

Business Intelligence and Smart Services

Admission requirements

On this page you will find important details of the application process (such as deadlines, admission requirements, required documents and application assessment) for the master's programme in Business Intelligence and Smart Services for *academic year 2024-2025*.

The information on this page is for students who would like to start in academic year 2024-2025.

Please [click here](#) to look into the admission requirements for academic year 2023-2024.

Application deadlines

Tip: if you are viewing this webpage on your phone, we recommend using portrait mode.

Dates for a start in September 2024	What you need to know about these dates
1 October 2023	Studielink is open for applications for the academic year 2024-2025
1 May 2024*	Deadline for completing the entire application process for non-EU/EEA applicants (these applicants require a visa or residence permit)
1 June 2024*	Deadline for completing the entire application process for applicants from the EU/EEA or Switzerland

* All deadlines are up to and including 23:59 Central European Time.

Questions?

Read the [FAQ for master's applicants](#)

contact us via masteradmissions-sbe@maastrichtuniversity.nl

Required documents based on your educational background

Dutch/Flemish University level

Relevant Dutch or Flemish NVAO-accredited diploma

Some study programmes in the Netherlands and Belgium have the so-called NVAO accreditation. If your study programme is mentioned on the [list of relevant NVAO-accredited programmes](#), please upload the following documents via the MyApplication portal:

- **Grades transcript of your bachelor's programme**
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.
- **Copy of your degree (if obtained)**
- **Curriculum vitae**
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**
Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate Word-document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

UM School of Business and Economics diploma

If you are a student at Maastricht University (UM) and you have one of the following diploma's/certificates, you qualify for direct admission:

- a UM bachelor's degree in Business Analytics

- a UM bachelor's degree in Business Engineering
- a UM bachelor's degree in Data Science and Artificial Intelligence
- a UM bachelor's degree in Economics and Business Economics
- a UM bachelor's degree in Econometrics and Operations Research
- a UM bachelor's degree in International Business
- a UM pre-master's certificate in Business Intelligence and Smart Services
- a UM pre-master's certificate in Digital Business Economics
- a UM pre-master's certificate in Global Supply Chain Management and Change
- a UM pre-master's certificate in International Business (all specialisations)
- a UM pre-master's certificate in Learning and Development in Organisations

Except for a copy of your valid passport, you do not need to upload any other documents via the MyApplication portal.

Other Dutch university diploma

If you have another bachelor's or master's diploma from a Dutch university, you qualify for admission. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **Grades transcript of your bachelor's programme**
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English
- **Copy of your degree (if obtained)**
- **Curriculum vitae**
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**
Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate Word-document the name of the course(s), the number of credits you received and a short course description

(max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.

- **Proof of academic capabilities**

Demonstrate your academic capabilities by choosing one of the options below:

- *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.
- *Option 2:* GMAT test with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.
- *Option 3:*

GMAT Focus Edition with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme

- *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores.

[More information about the GMAT/GRE test](#)

- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

International University level

International AACSB or EQUIS accredited diploma

If your educational institute is [AACSB or EQUIS accredited](#), you need to upload formal proof of this (e.g. a stamped and signed transcript of grades). It is important to know that the burden of proof rests with the applicant. Please upload the following documents via the MyApplication portal:

- **Grades transcript of your bachelor's programme**

Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.

- **Copy of your degree (if obtained)**

- **Curriculum vitae**

List your education, relevant extracurricular activities, internships and (professional) experience.

- **Motivation letter**

Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.

- **Description of your statistics courses**

Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate Word-document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.

- **Proof of academic capabilities**

Demonstrate your academic capabilities by choosing one of the options below:

- *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.
- *Option 2:* GMAT test with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.
- *Option 3:* GMAT Focus Edition with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme.
- *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores.

[More information about the GMAT/GRE test](#)

- **A recent passport picture**

- **A copy of your valid passport or your EU/EEA identity card**

In addition:

- Students who have received their prior education in a non-EU/EEA country need to **pay the €100 [handling fee](#)**

- Students with a non-EU/EEA nationality need to submit **proof of [English proficiency](#)**

In the MyApplication portal, you will find more information about these tasks.

International non-AACSB or EQUIS accredited diploma

If you have another international bachelor's diploma from a university or university of applied sciences (e.g. not AACSB or EQUIS accredited), you qualify for admission. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **Grades transcript of your bachelor's programme**
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English
- **Copy of your degree (if obtained)**
- **Curriculum vitae**
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**
Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate Word-document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **Proof of academic capabilities**
Demonstrate your academic capabilities by choosing one of the options below:
 - *Option 1:* GMAT test with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment

score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.

- *Option 2:*

GMAT Focus Edition with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme

- *Option 3:* GRE test with a score that is equivalent to the minimum GMAT scores.

[More information about the GMAT/GRE test](#)

- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In addition:

- Students who have received their prior education in a non-EU/EEA country need to **pay the €100 [handling fee](#)**
- Students with a non-EU/EEA nationality need to submit **proof of [English proficiency](#)**

In the MyApplication portal, you will find more information about these tasks.

University of Applied Sciences level

Zuyd or Breda Universities of Applied Sciences diploma

If you have successfully finished the Academic Minor or ICT preparatory programme (Zuyd Hogeschool), or SBM-programme (Breda University of Applied Sciences), you qualify for direct admission. Please upload the following documents via the MyApplication portal:

- **Grades transcript of your bachelor's programme including GPA**
Upload an official grades transcript including GPA, signed and stamped by your university, plus a translation if the original is not in English
- **A positive recommendation from Zuyd Hogeschool**
- **A statement from your school indicating that you have completed the programme successfully**
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

Relevant Dutch pre-master's programme

Are you following or did you finish a [pre-master's programme in a similar field of education](#) as this master's programme? Make sure to highlight this in your application, since this will give you direct access to this master's programme. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **Grades transcript of your pre-master's and bachelor's programme**
- **Certificate of enrolment for the pre-master's programme**
- **A statement from the university of your premaster indicating that you have finished the pre-master's programme successfully.** Please use our [standard template](#).
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

Other Dutch HBO diploma

If you have a Dutch bachelor's or master's degree from a university of applied sciences (HBO), you qualify for admission. Even though a pre-master programme or Academic Minor/SBM-programme is strongly recommended, it is possible to apply without it.

Upload the following documents via the MyApplication portal:

- **Grades transcript of your bachelor's programme including GPA**
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English
- **Copy of your degree (if obtained)**
- **Curriculum vitae**
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.

- **Description of your statistics courses**

Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate Word-document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.

- **Proof of academic capabilities**

Demonstrate your academic capabilities by choosing one of the options below:

- *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.
- *Option 2:* GMAT test with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.

Option 3:

GMAT Focus Edition with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme.

- *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores.

[More information about the GMAT/GRE test](#)

- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

How do we assess your application?

When you want to apply or are applying to this study programme, it is useful to know how we assess your application. You can find more information about this here.

The Board of Admission evaluates the quality of your application by looking at your GMAT score/Proof of Academic Capabilities (if applicable), IELTS/TOEFL score (if

applicable), Grade Point Average, the level of statistics and mathematics and at how well your bachelor's programme corresponds with the master's programme. Besides this, the Board looks at your motivation, relevant work experience, international experience and extra-curricular activities. Based on this information, the Board of Admission will decide whether you can be admitted to the programme or not.

Assessment happens **on a rolling basis**. This means that, once you submit a complete file with all the minimum required scores, it will be presented to the Board of Admission. We will not wait until the deadline before we present your file to the Board. You will receive a **decision within 2-4 weeks** after completion of your file.