



## M.SC. APPLIED BUSINESS DATA SCIENCE – THE DRIVING FORCE OF DIGITALISATION

The Applied Business Data Science Master's degree is particularly suitable for you if you want to expand your previous knowledge of economics from your Bachelor's degree **by understanding the complexity of data**. We will develop models in order to find solutions and answer questions.

Your Applied Business Data Science **Master's programme** will deal with:

- advanced statistical skills as well as confident use of basic statistical software
- critical questioning of data ("data literacy") and profitable application for a company as part of the value chain
- programming in Python and R
- database expertise in SQL and Access as well as ERP systems (SAP)
- creation of adaptive learning systems
- comprehensive practical projects such as "Digital Bootcamps" as well as in the area of Robotic Process Automation RPA

After your studies, you have the **interface expertise** between IT, business administration and data science. You can apply for these interface positions in various industries and companies as well as in the area of IT consulting.

### Your study programme directors for M.Sc. Applied Business Data Science

**Prof. Dr. Veith Tiemann and Prof. Dr. Marcus Becker**

„What excites us about this programme is that it isn't a static curriculum. It's **evolving with the latest technical innovations** and market demands. Studying at ISM means coming into contact with business experts who have been working in the field of Data Science for years and gaining interesting market insights.“

[LinkedIn Marcus Becker](#)  
[Xing Veith Tiemann](#)



## Why #ismfernstudium?

With ISM you are choosing an innovative university with high standards in teaching and research as well as **more than 30 years of experience** in education. ISM is state-recognised and our distance learning courses are **certified, accredited** by the Akkreditierungsrat **and approved** by the State Central Office for Distance Learning (ZFU). On top of that ISM is the first private university of applied sciences in Germany with **AACSB accreditation**.

Our distance learning programmes are characterised by digital teaching materials that are developed using the **latest, innovative teaching methods** and didactics. In addition, the Master's programmes include numerous **live modules** and discussion formats that focus on hot topics and provide the opportunity for a **one-to-one exchange** with lecturers and experts.

### Flexible & modular program

Start your distance learning at ISM **at any time** - flexibly alongside your job and everyday life. The modular structure adapts to **your learning goals** and creates a **high level of motivation** to learn.

### Individual & self-determined

Our goal is to give you the opportunity to use **your own** strengths with the programmes offered. With your distance learning programme, you learn at **your own pace** and you are responsible for the learning processes yourself.

### Well-founded with a great network

We rely on a **high level of quality and topicality** in our programmes and accompany you from the start – **personally and reliably**. Benefit from a lively exchange and the **opportunities to network** with other students, our professors and experts.



#### AACSB-accreditation

Our programmes meet top international standards, confirmed by the prestigious AACSB accreditation.



#### Accredited

All our study programmes have been examined and accredited by the Accreditation Council.



#### State-recognised

With ISM you enjoy the best education - we are state-recognised for an unlimited time.



#### Approved courses

All our study programmes bear the quality seal of the State Central Office for Distance Learning (ZFU).



#### Regular study period full time

4 semesters  
take a look at our part time models

**Start of semester**  
at any time

**Study locations:**  
#studyfromanywhere



#### Admission requirement

bachelor's degree with 50 ECTS in the field of economics\*  
*Please contact us for review of your documents.*



#### Recognition of prior studies

recognition of prior studies on master level is possible upon application. Our study advisor will advise you on this.



#### Language

Language level B2  
English and German required

**Previous knowledge in programming not mandatory**

\* Can also be completed via a Pre-Master's degree, relevant work experience or bridging courses. Bridge courses that can be started at any time.

## Your curriculum could look like this

### Applied Business Data Science

| SEMESTER | Basic Subjects                     | Specialization                              |   | Skills  | Projects & Thesis                                      |
|----------|------------------------------------|---|---|---|--|
| 1.       | Applied Statistics & Data Literacy | Quantitative Methods in Information Systems | Trends in Data Science<br><small>LIVE ●</small>                 | Leadership<br><small>LIVE ●</small>               |  |
| 2.       | Innovation & Strategic Management  | Advanced Applied Statistics                 | Applications in Data Science<br><small>LIVE ●</small>           |   | Digital Bootcamp<br><small>LIVE ●</small>              |
| 3.       | Ethics & Law                       | Essentials of Digital Communication         | or Policies & Trends in Sustainability<br><small>LIVE ●</small> | Negotiation & Consulting<br><small>LIVE ●</small> | Research & Consulting Project<br><small>LIVE ●</small> |
| 4.       |                                    |   |   |   | Master's thesis with colloquium <sup>1</sup>           |

<sup>1</sup> We do not have a classic colloquium where you have to defend your thesis in an oral exam. Instead, a live seminar accompanies you through all important phases of your thesis. This live seminar is our colloquium.

Example for the full-time option (4 semesters)

- Our **live modules** usually take place in the evenings or on weekends and are offered on a regular basis, so that you can flexibly choose the dates that suit you.



**Do you have questions about the study programme? Then contact us!**

Your study advisor **Marcella Brockerhoff** and her team are always there for you.



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## Important links and further information

➔ [Overview of the costs](#)

➔ [Your way to #ismfernstudium](#)