

Business Analytics

Course ID	IBC-08-02Prof. Dr. Tobias Hagen
Lecturer	Prof. Dr. Tobias Hagen
Study Program	IBC
Level	Master
Language	English
Credit Hours / ECTS	3 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Seminar
Exam	Oral Exam
Requirements	Principles of Cost Management
Max Participants	-
Contents	<p>Introduction to Data Warehouse Systems and Business Intelligence, Architecture and components of DW-systems, data modelling in DW-systems, Online Analytical processing, dashboards.</p> <p>Implementation of a case study in the DW- system SAP BWä. Students use BI tools to analyse sales data, they create analytical reports and implement a dashboard for sales analytics.</p> <p>Introduction to Big Data, Data Science and Data Mining.</p>
Learning Objectives / Skills	Students will understand the value of Business Analytics and data related techniques. Students can make practical use of business intelligence tools in their professional life.
Literature	Provided in class