MASTERS IN
APPLIED DATA
SCIENCE

UNIVERSITY
OF
JOHANNESBURG

CENTRE FOR APPLIED
DATA SCIENCE

The Future
Reimagined

MASTERS IN APPLIED DATA SCIENCE

General

Thank you for your interest in the Masters in Applied Data Science (NQ Level 9) at the University of Johannesburg. This document will provide a detailed overview of the programme.

Composition of the Programme

The programme is offered on a full-time or part-time basis:

Full-time	Part-time
▪ Completed in 12 months	▪ Completed in 24 months

About this Qualification

The purpose of the Master of Applied Data Science is to advance students competence to critically analyse and interpret data and information for tactical and strategic business decision making. Furthermore, it will provide the student with advanced knowledge and skills to enable businesses to create a competitive advantage using data while meeting the challenges of the 4th industrial revolution.

Prerequisite modular seminars
The prerequisite seminars will determine if the student progresses into the full programme. These prerequisite seminars are important preparation modules that introduce our postgraduate students to the fundamentals of applied data science and the research areas that the Centre is focused on. The seminars are designed in a modular and immersive manner into Python Programming and the Mathematics and Statistics foundations of data science. The emphasis is on linking the science fundamentals to the research and / or real-life applications. The centre currently limits the research areas according to the expertise of supervision.

At the end of the programme students would be able to:
- analyse organisational data and make recommendations for tactical and strategic decisions;
- determine the information gaps and the best use of data for decisions to create a completive advantage for an organisation;

- meet the challenges of the 4th industrial revolution by effectively processing and interpreting big data;
- apply appropriate analytics models and techniques to obtain customer insight and market trends;
- conduct research on a specific topic by following the correct process and write a report addressing the key issues and audience.

The modules to be covered in this qualification are;

Modules	Name	Core/Elective	Credits	NQF level
	Data Exploration	Core	15	8
	Predictive Analytics	Core	15	8
	Marketing Analytics	Core	15	9
	Marketing decision making models	Core	15	9
	Competitive Intelligence	Core	15	9
	Research Methodology for Applied Data Science	Core	15	9
	Limited Scope Research Project: Applied Data Science	Core	60	9
	Sub total		**150**	
	Choose 2 of the following electives:			
	Advanced Data Analytics	Elective	15	9
	Expert Systems and Applications	Elective	15	9
	Consumer analytics and big data	Elective	15	9
	Strategic Information Management	Elective	15	9
	Sub total		**30**	
	Total credits of programme		**180**	

Entrance Requirements

Minimum admission requirements: The minimum admission requirement would be an honours degree or post-graduate diploma in Information and Knowledge Management, IT management, Information Systems, Marketing or a cognate discipline at

NQF level 8 with an overall average of 65% or above. Students who do not have the minimum qualifications may apply for Recognition of Prior Learning (RPL). The UJ and College of Business and Economics RPL policy will be applied.

Application Process

An online application MUST be made via the UJ website at **https://www.uj.ac.za/ad-missions-aid/**. The potential candidate will find an online post graduate application link through which he/she may apply. Once applied, please send confirmation of the application to Mr Steven Mbeya at **smbeya@uj.ac.za**.

FAQS

1. *If I am working full-time, will I be able to complete the programme on a full-time basis?*
   We don't recommend students who are working full-time to register on a full-time basis.
2. *My marks are below the 65% required but I do have work experience. Is this experience taken into consideration?*
   Work experience is taken into consideration to some extent but doesn't guarantee a place on the programme.
3. *How much are the fees?*
   The fees are adjusted annually and cannot be confirmed by the Department, but Student Finances will be able to confirm - 011 559 3935.
4. *My company wants to pay for my fees. Can you give me a quote?*
   Please contact the College of Business Economics on 011 559 3875 or you can contact Student Finances directly on 011 559 3935.

For any queries contact: Mr Steven Mbeya | **Office:** C Ring 610
**Tel:** +27 (0) 11 559 3621 | **Email: smbeya@uj.ac.za**

Ready to apply?
Apply online now! Visit the UJ homepage **www.uj.ac.za** and click on Admissions + Aid to apply.

Online applications only.

Cost: Visit the UJ Student Finance page **www.uj.ac.za/studyatUJ/Student-finance** for any queries.

Bursaries / Funding: Visit **www.uj.ac.za/studyatUJ/Student-finance** to view all bursary and funding opportunities.
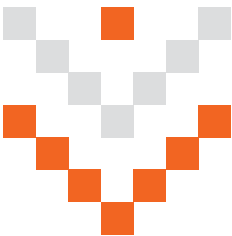
College of Business and Economics
School of Consumer Intelligence and Information Systems (SCiiS)
Centre for Applied Data Science

www.uj.ac.za/sciis | **www.uj.ac.za/cads**