New Part-time Online Master’s Program in Data Collection and Analysis

The need for expertise in data collection and analysis is greater than ever in this day and age of digitization. As of summer 2020, the new Mannheim Master of Applied Data Science and Measurement (MDM) will specifically train experts in this area. This English online degree program will be introduced following the successful four-year pilot phase of the International Program in Survey and Data Science (IPSDS) funded by the German Federal Ministry of Education and Research. It is offered by Mannheim Business School, the umbrella organization for management training at the University of Mannheim, with its collaborative partner the University of Maryland (USA). The deadline for applications for the introductory year is May 25, 2020.

This Master of Science (M.Sc.) degree is a modular program that enables students to adapt the curriculum to their personal and professional needs, and attend classes in a versatile online learning environment from anywhere in the world. However, participants also have the opportunity to exchange views in person at an annual symposium in Mannheim lasting several days. The MDM, which has a standard duration of 30 months, starts every September (pre-courses from June).

“The mission of the MDM is to provide future researchers and managers in the field of data collection and analysis with an outstanding online learning experience and the expertise and knowledge to utilize data in an ethical and secure manner,” explains Frauke Kreuter, former IPSDS Program Director and future Academic Director of the master’s program. In fact, the multidisciplinary curriculum focuses on survey methodology and data science, which prepares students for the practical challenges of working with modelled survey data and organic data (found data and big data). There are three specialization options: Survey Methodology, Survey Statistics, and Data Insights.

Renowned lecturers from leading universities and organizations around the world will teach a variety of courses in these areas, including Web Survey Methodology and Online Panels – Mario Callegaro (Survey User Experience Researcher, Google UK), Machine Learning and Big Data – Frauke Kreuter (Professor of Research Methods in the Social Sciences, Universities of Maryland and Mannheim, Institute for Employment Research [IAB]) and Trent Buskirk
(Professor of Data Science, Bowling Green State University), and also Privacy Law – Thomas Fetzer (Professor of Public Law, Regulatory Law and Tax Law, University of Mannheim).

The introductory tuition fee for the Mannheim Master of Applied Data Science and Measurement starting in September 2020 is €17,000 (regular tuition fee: €25,000). A series of monthly online information events all about the degree program will be held throughout the application period from February 19 to May 25, 2020, starting on February 28, 2020. The program will start in September 2020. Depending on the results of placement tests, participants need to attend pre-courses in June 2020. Application form and further information: www.mannheim-business-school.com/MDM.

**Contact details for prospective participants:**
Mannheim Business School
Olga Gotsulyak
Admissions Manager
Phone: +49 621 181 2002
Email: gotsulyak@mannheim-business-school.com

**Contact:**
University of Mannheim
Linda Schädler
Media Spokeswoman
Phone: +49 621 181-1434
Email: schaedler@uni-mannheim.de