



IU International

**MBA**

# **BIG DATA MANAGEMENT**

Whether commerce, financial services, healthcare, software or telecommunications: in almost every industry, it's data that determines the success of a business. Knowing how to prepare, process and utilise data is key and those who have expertise in data science and analytics are in high demand in the business world.

Our MBA specialising in Big Data Management teaches you how to leverage data to optimise and innovate any company you will work for. On this course, you'll learn how to plan, control, and execute resources, optimise the supply chain with use of information systems, and take advantage of commercial or open-source solutions for data analytics. We adopt a hands-on approach with case studies and application scenarios to help really imagine the power of data science in certain industries. As part of a small team, you'll design, organise, and present an idea, based on sprint planning and goals defined by a Product Owner—a fun challenge to develop your skills. Overall, this course delivers a solid foundation in business management and an excellent overview of Big Data, creating diverse career opportunities for you.



**Degree**

Master of Business Administration (MBA)



**Study start**

Anytime



**Study model**

Online, on campus or flexible



**Duration**

18 months



**Credits**

90 ECTS

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# Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/> <b>Leadership</b> <b>Innovation and Entrepreneurship</b> <b>International Marketing</b> <b>Performance Measurement</b> <b>Corporate Finance</b> <b>Managerial Economics</b> <hr/>	<b>1</b>	<hr/> 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS <hr/>
<b>Strategic Management</b> <b>Business Ethics and Corporate Governance</b> <b>Operations and Information Management</b> <b>Data Science</b> <b>Analytical Software and Frameworks</b> <b>Data Utilisation</b> <hr/>	<b>2</b>	<hr/> 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS <hr/>
<b>Application Scenarios and Case Studies</b> <b>Capstone Project</b>	<b>3</b>	<hr/> 5 ECTS 25 ECTS <hr/>

## WHAT YOU'LL LEARN

- Gain essential skills for management and general business as well as specialist expertise in strategy and operations.
- Prepare data in a target-oriented manner, combine data from different sources to analyse in context, and learn methods based on artificial intelligence for data analysis.
- Learn to critically assess various solution options and providers, considering ethical, social and data protection issues.

## CAREER

Companies of all sizes are investing substantially in the implementation of data management systems and structures. As a result, there is high demand for qualified experts in the area of data and management. With an MBA degree in Big Data Management you could be at the core of a start-up or take the reins on innovation for a large corporation. No matter the industry you're focused on, you're sure to find an exciting career in Big Data management.