

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 master’s 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 part-time basis:

Part-time
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.

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/admissions-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 cads@uj.ac.za.

FAQS

1. *How much are the fees?*

The fees are adjusted annually and cannot be confirmed by the Centre but send your inquiry to cads@uj.ac.za.

2. *My company wants to pay for my fees. Can you give me a quote?*

Please contact the Centre via cads@uj.ac.za.

For any queries contact:

Office: B Green 20

Tel: 011 559 1614

Email: cads@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