



UNIVERSITY OF AMSTERDAM  
Amsterdam Business School



# MBA in AI, Data & Analytics

[abs.uva.nl/mba-ai](https://abs.uva.nl/mba-ai)

The MBA in AI, Data & Analytics

# Become a hands-on AI expert

‘Welcome to the MBA in AI, Data & Analytics!

Thank you for considering this programme as the next step in your career. AI is changing the world and the way we live



at an unprecedented rate. The ability to leverage AI and big data is becoming increasingly critical. As such, this MBA has been developed as our answer to the steep increase in labour market demand for AI, data science and business analytics specialists. The curriculum is both hands-on and well-balanced, combining courses in business, computer science and analytics and enabling you to nurture both your hard and soft skills. A personalised approach, strong team and network orientation and small class sizes make our MBA stand out. The MBA in AI, Data & Analytics is a unique experience in a vibrant environment preparing you for the challenges and opportunities in AI and data. We look forward to welcoming you!’

**Prof. dr. Marc Salomon**  
Programme Director

The MBA in AI, Data & Analytics offers you a multidisciplinary learning experience, preparing you for the challenges and opportunities in AI and data.

## Why choose the MBA in AI, Data & Analytics

- **Study part-time** – In our part-time programme, you have lectures twice a week in the evening. As an ambitious professional, you can pursue an academic degree alongside your regular employment.
- **Helps you grow as an expert and leader** – Become a knowledgeable AI expert, able to do hands-on work, as well as lead AI and data-intensive projects, departments and businesses.
- **Strong team and network orientation** – Assuring full interaction with our lecturers, who are all reputable academics and experienced practitioners from the industry.
- **Personalised approach with small classes** – With an average size of 25-30 students, we keep our classes small and personal. This ensures your learning curve is steep and interactions with fellow students and lecturers are stimulating as well as engaging.
- **Internationally recognised MBA title** – You will study at one of the best business schools in the world. The Amsterdam Business School has a Triple Crown accreditation and is part of the University of Amsterdam, one of the few Dutch universities ranked in the global top 100 of QS Rankings and the Times Higher Education World University Ranking.

## For whom?

- Candidates with a quantitative background who want to apply AI and analytics in various fields of business and are eager to learn about new technologies.
- Candidates with a business or other academic background with extensive business knowledge who want to learn about AI, analytics and new technologies.

# Programme

To succeed in an increasingly digitalised and globalised world, crucial knowledge and skills are necessary. During our part-time programme, you take courses in analytics, business and computer science. Together, they offer you all the right hard and soft skills to make you a multidisciplinary expert in the field of data and AI.

## Curriculum

		Year 1		Year 2
Semester 1	Block 1 <i>September - October</i>	Coding Lab	Amsterdam Leadership Programme	Deep Learning
		Statistics		Data Science for Online Marketing
	Block 2 <i>October - December</i>	Psychology of Technology		Entrepreneurship Hackathon
		Econometrics		Data Stewardship
	Block 3 <i>January - January</i>	Driving Impact with AI		International Study Trip
		Law and Ethics for AI		
Semester 2	Block 4 <i>February - March</i>	Machine Learning		Big Data Infrastructures & Technology
		Operations and Supply Chain		Digital Transformation
	Block 5 <i>April - May</i>	Financial Accounting		Leading People Strategically
		Optimization for Business & Society		Corporate Finance
	Block 6 <i>June - June</i>	Fintech		MBA Thesis Project
		Language Technology		

Analytics
  Business
  Computer Science

## MBA Thesis Project

In your thesis, you will carry out your own project applying AI and data in business. This is your chance to explore a subject relevant to your organisation and your employer will be able to profit directly from your research.

## International Study Trip

Our international study trip is your chance to intensify your outlook on international business. During this exciting one-week trip, you attend lectures at top universities, visit local companies and attend networking events. You will meet industry experts, executives and entrepreneurs in the classroom as well as visit them at their workplace.

## Study load

The study load of this MBA is approximately 20 hours per week, including lecture hours. Attendance at lectures is mandatory.

## Amsterdam Leadership Programme

The Amsterdam Leadership Programme is about developing your personal and professional leadership skills. The idea is not to provide a single 'correct' perspective, but rather to encourage personal reflection and gain insights critical for future work and personal success.

## Career Prospects

Whether your goal is to accelerate your career within your own field, switch to another industry, or start your own venture, our MBA in AI, Data & Analytics provides you with the knowledge and resources to take the next step in your career.

Typical careers after completion of this MBA include:

- Business translator, operating as an interface between business and technology, understanding both ways of working and communicating.
- Hands-on data scientist in a business environment.
- Head of a data science department or large-scale data science project.
- Consultant in AI, business analytics.
- Entrepreneur.

Our Careers Office can also assist in creating your own career opportunities.

## Network

With an MBA degree from the University of Amsterdam, you have access to an international network of alumni through our online alumni platform and to companies connected with the University.



‘The MBA was a game changer for me. It helped me demystify data, analytics and understand what machine learning and AI is. After graduating it allowed me to change my career and I moved into a business analytics position. I already had the business knowledge and now I have added an extra set of tools regarding data and analytics that are a perfect match for me to translate what passengers, what crew needs into requirements for our development team. I can contribute to creating powerful tools that will bring KLM to the next level. Any business opportunity is going to be related to data and the MBA is the perfect combination to make you ready for that.’

**Jorge Garcia Arias**

Business Analyst - KLM

Alumnus

# Student profile

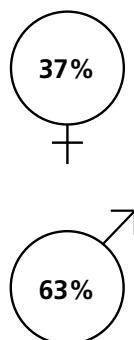
## Average age

36

## Average years of work experience

11

## Gender



## Student origin

Students come from a variety of countries, such as the Netherlands, Belgium, France, Italy, Greece, U.K., Brasil, India, China, South Korea and South Africa.



## Top 5 industries

1 Finance/ Banking

---

2 Consulting

---

3 ICT

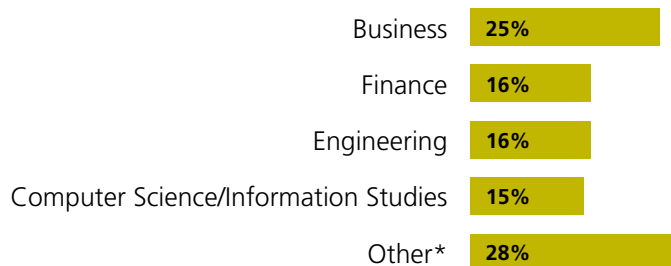
---

4 Energy

---

5 Telecommunications

## Academic background



\*Technology, Physics, Philosophy, Communication, etc.

‘I decided to enroll for this MBA, to shift my career towards the field of big data and business analytics. In my search for MBA programmes, the MBA in AI, Data & Analytics at the Amsterdam Business School stood out because of its unique combination of business, leadership, big data and analytics. I was able to maintain my full-time and demanding job in Amsterdam next to my study because the programme is part-time. After finishing this MBA, I aspire to gradually climb up the career ladder and make an impact with data.’

**Kasia Burghardt (cover)**

Student

# Practical information

## Degree

Upon graduation, you will be awarded a Master of Business Administration (MBA) degree from the University of Amsterdam, with a specialisation in AI, Data & Analytics.

## How to apply

To apply for the MBA in AI, Data & Analytics programme, visit [mbabigdata.nl](https://mbabigdata.nl). Our admissions team will coach you through every step of the admissions process:

Step 1: Check the admission requirements and complete the [CV Quick Scan](#).

Step 2: Get access to the online application tool if you meet the admission requirements.

Step 3: Complete your application in the online application tool and receive an invitation to your admission interviews.

Step 4: Meet with the Admissions Committee. After the interviews, we will let you know if we can offer you a seat in the programme.

**Tuition fee** €46,000

**Duration** 24 months (part-time)

**Start** September 2024

**Admission deadline** 1 August 2024

## Admission requirements

- University Bachelor's or Master's degree with a quantitative or business background
- 3 years of post-graduate work experience
- Assessment, such as LTP/GMAT or premaster (if applicable)
- English language proficiency (if applicable)

## Contact

Laura Persoons & Julia Grippo  
Admissions Office

✉ [admissions-mbabd@uva.nl](mailto:admissions-mbabd@uva.nl)

☎ +31 (0)20 525 4330

🌐 [abs.uva.nl/mba-ai](https://abs.uva.nl/mba-ai)

University of Amsterdam

Amsterdam Business School

Plantage Muidersgracht 12 | 1018 TV Amsterdam | The Netherlands

