

Press release

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Master in Management Analytics: First German–Israeli Degree Program Prepares Talent for the Digital Future in the Corporate World

- **One-year full-time program jointly offered by the Arison School of Business, IDC Herzliya, and Mannheim Business School, starting in November 2021**
- **Participants spend half the year in Israel and Germany respectively, benefiting from the strengths of both partners and locations**
- **Applications are now open**

Starting in November 2021, the Arison School of Business, IDC Herzliya, and Mannheim Business School will jointly offer the first German–Israeli degree program. The new Master in Management Analytics will prepare young executives for the challenges of digital transformation and converting data into a source of business value. The two schools developed the one-year full-time program with three objectives in mind: to train experts and future leaders in all important aspects of digitization, to connect business cultures and to further strengthen German–Israeli relations.

Both institutions enjoy an excellent reputation worldwide: IDC Herzliya, located in the vicinity of Tel Aviv, is considered one of the top universities in Israel, bringing together leading experts in artificial intelligence, big data, innovation and entrepreneurship, while Mannheim Business School is the umbrella organization for management education at the University of Mannheim, one of the leading European universities for business, economics and the social sciences. Students will spend half the one-year full-time program in each of the respective countries, studying and also gaining insights into local companies. “Thus, they will benefit from the strengths of both partners and locations.

They will be familiarized with the data-driven ecosystems both of Israel, a start-up nation, particularly those in the Tel Aviv metropolitan area, and of Germany, a location with an unprecedented number of highly successful corporations of all sizes and in all sectors,” explains Prof. Dov Pekelman, Dean of the Arison School of Business. “Graduates will not only be internationally versed young leaders and experts in digitization and management analytics, but also key ambassadors of German–Israeli relations around the world possessing unique cultural intelligence,” states Prof. Jens Wüstemann, President of Mannheim Business School.

The curriculum includes courses in data management and analytics, business and technology. A further pillar of the Master in Management Analytics is the broad range of personal and career development opportunities available. A comprehensive Business Analytics Master Project to be carried out in a small group at a partner company concludes the program. “Our graduates will have the invaluable ability to take a holistic view of management issues and adopt and understand the roles and perspectives of experts in various functions,” says Dr. Ofrit Lesser, co-director of the program at the Arison School of Business. “The program fosters precisely the analytical mindset and skills required to analyze large amounts of data appropriately and effectively, and subsequently draw the right conclusions. Thus, alumni of this program will provide companies of all sizes in all sectors with the capability to transform data into real business value,” stresses Prof. Florian Stahl, the program’s academic director at Mannheim Business School. Recent studies show that this job profile is much sought after on the job market. According to a World Economic Forum study, data analysts and scientists, AI and machine learning specialists, as well as big data and digital transformation specialists are among the top 10 most promising job profiles for the coming years. A Bain & Company study states that even though the number of data specialists will have reached one million worldwide in 2020, it will not be nearly enough for companies to fill all their staff requirements.

Applications for the Master in Management Analytics are now open. The regular tuition fee is €38,000. However, participants of the first class of the program will enjoy an introductory price of €27,000. The admission requirements are an undergraduate degree, work experience in a data-related position and a very good command of English.

All information about the Master in Management Analytics is available at www.mannheim-business-school.com/full-time-mma.

IDC Herzliya

Founded in 1994 as Israel's first private, not-for-profit institution of higher education, IDC (Interdisciplinary Center) Herzliya has won international recognition and drawn some of the finest lecturers and researchers from around the world.

IDC and its Arison School of Business are dedicated to the pursuit of excellence in education and research and the training of future leaders by providing educational programs that combine academic study with practical, hands-on training and encouragement for innovative thinking, preparing executives for the modern business world and its constantly shifting challenges.

"IDC Herzliya was founded with the aim of nurturing future leaders. In just twenty-five years, we have created a pioneering and innovative academic center. Our students are imbued with a commitment to excellence and original thinking. 'The university of the future,' as we see it, has to prepare its students for a constantly changing world by being able to innovate skillfully, to dare, and to initiate. We believe that the knowledge and tools acquired at IDC support personal and professional goal fulfillment and enable our graduates to tackle the challenges of our global reality." (Prof. Uriel Reichman, President and Founder of IDC Herzliya)

IDC Herzliya press contact:

Orit Reuveni
Spokesperson IDC Herzliya
Telephone: + 972 9 9522824
Email: pr@idc.ac.il
www.idc.ac.il

Mannheim Business School

Mannheim Business School (MBS) is the umbrella organization for management education at the University of Mannheim and one of the leading institutions of its kind in Europe.

It was the first German institution to be accredited by the three most influential business school accreditation associations: AACSB International, EQUIS and AMBA. Only one percent of all business schools possess this "Triple Crown" accreditation. Furthermore, MBS is not only the best German business school in the renowned Economist, Bloomberg Businessweek and Forbes MBA rankings, but also ranks among the top 10 in Europe.

The MBS portfolio includes an MBA program (full-time or part-time) aimed at young professionals, a number of part-time Executive MBAs intended for experienced leaders and managers, and specialized master's degrees such as the new Mannheim Master in Management Analytics. Additionally, MBS offers practice-based certificate courses in select areas.

Mannheim Business School press contact:

Ralf Bürkle
Director Marketing & Communications
Telephone: +49 (0)621 181 1476
Email: buerkle@mannheim-business-school.com
www.mannheim-business-school.com/en