JADS

Jheronimus Academy of Data Science

Master's program
Data Science & Entrepreneurship (joint degree)

"To teach the complexities of data entrepreneurship, our program combines evidence-based learning with experience-based learning. To this end, we have developed practical big data applications and prototypes. We also offer students an elaborate mentoring program and the real-life experience of starting their own data venture."

prof. dr. Willem-Jan van den Heuvel, JADS Director of Studies

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The two-year MSc Data Science and Entrepreneurship (jd) is a truly interdisciplinary business-technology-analytics program. It is ideal for students eager to bring data science into effective use in business. This program is executed in the vibrant Mariënburg data science campus in the city of 's-Hertogenbosch.

Type Master's program

Duration 2 years

Title Master of Science (joint degree)

ECTS Points 120

Language English

Study program

The MSc program synthesizes the unique key strengths of Eindhoven University of Technology and Tilburg University: the technological know-how of Eindhoven combined with the business, legal and societal insights of Tilburg. This synergy ensures that we educate data science-driven entrepreneurs who have the capability to create, develop and market data technologies, conduct research and present results in a clear, non-technical manner.

Data Science Entrepreneurs are able to analyse massive amounts of data, recognise patterns in it and convert this to new products or services which are useful for business.

The backbone of the program comprises a number of Data Entrepreneurship in Action courses, thus ensuring the data literacy of each individual student. Working in a team, students learn to apply data-driven methods to test the feasibility of an idea or innovation, build a data-intensive solution, propose sales channels and customers and develop entrepreneurial skills for building a technology startup.

Skills journey & Individual coaching program
Alongside the intended learning outcomes, a skills journey and individual coaching program prepares for students' future entrepreneurship. The following data entrepreneur skills will be addressed: presenting, interviewing, consulting & advising, design thinking & creative thinking, negotiation, selling and marketing, storytelling, debating and project bases working.

Characteristic features

The Master's Program Data Science and Entrepreneurship (jd) is the first multi-disciplinary data science program in the Netherlands. Developed from scratch by two leading universities, it places technology within a business and societal context.

→ **A unique combination of business and IT** / Preparing students for a career at the interface of data science and entrepreneurship.

→ **A unique educational experience** / Challenging students with real-world data entrepreneur challenges in tandem with industry.

→ **Combining theory and practice** / The backbone of the program comprises a number of Data Entrepreneurship in Action courses, which will help students learn how to apply data driven methods.

→ **In close collaboration with the JADS ecosystem** / Companies are actively involved in teaching, assignment supervision, and initiating innovations, startups and accelerators.

→ **Electives allow you to specialize** / In your own area of interest, students specialize either more in IT and Data science or Entrepreneurship and Business.

→ **Development of entrepreneurial skills** / A skills journey and individual coaching and mentoring program prepares students for their future entrepreneurship endeavours.

→ **Development of professional skills** / Being a capable data entrepreneur requires personal awareness. The individual coaching program supports student's professional development.

→ **Brand new data science campus** / The program is offered at an exclusive data science campus, with state-of-the-art facilities, offering small-scale education and direct access to top-scientists and professionals in the field of data entrepreneurship.

→ **A vibrant entrepreneurial environment** / Our data science campus offers substantial support in terms of providing offices, state-of-the-art ICT facilities, advise, and help in acquiring subsidies, funds and equity for starting a start-up.

→ **Great career prospects** / The knowledge and skills of a data entrepreneur are in exceptionally high demand. After graduating students will already have six months of relevant work-related experience due to the close cooperation with business.

Career opportunities

The career opportunities for data entrepreneurs are sheer endless. Within an organization, they are the ones who translate questions into technical data insights and vice versa. Data entrepreneurs can work for multinationals or manage their own data science company: finding new markets and opportunities with data. Or they can work as a data consultant or analyst: from advising companies who want to know more about the purchasing behavior of their customers, to using big data to support police crime detection work or helping healthcare institutes share global data to fight diseases like Malaria.

A vibrant campus in 's-Hertogenbosch dedicated to data science

The location in Mariënburg combines the history of the convent with an exciting vision for data science. In addition to extensive facilities for educational purposes, the building also offers students accommodation and features a dedicated space for startups.

Being part of the JADS community
Being part of JADS, means being part of a vibrant community. On campus students are surrounded by data science professionals: MSc, PDEng and PhD students, teachers, guest lecturers, researchers, start-ups and more than 300 companies that we work with and who are part of our community. They offer us real data sets, company visits, internships, jobs and masterclasses.

Overview JADS data science programs

Under graduate level
Bachelor Data Science (joint degree)

The 3 year Bachelor Data Science is a joint undergraduate program by Tilburg University and Eindhoven University of Technology. This BSc is the stepping stone to turning Big Data into value-added solutions for technology, industry, government and society.

Graduate level
All JADS Master's programs data science

JADS offers five dedicated Data Science Master's programs of which one - Data Science and Entrepreneurship - is a joint degree by Tilburg University and Eindhoven University of Technology. Each MSc program focuses on a different data science application or area of expertise.

Post Graduate programs

PDEng Program Data Science
The Professional Doctorate in Engineering (PDEng) Program Data Science is a 2-year post-master program that focuses on applied techniques and design in a professional context. Students work in close collaboration with the industry on large-scale, interdisciplinary projects.

PhD Data Science Programs
After completing the master's programs, graduates can do a PhD. This means getting involved in cutting-edge research at any of the three campuses: TU/e, Tilburg University or JADS, depending on the focus of your research.

Courses Overview Master's program Data Science & Entrepreneurship (jd)

Data Mining	Business Analytics	Data Driven Business Process Management	Law, Ethics and Entrepreneurship
IP & Privacy	Creative Thinking & Innovative Design	Elective 1	Elective 2
Data Engineering	Innovation Services	e.g. - Data Visualization - Supercrunchers - Agro Food - Smart Industry	
Strategy & Business Models	Deep Learning		
	Entrepreneurial Marketing*		
	Entrepreneurial Finance*	Master Thesis	
DEiA - 1	DEiA - 2	DEiA - 3	
Skills Journey			
Assessment & Coaching		Coaching & Mentoring	

■ Data Engineering ■ Data Mining ■ Data Decision Making ■ Data Entrepreneurship ■ Data in Society ······· *Elective*
* *Students have to choose at least one*

The founders of JADS

TU/e Technische Universiteit Eindhoven / University of Technology

TILBURG UNIVERSITY

's-Hertogenbosch

Provincie Noord-Brabant