNICert II

German language skills are not required for the MBA and Technology program. However, a visa and residence permit is necessary to study in Germany.

Application Process:

You may commence the MBA and Technology program in the winter term (beginning early October), spring term (beginning early February) or in the summer term (beginning early June). The application deadlines is as follows:

- › **Winter term:** 1st July
- › **Spring term:** 15th November
- › **Summer term:** 15th March

Application Documents:

In order to consider your application for our master's course, we need the following documents:

- › Application form
- › CV
- › Copy of Bachelor's degree
- › Copy of transcript of records/ mark sheets
- › Certificate of one year professional experience
- › Copy of passport
- › B2 English language certificate (IELTS min 5.0; TOEFL min. 87 pts.) or proof of English language Bachelor degree

› The application documents must be sent by email to:

_____@_____



You can download the application form here

Why study in Berlin?

Quite simply: Berlin is – especially for young people – one of the most attractive cities ever. This is not just an advertising slogan, but according to “Youthful Cities Index” even empirically proven: For this predicate is based on regular surveys among thousands of young people for the most youth-friendly cities in the world. Factors such as job offers, public transport, internet connection or the local film and music scene are evaluated.

Berlin was always among the top three of the hippest cities. Berlin is a city in motion. Berlin is not dignified or comfortable, but always surprising and breathless. Within a few months it will change as radically as other places in twenty years. Berlin may not have manners, but it has style. Here, people from different cultures mix. Berlin has opened continuously, the sidewalks are never folded up. Whether hectic or idyllic: there is virtually nothing that does not exist in Berlin.

Studying and experiencing – Berlin is the perfect place for that.

Further good reasons for studying at the FHM in Berlin:

Exciting Student Life: Berlin has a vivid nightlife with countless bars, pubs and clubs and also many unique locations such as the Mauerpark in Prenzlauer Berg, beach bars in Mitte or the Treptower “Badeschiff”.

Music Scene: Berlin is known worldwide for its electro, techno and house music. Every well-known DJ has already launched here, many music labels are producing their hits in the city and pop stars on world-tour usually stop by.

Fashion City: In Berlin the trends of tomorrow emerge. On the streets luxury and glamor naturally combine with a deliberate break in style. That’s what makes Berlin fashion famous internationally.

Cheap Living Expenses: Students live cheaper than in many other German cities. Also the costs for leisure and gastronomy are lower.

Art and Culture: Whether classical high culture or independent scene, whether Pergamon altar or backyard gallery, whether exhibitions, vernissages, museums, opera houses or theatres: Berlin has enough of everything and is possibly the most artistic city in the world.

Pure Nature: Berlin is full of parks, forests, meadows and lakes. If you want to relax in idyllic surroundings, you will always find the right place. No other metropolis is greener than this one!

