Lucerne University of
Applied Sciences and Arts

HOCHSCHULE
LUZERN

Computer Science and
Information Technology

Transcript of Records

Surname:	**Becker**	Date of Birth:	12.01.1993
First Name:	**Maximilian**	Matriculation Number:	17-494-147

Program of Study: Bachelor of Science in Business Information Technology

Date of Entry: 18.09.2017 Date of Diploma: 09.07.2021

List of Modules

Module	Type of Module [1]	Level [2]	Local Grade [3]	ECTS Grade [4]	ECTS-Credits awarded
Programming	C	B	5.5	B	6.0
Digital & IT Basics	C	B	4.5	C	3.0
Business IT English I - Digital Business - Advanced	C	I	5.0	C	3.0
Network Architecture & Web Technologies	C	B	5.5	B	6.0
Network Architecture & Web Technologies - Lab		5.5			
Network Architecture & Web Technologies - Concepts		5.2			
Finance & Accounting in Digital Contexts	C	B	5.5	B	3.0
Business IT English II - Strategic Management in IT - Advanced	C	I	5.0	C	3.0
Project and Teamwork	C	B	passed		6.0
Specialist Communication	C	B	4.0	D	3.0
Project Management Basics	C	B	4.5	C	3.0
Mathematics in Business IT I	C	B	5.5	B	3.0
Project Management & Requirements Engineering	C	B	4.5	D	3.0
Industry Project	C	I	4.5	D	6.0
Bachelor Thesis	C	I	5.0	C	12.0
General Management in Digital Contexts	C	B	5.0	A	3.0
Software Solutions and Business Processes	C	B	4.5	C	3.0
Strategic Management in Process-Oriented Context	C	B	5.5	B	3.0
Applied Statistics 1	C	B	5.0	C	3.0
Information Security Fundamentals	C		4.5	C	3.0
Enterprise Application 1: Concepts	C	B	4.5	D	3.0
Data Management	C	I	5.0	C	3.0
Modeling Basics	C	B	5.0	C	3.0
Enterprise Application 2: Realization	C	B	5.0	C	3.0
Business Practice Project 1	C	I	passed		6.0
Business Practice Project 2	C	I	passed		6.0
Business Processes & Organisation	C	B	4.0	E	3.0
IT-Law	R	B	5.0	C	3.0
Management & Law	R	I	5.0	C	3.0
21st Century Workplace Communication - Advanced	R	I	5.0	C	3.0
The Art of Financial Investments	R	B	6.0	A	3.0
Big Data Management	R	B	5.0	C	3.0
Economics	R	B	5.0	C	3.0
Corporate Communications & Language Technologies	R	I	4.0	E	3.0
Applied Statistics 2	R	I	5.0	C	3.0

Mathematics in Business IT II	R	I	4.5	D	3.0
International Law	R	B	4.0	E	3.0
IT Service Management	R	I	5.5	A	3.0
Machine Learning	R	I	5.5	B	3.0
Data Warehousing	R	I	5.0	C	3.0
Business Intelligence & Decision Support	R	I	5.0	C	3.0
Big Data Lab Sandbox	R	I	6.0	A	3.0
Practical Module 6 ECTS	R	I	passed		6.0
Big Data Lab Cluster	R	I	5.5	B	3.0
Data Science Basics	R	I	5.5	B	3.0
Practical Module 6 ECTS	R	I	passed		6.0
Digital Transformation in the Industry	R	I	4.5	D	3.0
Data Visualisation	R	I	5.0	C	3.0
Knowledge based Decision Systems	R	A	5.5	B	3.0
Practical Module 6 ECTS	R	I	passed		6.0
422_ISA diagnosing culture.art.space	M	B	D		3.0
Ethics	M	I	4.5	D	3.0
Anglo-Saxon Culture, Politics & History	M	B	5.5	B	3.0
Sustainability (intensive week)	M	B	C good		3.0
Total Credits					192.0

Autumn Semester 2017

Module: General Management in Digital Contexts

Type of Module [1] C Level[2] B Grade[3] 5.0 ECTS: 3.0

In this module, students receive a detailed introduction to management theory. In addition to a discussion of the most important functions (including marketing and human resource management), a connection is also made to progressive digitization. The students learn how to understand the company as a whole and as part of a complex environment and are able to understand the reasoning behind important business decisions.
Language of Instruction: German

Module: Programming

Type of Module [1] C Level[2] B Grade[3] 5.5 ECTS: 6.0

The students are taught both the basic programming concepts and the most important language concepts for the Java programming language. Moreover, the students also find out more about the fundamentals of object-oriented programming (classes, objects, interfaces, inheritance, error handling). This thus enables the students to analyze simple problems and develop the corresponding solutions, including their implementation.
Language of Instruction: German

Module: Project and Teamwork

Type of Module [1] C Level[2] B Grade[3] passed ECTS: 6.0

Working together practically in a team towards a common goal, collecting and processing project experiences, presenting a result together and justifying it, practice with method inputs such as project approaches, requirements, presentation, communication and teamwork.
Language of Instruction: German

Module: Business IT English I - Digital Business - Advanced

Type of Module [1] C Level[2] I Grade[3] 5.0 ECTS: 3.0

In this module, the students expand upon their fundamental business skills in the field of strategic management in the IT environment. In a variety of learning and teaching settings, the students devise realistic discussions and debates on relevant business-related IT topics and fundamentals in order to use these in international business correspondence. In doing so, genre-specific lexical and grammatical topics are examined and internalized in practice facilities.
Language of Instruction: English

Module: The Art of Financial Investments

Type of Module [1] R Level[2] B Grade[3] 6.0 ECTS: 3.0

This module covers the art of Financial Investments and focuses on understanding the laws of boom (stock market upturn) and bust (stock market downturn). Students will learn about stock market philosophy from the stock market master, “Andre Kostolany” (1906 – 1999). Since the USA is the most influential market, the initial phase will focus on the development and analysis of the US finance market from 1980 – 2017 as a whole, as well as from the perspective of businesses such as Amazon, Facebook, Netflix and others. The flow of capital is of utmost importance for stock markets, therefore, what will also be analysed are the transmission mechanics of capital. Although prudent behaviour on the rationale of the financial market is easily explained, we are often our own worst victims, regularly making the wrong decisions, so we will also learn about the role of human behaviour on financial market dealings in the block called “Behavioural Finance”.
Language of Instruction: German

Spring semester 2018

Module: Digital & IT Basics

Type of Module [1] C Level[2] B Grade[3] 4.5 ECTS: 3.0

The students gain an overview of the areas of computer architectures, the structure of microprocessors and computers, and the main features of operation systems. They work with virtualization (both on own hardware and in the Enterprise Lab). Practical relevance is ensured through exercises with simple batch programs and regular expressions. Unicode, coding and fault tolerance, recurrence, sorting and data structures (trees) are explained clearly.
Language of Instruction: German

Module: Mathematics in Business IT I

Type of Module [1] C Level[2] B Grade[3] 5.5 ECTS: 3.0

Students will gain mathematical competencies to work with quantitative economic models. Students will apply functions and techniques to differential equations in order to model dependence on economic parameters as well as being able to quantify changes.
Language of Instruction: German

Module: Modeling Basics

Type of Module [1] C Level[2] B Grade[3] 5.0 ECTS: 3.0

Introduction to modeling: tools and meanings of models; basics of class and information modeling, introduction to process analysis and process modeling, basics of function and interaction modeling.
Language of Instruction: German

Module: Software Solutions and Business Processes

Type of Module [1] C Level[2] B Grade[3] 4.5 ECTS: 3.0

Based on a business process, the students learn about how a distributed software application used to support this process is developed step by step. The fundamentals for the process and the technical concepts required for implementing the application are taught and practiced. Based on the taught concepts, a distributed application is then developed (as a prototype) for a business process. The development is carried out as supervised group work and contains diverse elements that are relevant for a development process.
Language of Instruction: German

Module: Specialist Communication

Type of Module [1] C Level[2] B Grade[3] 4.0 ECTS: 3.0

In this module, the students systematically plan and write comprehensible, appealing specialist texts for the degree program and everyday work. The focus here is on scientific writing and on operational text types used in IT. Multimodal texts are analyzed and classified before being assessed in terms of their comprehensibility.
Language of Instruction: German

Module: Business IT English II - Strategic Management in IT - Advanced

Type of Module [1] C Level[2] I Grade[3] 5.0 ECTS: 3.0

In this module, the students become familiar with the communication tools used in general management (e.g. digital marketing, e-finance, social media). In addition, they also pick up the language skills required in order to be able to act successfully within the scope of a digital business context. In particular, their oral interaction skills are also nurtured as part of exchanges on topical subjects related to all areas of general management in a digital setting.
Language of Instruction: English

Spring semester 2018

Module: **Economics**

Type of Module [1] R Level[2] B Grade[3] 5.0 ECTS: 3.0

Digitalisation, 4.0 Industry or Share Economy can all put pressure on businesses to change. This module will look into how digital innovations be successful economically. The basic requirements for digital innovation on the market will be identified and explained. Students will thus be able to identify attractive innovation opportunities.
Language of Instruction: German

Module: **IT-Law**

Type of Module [1] R Level[2] B Grade[3] 5.0 ECTS: 3.0

IT and law are very closely related to each other – data protection, copyright, contract law and many other areas are interlinked in use. This module provides an interesting insight into these interfaces and promotes the awareness of problem areas related to IT law.
Language of Instruction: German

Module: **Sustainability (intensive week)**

Type of Module [1] M Level[2] B Grade[3] C ECTS: 3.0

Introduction to the concept of sustainability, its origins and its most important applications; introduction to economic, social and ecological aspects of sustainability and their basic concepts; comparative evaluation of the life cycles of two individually chosen products; evaluation of both products based on sustainability criteria; optimization of one of the chosen products in relation to one of the sustainability aspects; reflection on the use of sustainability strategies according to a specific example.
Language of Instruction: German

Autumn Semester 2018

Module: **Applied Statistics 1**

Type of Module [1] C Level[2] B Grade[3] 5.0 ECTS: 3.0

The students present data in graphical form and consolidate it with key figures in order to gain an overview of large quantities of data. They calculate and interpret mean values and measures of dispersion. The students analyze connections and interactions between macroeconomic factors. They carry out the seasonal adjustment for time series. The students create questionnaires and evaluate the collected data statistically.
Language of Instruction: German

Module: **Finance & Accounting in Digital Contexts**

Type of Module [1] C Level[2] B Grade[3] 5.5 ECTS: 3.0

The students learn how to assess the financial situation of companies according to the key figures and to make corresponding improvements. They are able to create and analyze a cash flow statement, and to calculate and interpret the value of companies. Moreover, the students are also proficient in determining and interpreting the profitability of investments.
Language of Instruction: German

Module: **Network Architecture & Web Technologies**

Type of Module [1] C Level[2] B Grade[3] 5.5 ECTS: 6.0

This module covers the basics of network architecture and web technologies in the foundation year of the Bachelors in Business IT. In the theoretical components, students will learn about the OSI model and some network protocols. The main focus is on IP and important protocols for the world wide web. The basics of HTML and CSS will also be covered as well as script languages for clients and web servers to be able to build dynamic sites in conjunction with databases. As well as the theoretical side, students will work in groups of their choice on a project, for example designing a website with a database or a web service, or even configuring a VoIP telephone exchange in their own flat share.
Language of Instruction: German

Module: **Project Management Basics**

Type of Module [1] C Level[2] B Grade[3] 4.5 ECTS: 3.0

Students will learn the basics of classic, agile and hybrid project management based on theory, exercises and a case study in the field of project set up, project planning, project controlling as well as project implementation, reporting and a business case.
Language of Instruction: German

Module: **Strategic Management in Process-Oriented Context**

Type of Module [1] C Level[2] B Grade[3] 5.5 ECTS: 3.0

The students learn how to consider the company and its strategic management from a process-oriented viewpoint. Both company-wide processes (such as supply chain management) and internal company processes (such as strategic development, service provision) are examined in depth. Additionally, after visiting the module students will also understand how a company can position themselves successfully and on a long-term basis against their competition.
Language of Instruction: German

Module: **International Law**

Type of Module [1] R Level[2] B Grade[3] 4.0 ECTS: 3.0

This module teaches students the basics of international business law. The geographical focus is on Switzerland, the EU and the USA, its governmental and legal systems students get to know. Students should become aware of legally relevant issues and become able to find their way in international legal systems. Students should become competent partners of legal experts, such as attorneys at law and legal counsels
Language of Instruction: English

Autumn Semester 2018

Module: **21st Century Workplace Communication - Advanced**

Type of Module [1] R Level[2] I Grade[3] 5.0 ECTS: 3.0

This module will develop students' online communication skills. Students will learn not only how to present arguments but also learn about a variety of methods of digital communication, e.g. blogs. The course will include oral as well as written online digital communication strategies, all taught in English. In the written components, social media platforms such as Twitter, blogs and others will be addressed and in the oral components, digital media students will learn how to communicate convincingly via video and podcasts. Students will also learn how to use the various tools in order to improve their digital know-how. This know-how will be acquired through analysis of texts, videos, case studies, role plays and so on as well as through discussion in the context of digital communication.
Language of Instruction: English

Module: **Management & Law**

Type of Module [1] R Level[2] I Grade[3] 5.0 ECTS: 3.0

A variety of technologies such as Blockchain, AI or IoT are developing at an exponential rate and more and more applications are being identified. A huge wave of technology is hitting businesses and society and only those who are prepared to ride the wave will be successful. Our economy needs more lateral and interdisciplinary thinkers, who are able to identify technical opportunities as well as their associated legal and organisational risks. This module will equip you with the basics to accompany this dynamic process of change.
Language of Instruction: German

Spring semester 2019

Module: **Information Security Fundamentals**

Type of Module [1] C Level[2] Grade[3] 4.5 ECTS: 3.0

Fundamental IT threats and risks will be identified and presented in an understandable way. Organizational counter measures will be elaborated in a case study and fundamental technical concepts will be presented to secure IT infrastructure at any given protection level.
Language of Instruction: German

Module: **Business Processes & Organisation**

Type of Module [1] C Level[2] B Grade[3] 4.0 ECTS: 3.0

A structural and process-oriented organization adapted to the entrepreneurial situation are important building blocks for a successful enterprise. The right choice of the organizational structure, as well as the mastering and directing of business processes is a basic requirement for a high-performance enterprise. Only if the processes and their potential for optimization are known in a company can these be improved and where appropriate automated. On the one hand, this module conveys the basic knowledge of operative process management and shows how processes can be recorded, presented and optimized. On the other hand, the basics for the design and assessment of organizational structures are shown.
Language of Instruction: German

Module: **Enterprise Application 1: Concepts**

Type of Module [1] C Level[2] B Grade[3] 4.5 ECTS: 3.0

Enterprise Resource Planning (ERP) systems are IT-based information systems that aim to integrate data and business processes across the enterprise and across companies. Such systems are used today in any type of business, regardless of size or industry affiliation. Business and IT are intertwined in today's corporate world. IT becomes a business service provider and offers business processes as services. Knowledge of the concepts of such systems is essential.
Language of Instruction: German

Module: **Data Management**

Type of Module [1] C Level[2] I Grade[3] 5.0 ECTS: 3.0

Students learn how to consistently implement and manage a relational data model in a relational database management system. After that, they learn to apply the basic interrogation techniques.
Language of Instruction: German

Module: **Big Data Lab Cluster**

Type of Module [1] R Level[2] I Grade[3] 5.5 ECTS: 3.0

Installation, configuration and application of a 5-node Hadoop Cluster (Master, Workers, Edge, Admin) for use in Big Data. The fundamental technical principles of installation for these tools will be carried out by the students themselves with the help of bari.apache.org in virtual machines. Based on these clusters, HDFS, YARN, Hive, Spark and Kafka will be examined in depth.
Language of Instruction: German

Module: **Corporate Communications & Language Technologies**

Type of Module [1] R Level[2] I Grade[3] 4.0 ECTS: 3.0

Students will learn about internal and external communication methods in business. They will learn about current language technologies which are useful to solve and overcome communicative challenges in business. In the practical component, students will prepare an E Book which will serve as a tool for the application of such language technologies. Additionally, students will analyse business conversations in order to assess how to manage and lead a conversation in a business context.
Language of Instruction: German

Spring semester 2019

Module: **Mathematics in Business IT II**

Type of Module [1] R | Level[2] I | Grade[3] 4.5 | ECTS: 3.0

Students will solve microeconomic problems with differential equations. Students will analyse environmental-economic problems. Students will understand the basics of game theory and matrix mathematics.
Language of Instruction: German

Module: **Practical Module 6 ECTS**

Type of Module [1] R | Level[2] I | Grade[3] passed | ECTS: 6.0

Application and development of study relevant expertise in the corresponding professional activity.
Language of Instruction: German

Module: **Anglo-Saxon Culture, Politics & History**

Type of Module [1] M | Level[2] B | Grade[3] 5.5 | ECTS: 3.0

This course will address the cultures, histories, political systems, and religion of four Anglo-Saxon countries. Students will learn about England, the United States, and two other countries. Lessons will consist of groupwork, presentations, interactive media, and discussions.
Language of Instruction: English

Module: **Ethics**

Type of Module [1] M | Level[2] I | Grade[3] 4.5 | ECTS: 3.0

A knowledge of ethics enables us to see how little we know of our surrounding world. This module will discuss a variety of ethical questions, thereby building solid arguments and prerequisites for taking reponsibility. Further, in-depth and controversial reflection intensifies critical thinking, so, social, societal and moral implications of cyber security in a daily life context will be debated.
Language of Instruction: German

Fall Semester 2019

Module: **Enterprise Application 2: Realization**

Type of Module [1] C Level[2] B Grade[3] 5.0 ECTS: 3.0

The students reproduce a service company in an ERP software (Enterprise Resource Planning). The business processes of the company are stepwise implemented and configured. Each implementation step includes a quality control. The digital image of the company and the deliberately built-in errors make the concept of "Game-Based Learning" exciting.
Language of Instruction: German

Module: **Project Management & Requirements Engineering**

Type of Module [1] C Level[2] B Grade[3] 4.5 ECTS: 3.0

In the PMRE module - based on the PMBasics module - students get a deeper insight in project management and requirements engineering. Methods and tools of requirements engineering are teached and deepened in methods and tools of strategic and operative project management and controlling. There is a distinction between the classic and the hybrid approach.
Language of Instruction: German

Module: **Business Practice Project 1**

Type of Module [1] C Level[2] I Grade[3] passed ECTS: 6.0

In Module BPP1 and 2 (Business Practical Project 1 and 2) students will be confronted with one or more university mandated projects to be completed in entirety, from concept and planning to ultimate delivery. Students will assume responsibility for all costs and time planning as well as responsibility for functionality and quality of the end result (project delivery).
Language of Instruction: German

Module: **Big Data Management**

Type of Module [1] R Level[2] B Grade[3] 5.0 ECTS: 3.0

This module provides a reference model for Business and IT Alignment in Big Data Management (BDM). The aim of the course is to learn how to operationalize BDM in organisations; whether as a vision, strategy, concrete project or an entire programme. The Canvas Reference Model will illustrate how BDM can be designed to include controlled parameters in anything from data collection to business usage and will include understanding their integration, analysis and interaction.
Language of Instruction: German

Module: **Data Visualisation**

Type of Module [1] R Level[2] I Grade[3] 5.0 ECTS: 3.0

Students will learn about concepts and software solutions for data visualisation and how to apply them to an interactive prototype. The entire process, from data acquisition, storage and processing to the various methods of interactive visualisation will be covered methodically, put into practice and critically reflected.
Language of Instruction: German

Module: **Digital Transformation in the Industry**

Type of Module [1] R Level[2] I Grade[3] 4.5 ECTS: 3.0

The module provides an overview of the possibilities and limitations of digitalizing industrial business processes to improve productivity and flexibility in production processes and of the production of new products and business models.
Language of Instruction: German

Fall Semester 2019

Module: **Practical Module 6 ECTS**

Type of Module [1] R | Level[2] I | Grade[3] passed | ECTS: 6.0

Application and development of study relevant expertise in the corresponding professional activity.
Language of Instruction: German

Module: **422_ISA diagnosing culture.art.space**

Type of Module [1] M | Level[2] B | Grade[3] D | ECTS: 3.0

Spring semester 2020

Module: **Business Practice Project 2**

Type of Module [1] C | Level[2] I | Grade[3] passed | ECTS: 6.0

In Module BPP1 and 2 (Business Practical Project 1 and 2) students will be confronted with one or more university mandated projects to be completed in entirety, from concept and planning to ultimate delivery. Students will assume responsibility for all costs and time planning as well as responsibility for functionality and quality of the end result (project delivery).
Language of Instruction: German

Module: **Data Science Basics**

Type of Module [1] R | Level[2] I | Grade[3] 5.5 | ECTS: 3.0

This module is carried out within the framework of the Major Data Engineering and Data Science. It provides a systematic introduction to the fundamentals of data engineering and data science through an introduction to data analysis with the programming language R.
Language of Instruction: English

Module: **Data Warehousing**

Type of Module [1] R | Level[2] I | Grade[3] 5.0 | ECTS: 3.0

The module provides knowledge and skills on how to model, structure and manage large volumes of data to serve as the basis for analytic evaluations and decisions. Students know how to process operational, dynamic datasets for data marts and data warehouses, as well as how to transfer them to such analytical, static datasets. They know the operational requirements and processes for obtaining prospective management-relevant information. They know multi-dimensional data models and can model multi-dimensional sional. They know the essence, the task and, by way of example, the handling of OLAP tools.
Language of Instruction: German

Module: **IT Service Management**

Type of Module [1] R | Level[2] I | Grade[3] 5.5 | ECTS: 3.0

Modern service organizations focus on their customers and their needs. The strategic orientation of a service organization is defined by the value contribution of its services and the ability to adapt to customer needs in an agile manner. This module teaches you elements of a modern service management system, how to establish and improve it.
Language of Instruction: German

Fall Semester 2020

Module: **Industry Project**

Type of Module [1] C | Level[2] I | Grade[3] 4.5 | ECTS: 6.0

Students work on a project in their chosen area of specialty. Projects are given by industry and business partners as well as research teams and even lecturers. Work on the project and delivery is usually conducted in pairs.
Language of Instruction: German

Module: **Knowledge based Decision Systems**

Type of Module [1] R | Level[2] A | Grade[3] 5.5 | ECTS: 3.0

Students will learn models and methods, how to represent and process unsecure and unsafe knowledge from everyday life. Basic principles in the application of these methods in areas such as intelligent search and the processing of natural language will be learnt and practised using a wide variety of practical examples.
Language of Instruction: German

Module: **Big Data Lab Sandbox**

Type of Module [1] R | Level[2] I | Grade[3] 6.0 | ECTS: 3.0

Using a ready-made Sandbox from Hortonworks, students will learn how to apply a variety of tools in the field of Big Data, NoSQL and Data Science. Thanks to Sandbox from Hortonworks, these tools are immediately usable without having to be configured or adjusted in anyway. Theoretical aspects are acquired through Flipped Classroom. Students will generate lab exercises “on the fly” and these will be presented and explained during lectures. Experiences and analyses will be presented at the end in a group project.
Language of Instruction: German

Module: **Machine Learning**

Type of Module [1] R | Level[2] I | Grade[3] 5.5 | ECTS: 3.0

Students will learn about the basic techniques, tools and architectures of machine learning with a focus on e-commerce, regression analysis, classification via support vectors and decision trees, clustering and recommender systems.
Language of Instruction: German

Module: **Practical Module 6 ECTS**

Type of Module [1] R | Level[2] I | Grade[3] passed | ECTS: 6.0

Application and development of study relevant expertise in the corresponding professional activity.
Language of Instruction: German

Spring semester 2021

Module: **Bachelor Thesis**

Type of Module [1] C | Level[2] I | Grade[3] 5.0 | ECTS: 12.0

Individual bachelor thesis in the context of the chosen subject area. The projects are assigned by business partners or research groups/lecturers. Engineering and practical implementation have a high priority. The bachelor thesis is always carried out as an individual piece of work.
Language of Instruction: German

Module: **Applied Statistics 2**

Type of Module [1] R | Level[2] I | Grade[3] 5.0 | ECTS: 3.0

Students will learn about the meaning of mathematical modelling in Business Intelligence (BI) and the various mathematical and statistical methods in their field of application. You will be able to apply the correct methods for BI analysis.
Language of Instruction: German

Module: **Business Intelligence & Decision Support**

Type of Module [1] R | Level[2] I | Grade[3] 5.0 | ECTS: 3.0

This course covers the theoretical principles and practical applications of Business Intelligence (BI) and Decision Support Systems (DSS), with an in-depth focus on Advanced Analytics Functions of modern BI systems (“Predictive Analytics” and “Prescriptive Analytics”). An overview of current models in Advanced Analytics (e.g. Classification, Time Series Analysis or Simulations) as well as the advantages and restrictions of these applications in a variety of business case studies will all be covered in this module. A variety of methods (e.g. Association Analysis, Geo Data Analysis) will be applied, using real data. The course will additionally provide insights into automated concepts and models in decision-making, as well as look at practical questions in complex decision-making (e.g. in finance). Further, organisational and technical aspects in the set-up of a BI infrastructure in a company will be discussed. Students will apply what they have learnt to a real business scenario and will produce a concrete analytics solution (e.g for customer segmentation, demand prediction or credit scoring).
Language of Instruction: German

Rotkreuz, 29.07.2021

Prof. Dr. Sarah Hauser
Head of Bachelor's & Master's Programmes

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[1] Type of Module

C = core course
R = related course
M = minor course

[2] Level

B = basic
I = intermediate
A = advanced

[3] Local Scheme

Pass Grades
6 = excellent
5 = good
4 = fair

Fail Grades
3 = not sufficient
2 = weak
1 = of no value or not done

remitted = crediting of programs previously completed

[4] ECTS Grading Scheme

ECTS-Grade	Percentage of students, normally achieving the grade	Definition
A	10	
B	25	
C	30	
D	25	
E	10	
FX	-	more work is required before credits can be awarded
F	-	definite fail

In the case where fewer than 50 students achieve a passing grade, ECTS grades can be awarded on an even scale alongside the numeric grades.

[5] **ECTS**
1 ECTS credit corresponds to an average of 30 hours of work by the student. ECTS credits are awarded for a module when the assessed assignment receives a minimum grade of a 4.