inf607 - Business Intelligence II

Module label: Business Intelligence II
Module code: inf607
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Informatics > Akzentsetzungsmodul Bereich Wirtschaftsinformatik
- Master's Programme Computing Science > Angewandte Informatik

Contact person:
Module responsibility:
- Jorge Marx Gomez
- Die im Modul Lehrenden

Authorized examiners:
- Jorge Marx Gomez
- Die im Modul Lehrenden

Entry requirements:
Skills to be acquired in this module:

Professional competence:
The students:
- name and recognize the role of data analytics / data science as past of a daily business process in a particular company
- able to organize from management perspective data analytics project
- being able to analyse advantages and disadvantages of different approaches and methods of the data analytics and being able to apply them in simple case studies
- obtain theoretical knowledge about data collection and modelling processes, including state of the art approaches and available best practices

Methodological competence:
The students:
- being able to execute typical tasks of data analytics, and also being able to proceed deeper with respect to different approaches and methods
- gain a hands on experience and being able to understand advantages and disadvantages of different methods and being able to use obtained knowledge

Social competence:
The students:
- build solutions based on case studies given to the group, for example design of regression model based on provided dataset
- discuss solutions on a technical level
- present obtained case studies solutions as part of the exercises

Self-competence:
The students:
- critically review provided offered information

Module contents:
After current course students will get advanced knowledge in the domains such as business intelligence and data analytics. Besides that, students will have a chance to have a deeper look into related technical fields such as InMemory Computing, Data Mining and Machine Learning, Big Data Processing with Distributed Systems (e.g. Apache Hadoop / Spark) from both, research and practical, perspectives. Students will be provided with real-world experience gather from business intelligence and data science related projects. Materials of the course are believed to be justified with current demands of data analytics market. Thus, providing students with relevant knowledge in order to give them advantages in future job.
**Reader's advisory**

- Jürgen Cleve, Uwe Lämmel (2014): "Data mining" (Deutsch)
- Max Bramer (2013): "Principles of data mining" (English)
- Ian Witten, Eibe Frank, Mark Hall (2011): "Data mining : practical machine learning tools and techniques" (English)
- Jure Leskovec, Anand Rajaraman, Jeffrey Ullman (2014): "Mining of massive datasets" (English)

**Links**

| Links               | [http://www.wi-ol.de/](http://www.wi-ol.de/) |

**Languages of instruction**

| German, English |

**Duration (semesters)**

| 1 Semester |

**Module frequency**

| jährlich |

**Module capacity**

| unlimited |

**Module level**

| AS (Akzentsetzung / Accentuation) |

**Modulart**

| je nach Studiengang Pflicht oder Wahlpflicht |

**Lern-/Lehrform / Type of program**

| SE according to the announcement at the course start (2 SWS L + 2 SWS E or Blockseminar) |

**Vorkenntnisse / Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Time of examination</th>
<th>Type of examination</th>
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<tbody>
<tr>
<td>At the end of the lecture period</td>
<td>Written exam (max. 120 min. )</td>
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</table>

**Final exam of module**

**Course type**

<table>
<thead>
<tr>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>2.00</td>
<td>SuSe</td>
<td>28 h</td>
</tr>
<tr>
<td>Seminar</td>
<td>2.00</td>
<td>SuSe</td>
<td>28 h</td>
</tr>
</tbody>
</table>

**Total time of attendance for the module**

| 56 h |