

### § 14 Studienplan im Masterstudiengang Business Intelligence and Business Analytics

Lfd. Nr.	Modul	Unit	Art der LV	ECTS	SWS im Lehrplensemester			Veranstaltungsort und Fachverantwortung	Prüfungsleistung (P)
					1	2	3		
1	Enterprise Information Systems	Enterprise Application and IT-Management	SU	15	3			HNU	P(1StA+1RE)
2		Enterprise Application Engineering	SU, PP		3				
3		Consulting	SU, PP		2				
4		IS Research	PP		2				
5	Business Information Management	Strategic Management	SU	15	2			HNU	P(1K,180min)
6		Corporate Performance Management	SU		2				
7		BI Strategy	SU,Ü		2				
8		Data Management	SU		3				
9		BI Platforms and Tools	SU,Ü		3				
10	Quantitative Methods	Applied Statistics	SU	10		2		UTN oder CPUT	P(K/StA+RE)
11		Big Data and Social Network Analysis	SU			2			
12		Predictive Analytics and Data Mining	SU,Ü			4			
13	Analytical Applications	Analyt. Processes in Supply Chain Management	SU	10		4		UTN oder CPUT	P(StA+RE)
14		Analyt. Processes in CRM and Marketing	SU			4			
15	Communication Management	Information Visualization	SU,Ü	5		2		UTN oder CPUT	P(StA+RE)
16		Professional Communication	SU			2			
17	Cultural Exchange	Culture and History in Germany	SU	5	2			HNU	P(StA+RE)
18		Culture and History in Partner Country	SU			2		UTN oder CPUT	
19	Research Methods	Research Methods	SU	10		2		UTN oder CPUT	P(StA+RE)
20		Applied Research Project	eLearn				4		
21	Research and Thesis	Master Thesis	MT	18				HNU, UTN oder CPUT	P (1MT)
22		Thesis Colloquium	Kol	2					P (1RE,30min)
23		Summe		90	24	24	4		