Pressemitteilung

**Kühne Logistics University - Wissenschaftliche Hochschule für Logisti̇̇̇̇̇̇̇̇̇̇̇nsführung
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Studium und Lehre, wissenschaftliche Weiterbildung
Informationstechnik, Wirtschaft
überregional

NEW MASTER IN BUSINESS ANALYTICS AND DATA SCIENCE AT KLU

In today's rapidly digitalizing world, the demand for professionals skilled in data analysis and decision-making has surged. KLU's new Master of Science in Business Analytics and Data Science offers an innovative program designed to equip students with cutting-edge skills in machine learning, data analytics, and operations research. The program offers practical experience and applications in logistics and supply chain management as an optimal learning ground. This October, the new Master's program has already gained the accreditation of FIBAA. Starting in September 2025, this program prepares graduates to excel in a fast-growing field with diverse career opportunities across all industries.

"Digitalization is not just a trend; it's a necessity," emphasizes Prof. Asvin Goel, Academic Director of the program. He highlights the critical role of data-driven decision-making in addressing challenges such as sustainability, AI applications, and business operations. At the heart of this revolution is KLU's Master of Science in Business Analytics and Data Science. The program integrates essential skills such as scientific programming, machine learning, and operations research with hands-on experience through real-world data challenges. It benefits from KLU's roots in logistics, operations, and supply chain management, offering the students a unique point of view. "With world-spanning companies, distributed data, and complex decision problems, logistics and supply chain management provide an ideal learning environment for business analytics and data science in general - and an abundance of career perspectives across many industries", stresses Prof. Goel.

This program aims to round the portfolio of KLU in its mission of empowering changemakers and leaders with a strong operations mindset. The new Master, which counts already with the FIBAA seal, broadens the offer of KLU from their internationally recognized business and supply chain management programs, to include highly motivated students with a technical background interested in data analysis and digital transformation and its business applications. By engaging with case studies, internships, and a semester abroad, students gain technical expertise and leadership skills critical to succeeding in the modern business environment.

A GROWING FIELD FULL OF MEANINGFUL OPPORTUNITIES

The field of business analytics and data science is growing at an astonishing pace, and the European market is seeking highly qualified professionals for all sectors. KLU's new program contributes to fulfilling this demand by enabling its graduates to be at the forefront of technological advancements, bringing their unique operations mindset.

Professionals in this field work with cutting-edge tools, solve meaningful problems, and have the flexibility to move between industries and even countries. Business analysts and data scientists are demanded in all industries, and embody the perfect seed for innovation, combining the analytical mind and creative skills of their individuals. Picture developing an AI that can help a person out of a depressive state, a change in three bus routes that can give access to hundreds of people to their daily commute saving tons of carbon footprint, or an e-learning tool that allows dyslexic children to have equal chances than their peers in their exams, making them feel included. The opportunities to make a tangible impact in the world are endless. "Our program prepares students to drive innovation, shape industries, and

make a profound impact on society and business," concludes Goel.

Additional Information – Corporate Sponsorhips

For this new Master's program, companies are given the opportunity to support talented students individually. By fostering students' talent, companies can connect which specialists at an early stage and benefit from their fresh knowledge and innovative approaches, e.g. through practical projects or master's thesis. Interested companies may get in touch with our contact person, Dr. Rupert Seuthe (Rupert.seuthe@klu.org), directly to enquire about the details.

URL zur Pressemitteilung: https://www.klu.org/programs/master-programs/study-for-a-master-in-business-analytics -and-data-science-in-germany Master program Business Analytics & Data Science

KLU Building
Christin Schwarzer
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