



Wirtschaftsinformatik
und digitale Medien



English-taught Minor „Business Analytics“

Business information is distributed all over a company's eco-system: from operational enterprise resource planning (ERP), to customer relationship management systems (CRM) towards social media platforms and external open data or market research data warehouse systems. The Minor Programme Business Analytics focuses on the management and integration of business information which is stored in large heterogeneous and distributed information systems.

Within the Minor the students will be able to (amongst others):

- Learn about the different types of information systems (ERP, CRM, Business Intelligence and Big Data) and understand how a company's decision making process can be improved.
- Learn about methods and technologies for business intelligence, multidimensional modelling and implementation of decision support systems.
- Evaluate the importance of a methodology to setup a company wide business intelligence system, where SAP is a strategic ERP platform.
- Learn how to design and implement a Big Data scenario in an international student team.
- Implement a data warehouse system from scratch.
- Learn about multidimensional modelling, data extraction, transformation and loading processes and how data mining can be used as a business intelligence application.

This Minor (30 ECTS) offered in spring and autumn is most suitable for students of Information Systems or Business Administration who are interested in Business Analytics.

Hochschule der Medien

Nobelstraße 10
70569 Stuttgart
www.hdm-stuttgart.de

Prof. Dr. Martin Engstler

Head of Study Programme
E-Mail: engstler@hdm-stuttgart.de

Elisabeth Messerschmidt

Departmental Coordinator
E-Mail: messerschmidt@hdm-stuttgart.de
Telefon: +49 (0)711 / 8923-3242

www.wi.hdm-stuttgart.de/index.php/Minor.html
www.hdm-stuttgart.de/english/exchange_students/minors/bus

Information Systems & Digital Media Bachelor of Science



Information Systems in a digital world

How can companies be managed successfully? Which processes play a role? How do you bring economics and technology together? Information systems managers work through these questions and many more. The degree programme combines traditional and business responsibilities in the field of digital economy, for example, user-generated contents in the Internet, digital business models or mobile information services.

Perspectives

Potential employers are to be found in industrial and service-provider branches and in public administration. Graduates are sought-after experts in various positions, often in project and process management, in service management, in marketing, in controlling or in IT management. Their multidisciplinary competences qualify them for work especially in projects involving more than one field and which require an overview of the whole company.

Information systems experts with their special knowledge and skills will be increasingly needed as the application of information and modern information systems are critical success factors for companies.



Duration

7 Semester

The standard curriculum takes seven semesters and awards a „Bachelor of Science“ degree upon completion.



Internationalisation

English lectures and semester abroad

With the Minor „Business Analytics“ and an optional semester abroad in the 6th semester, our students study in an international environment.



Practical orientation

Internship and practical thesis

Our students get full work experiences not only through projects, but also with the mandatory internship semester and with bachelor thesis done at our partner companies.



Certification

Accreditation

The program is certified by the federal Accreditation Council, responsible for the quality management for all German universities and member of the European Association for Quality Assurance in Higher Education (ENQA).



Information Systems & Digital Media

Study Structure

The challenges of digital media and the solutions provided by information systems are brought together in this programme. Students learn to creatively combine innovative technologies with economic considerations.

Students receive basic knowledge in the fields of economics, management and business processes. Management and information technology are the basis for business information systems.

In the main part of the degree programme, students choose between the specialisations in Management or in IT. Here, they extend their knowledge in the development and implementation of innovative business and service-provider models. Among these are, for example, the management of business process and application systems, customer management systems, business intelligence, data science or IT management.

In the fifth semester, students spend half a year working for companies in an internship. That way, they can use their theoretical knowledge and get work experience.

To train our students in the 21st Century Skills they work in interdisciplinary projects offered during the elective part of the programme. These projects are done mostly together with companies or non-profit organisations.

The strong practical orientation in cooperation with renowned companies is self-evident in the programme. With its emphasis on application systems, such as SAP, and its integration of media technologies, the Information Systems programme offers many attractive and unique features.

Content

Economics

Marketing & Organisation, Business Process Management, Service Management, Managerial Accounting, Digital Economy Business Models

Computer Science

Databases, Programming, Algorithms and Data Structures, Software Engineering, Practical Software Development Training

Information Management Applications

Basics Information Systems, Operational Application Systems, IT Infrastructure, IT Architecture, Data Science, Business Intelligence

Media

Web Technology, Design and Usability, Digital Media and Strategy

Academic and Personal Skills

Scientific Fundamentals, Ways of Working, Tools for Working, Working in a Media World

Specialisation

Management: Strategic/Performance/Innovation/Media Management, Leadership, Customer Relationship Management
IT: Business Applications, Enterprise Systems in the Media Industry, Software Visualization, Mobile Application, Data Warehousing
Practical Projects (Interdisciplinary)

Internship

Bachelor Thesis

Teaching language is German, but some of these Courses are held in English and are part of the minor „Business Analytics“.