



Marc Salomon

University of Amsterdam & Amsterdam Data Science

Academic Data Science education in Amsterdam



Bachelor and Master programs offered at the three universities (VU, UvA, HvA) in Amsterdam

	<i>Computer Science departments</i>	<i>Economics & Business departments</i>
Bachelor (3yr)	<ul style="list-style-type: none"> • Artificial Intelligence • Business Analytics • Information, Multimedia & Management • Medical Informatics 	<ul style="list-style-type: none"> • Econometrics & Operations Research • Actuarial Sciences
Master (1 - 2yr)	<ul style="list-style-type: none"> • Artificial Intelligence (2yr) • Business Analytics (2yr) • Data Science (spec) (1yr) 	<ul style="list-style-type: none"> • Econometrics & Operations Research (1yr) • Actuarial Sciences (1yr) • Digital Business (spec) (1yr) • MBA Data Science* (2yr)

* Postgraduate education – 2 year part-time program

MBA Big Data & Business Analytics



Reasons to start the MBA in Data Science

- Use MBA as a tool to change the profile of the B-school from “soft” to “hard” (better fitting UvA profile)
- Market demand, from e.g. ING, Booking, Tomtom, McKinsey, Big Four
- Personal interest

4 study backgrounds of students

- Computer Scientists
- Econometricians, OR and (applied) math/stat specialists
- Engineers
- Others

3+ years of working experience required

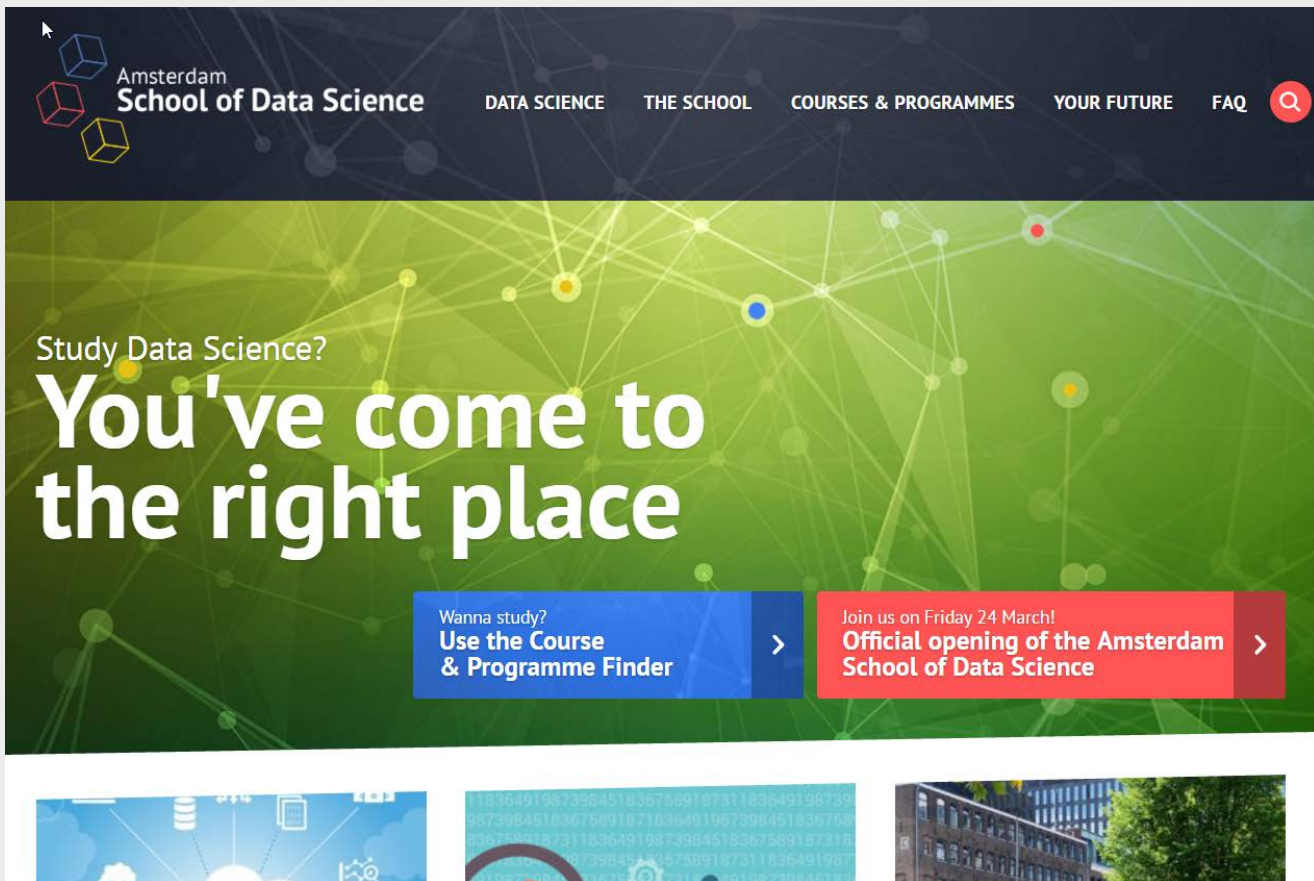
Key objectives / learnings

1. Acquire **business knowledge** at MBA level
2. Execute a **Business Analytics project** from begin to end
3. Being able to initiate and execute **innovations**

		Year 1	Year 2
	<i>Before September (optional)</i>	Primer Statistics (online - self study)	Primer Python (online - self study)
Semester 1	Block 1	Workshop Databases & SQL (3)	Valuation (7)
		Big Data Strategy & Implementation (4)	Competitive Strategy (7)
	<i>Early September - Late October</i>	Statistics (7)	
		Amsterdam Leadership Programme	
	Block 2	Consumer Behaviour (7)	Machine Learning - Computer Vision (7)
	<i>Late October - Mid December</i>	Econometrics (7)	Computational Linguistics (3)
	Amsterdam Leadership Programme	Entrepreneurship & Innovation (4)	
Block 3	Law & Ethics for Big Data (3)	International Study Trip: Entrepreneurship and Innovation in Silicon Valley	
<i>Early January - Late January</i>	Data Visualisation (3)		
Semester 2	Block 1	Big Data Infrastructures & Technology (7)	Data Stewardship / Applied Econometrics (7)
		Operations & Supply Chain Management (7)	Corporate Finance (7)
	<i>Early February - Late March</i>	Amsterdam Leadership Programme	
	Block 2	Financial Accounting (7)	Quantitative Marketing (7)
	<i>Early April - Late May</i>	System Optimisation (7)	Leading People Strategically (7)
		Amsterdam Leadership Programme	
Block 3		MBA Big Data Thesis Project	
<i>Early June - Late June</i>			

Amsterdam School of Data Science

www.schoolofdatascience.amsterdam



The screenshot shows the website's header with the logo and navigation menu: DATA SCIENCE, THE SCHOOL, COURSES & PROGRAMMES, YOUR FUTURE, and FAQ. The main banner features a green background with a network diagram and the text: "Study Data Science? You've come to the right place". Below the banner are two buttons: "Wanna study? Use the Course & Programme Finder" and "Join us on Friday 24 March! Official opening of the Amsterdam School of Data Science". At the bottom, there are three image thumbnails: data icons, a data visualization, and a building.

Over 250 courses and programmes offered, 3 universities involved

Use our tool to find your future

Courses & Programmes

Join us on Friday 24 March!

**Official opening of the Amsterdam
School of Data Science**



^ Level

- Bachelor (HBO) (14)
- Bachelor (University) (104)
- Master (120)
- MBA (10)
- Professional education (20)

^ Courses & programmes

- Course (184) ?
- Minor (14) ?
- Programme (43) ?
- Track (27) ?

^ Subject area

- Arts, Culture & History (11)

268 Courses and Programmes

sort: name (a > z) v

Accounting

Course - Bachelor
(University) v

Advanced Data-Analysis in Medicine

Course - Master v

Advanced Econometrics

Course - Master v

Advanced Econometrics 1

Course - Master v

Why did we do so and what do we do?

- Data Science = Still “unclear field” → 1 “shop window” good for everybody
- PR for Data Science study and “re-training”
- Increase **efficiency** and **quality** of Data Science education
- Stimulate international knowledge exchange
- **What we first want to do / priorities**
 - Develop together online/blended learning
 - Develop 2 Data Science Minors (quant and non-quant)
 - Establish international student exchange network in Data Science

Discussion points on Data Science teaching



Discussion points

- Capacity
 - Will
 - Skill
- Efficiency
 - Access to courses for student outside own Faculty (many restrictions apply)
 - Online/blended (how to get this run)
 - Industry involvement (adopt courses)