



**Exponential
University**
of applied sciences



DATA MASTER OF SCIENCE SCIENCE

< **MASTER** THE FUTURE />



**DATA INTEGRATION SPECIALIST
GENERATIVE AI SPECIALIST
DATA SCIENCE MANAGER
BUSINESS DATA ANALYST**

Beyond basic algorithms and analysis –
master the art of deep learning and setting
the stage for groundbreaking innovations
and leadership in the data-driven future!

Gain hands-on experience:

Our **project-based learning** concept with
well known international companies will
boost your career after graduation.

CONTACT US



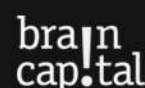
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14482 Potsdam (Germany)
Studio Babelsberg



www.xu-university.com



MASTER EXPLAINED

WHAT SKILLS YOU WILL GAIN

HARD & SOFT SKILLS

Statistical Analysis

Be equipped with a strong foundation in statistical analysis and machine learning techniques.

Problem Solving

Design experiments to test hypotheses. Develop a systematic and analytical approach to solve problems.

Leadership & Collaboration

Communicate your ideas effectively, share insights, and collaborate to achieve common goals.

Data Visualization & Communication

Convey complex knowledge and insights to non-technical stakeholders.



Prof. Dr. Raad Bin Tareaf
Professor for Data Science

"In the current digital landscape, becoming proficient in Data Science is more than just a choice—it's essential. Our M.Sc. in Data Science curriculum equips students with the skills to transform complex big data into practical AI solutions, fostering innovation and elevating decision-making across diverse sectors."

CHOOSE YOUR SPECIALIZATION

FROM DATA TO DECISIONS



INFORMATION ANALYTICS

This specialization equips you with the skills to analyze and retrieve relevant information from large datasets. Through the courses you'll learn techniques for extracting, processing, and organizing information in a multilingual and data-rich environment—critical for building advanced search engines, recommendation systems, and data-driven decision-making tools.

ELECTIVE COURSES:

- **INFORMATION RETRIEVAL**
- **INFORMATION RETRIEVAL METHODS**
- **MULTILINGUAL INFORMATION RETRIEVAL**

BUSINESS ANALYTICS

In this specialization, you'll develop expertise in data-driven business strategies across key areas such as marketing, finance, and human resources. The courses will provide the analytical tools needed to assess market trends, predict financial outcomes, and enhance workforce management.

ELECTIVE COURSES:

- **MARKETING ANALYTICS**
- **FINANCIAL ANALYTICS**
- **HR ANALYTICS**



HUMAN-COMPUTER INTERACTION AND NATURAL LANGUAGE PROCESSING

This specialization focuses on the interaction between humans and computers, emphasizing language processing techniques. The courses teach you to build and refine language models, enabling applications in virtual assistants, sentiment analysis, and machine translation.

ELECTIVE COURSES:

- **LANGUAGE MODELING AND PROCESSING**
- **LANGUAGE RESOURCES AND PROCESSES**
- **LANGUAGE PROCESSING PRACTICES**

AFTER GRADUATION

FUTURE JOB OPPORTUNITIES

These are two of many jobs you can strive for after graduating in our Master of Science in Data Science:

SENIOR DATA SCIENTIST

As a Data Scientist with a Master's degree, you'll take on more complex data challenges. Building on your advanced data analysis and machine learning skills, you'll tackle high-impact projects. Your role may include developing predictive models, conducting deep learning research, and solving intricate business problems with data-driven solutions.



or become a ...

CHIEF OF STAFF IN BIG DATA OR BUSINESS INTELLIGENCE



COURSE OF STUDIES

Semester 1 30 ECTS	Semester 2 30 ECTS	Semester 3 30 ECTS	Semester 4 30 ECTS
Data Science Operations 5 ECTS	Data Science Applications 5 ECTS	Data Science Innovations 5 ECTS	Leadership and Innovation 5 ECTS
Descriptive Analytics 5 ECTS	Predictive Analytics 5 ECTS	Prescriptive Analytics 5 ECTS	Master Thesis Set-up 5 ECTS
Parallel Computing 5 ECTS	Cognitive Computing 5 ECTS	Disruptive Computing 5 ECTS	Master Thesis
Introductory Electives - chose 2 out of 3 Information Retrieval 5 ECTS	Electives: chose stream (1 out of 3) Information Retrieval Methods 5 ECTS	Electives: Continue with chosen stream Multilingual Information Retrieval 5 ECTS	
Marketing Analytics 5 ECTS	Financial Analytics 5 ECTS	HR Analytics 5 ECTS	
Language Modeling and Processing 5 ECTS	Language Resources and Processes 5 ECTS	Language Processing Practices 5 ECTS	
Leadership Skills 5 ECTS	Research Skills 5 ECTS	Consulting Skills 5 ECTS	
	International Summer School 5 ECTS	Company/ Research Project 5 ECTS	20 ECTS

● Core modules ● Interdisciplinary modules ● Electives

*Specializations:

- Information Analytics
- Business Analytics
- Human-Computer Interaction and Natural Language Processing

You will chose one area of specialization to make your academic and professional profile even more distinct.

An area of specialization consists of a stream of electives stretching from semesters 1 to 3 (see above).

In semester1, you will chose introductory electives of two streams to see what works best for you. At the end of the first semester, you will finally decide on your area of specialization.

Period of study

4 semesters, 2 years



THIS IS XU

REAL PROJECTS

Our **project-based learning** concept with **well known international companies** will boost your career after graduation.



Watch
video



UNIVERSAL MUSIC GROUP



PORSCHE



SPECIAL ELECTIVES TAILORED TO BOOST YOUR EXPERTISE

These electives provide a **tailored learning experience** that equips you with the **knowledge and skills** needed to excel in your **chosen fields**. It's about **unlocking your full potential** and shaping a brighter future.

Our **XU Career Service** will guide you to find **internships, student jobs** and to enhance your **career opportunities** after graduation.



FUNDING OPTIONS



More
information



We offer a **bunch of possibilities** to **fund your study program** in collaboration with our partners. Enjoy the **full learning experience** **without** any **financial burden**.

STUDY IN POTSDAM NEARBY BERLIN

Enjoy the **metropolitan region of Berlin** and the **pristine city of Potsdam** and discover our campus at the area of Studio Babelsberg.

BEST IN CLASS

Discover our campus with the **latest tech equipment** for the best learning experience in the world of digitalization.

At XU University **you're not just a number, you'll be part of the XU family!**

More
information



STUDY FEES

**For enrolments in Summer Term 2025 and
Winter Term 2025/26 only!**

Fees for EU students	monthly	Year	Full Program Fee
B.Sc. Digital Business and Sustainability	€ 625	€ 7.500	€ 22.500
B.Sc. Data Science and AI	€ 708	€ 8.496	€ 25.488
B.Sc. Industry 4.0 Management	€ 708	€ 8.496	€ 25.488
M.A. in Digital Transformation and Sustainability	€ 625	€ 7.500	€ 7.500
M.Sc. Data Science	€ 708	€ 8.496	€ 16.992
M.Sc. Industry 4.0	€ 708	€ 8.496	€ 16.992
Internat. MBA (60 ects)	€ 667	€ 8.004	€ 8.004
Internat. MBA (90 ects)	€ 667	€ 8.004	€ 12.006
Special Fees for Non-EU students (only semester-wise payment option)	Semester	Year	Full Program Fee
B.Sc. Digital Business and Sustainability	€ 3.750	€ 7.500	€ 22.500
B.Sc. Data Science and AI	€ 4.248	€ 8.496	€ 25.488
B.Sc. Industry 4.0 Management	€ 4.248	€ 8.496	€ 25.488
M.A. in Digital Transformation and Sustainability	€ 3.750	€ 7.500	€ 7.500
M.Sc. Data Science	€ 4.248	€ 8.496	€ 16.992
M.Sc. Industry 4.0	€ 4.248	€ 8.496	€ 16.992
Internat. MBA (60 ects)	€ 4.002	€ 8.004	€ 8.004
Internat. MBA (90 ects)	€ 4.002	€ 8.004	€ 12.006

Regular Fees for Non-EU students (only semester-wise payment option)	Semester	Year	Full Program Fee
B.Sc. Digital Business and Sustainability	€ 5.500	€ 11.000	€ 33.000
B.Sc. Data Science and AI	€ 6.000	€ 12.000	€ 36.000
B.Sc. Industry 4.0 Management	€ 6.000	€ 12.000	€ 36.000
M.A. in Digital Transformation and Sustainability	€ 6.000	€ 12.000	€ 12.000
M.Sc. Data Science	€ 6.000	€ 12.000	€ 24.000
M.Sc. Industry 4.0	€ 6.000	€ 12.000	€ 24.000
Internat. MBA (60 ects)	€ 7.800	€ 15.600	€ 15.600
Internat. MBA (90 ects)	€ 7.800	€ 15.600	€ 23.400

Additional fees for students from EU	payment	
registration fee	€ 650	single payment
semester ticket & access to sports program	€ 250* per semester	may increase depending on negotiations with VBB
graduation fee	€ 750	single payment
Additional fees for students from Non-EU	payment	
registration fee	€ 1.500	single payment
monthly payment plan set up fee	€ 300	single payment
semester ticket & access to sports program	€ 250* per semester	may increase depending on negotiations with VBB
graduation fee	€ 750	single payment

*Fees may vary, depending on negotiations with VBB