

Exchange Initiative Business Analytics und Big Data

## Get a Scholarship for a Semester at Stuttgart Media University, Germany

With a population of 2.7 million, the Stuttgart area boasts a highly advanced industrial infrastructure and enjoys a well-earned reputation for its economic strength, cutting-edge technology, and exceptionally high quality of life.

The Stuttgart region is the birthplace and home of Gottlieb Daimler, who invented the motor car at the end of the 19th century. Even today, vehicle design and production as well as engineering in general are a vital part of the region's economy. Besides its traditional strengths, the Stuttgart region is also well known for its strong creative industries and its enthusiasm for research and development.

All these factors make the Stuttgart region one of the most dynamic and efficient regions in the world – innovative in approach, international in outlook.

The goal of our project “Exchange Initiative Business Analytics und Big Data”, which is funded by the German government, is to initiate an easy and uncomplicated lecturer and students exchange, and to simplify the process of acceptance of the study credit points earned abroad.

International university partners in this project are

- Universidad de Almeria, ES
- Avans Hogeschool in s’Hertogenbosch, NL
- Metropolia University Helsinki, FI
- Pace University, New York City, USA
- Stuttgart Media University, DE

### Scholarships

For the spring term 2018, [Stuttgart Media University](#) will offer a scholarship for a student, who wants to join our minor program “[Business Analytics](#)”.

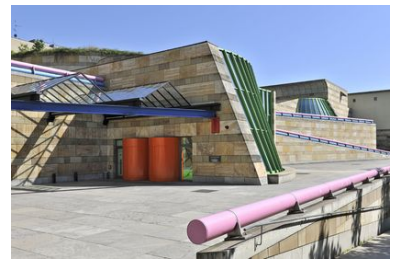
Between March 2018 and July 2018, you will attend courses in an international setting about Business Intelligence, Business Analytics, Data Science and Big Data. Combined with a basic knowledge of the German language will finally sum up this semester to 30 ECTS.

**Semester terms:** Beginning of March 2018 – mid of July 2018 in Stuttgart

### Prerequisites:

- Good grades and a high interest in Business Intelligence / Business Analytics
- a little money of your own for leisure time activities and travelling, the scholarship will just cover all day expenses

**Scholarship amount:** 800 €/month for 5 months



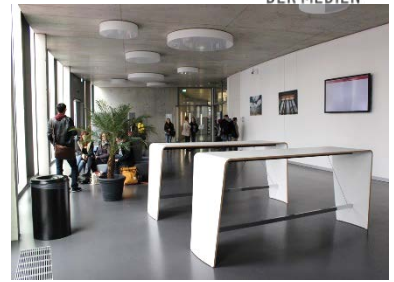
**Application documents:**

- Curriculum Vitae
- Transcript of records
- Motivation letter

**Application deadline:** Nomination to [incomings@hdm-stuttgart.de](mailto:incomings@hdm-stuttgart.de) and registration of selected student until to 31. Oct. 2017 at [http://www.hdm-stuttgart.de/english/exchange\\_students/online\\_application](http://www.hdm-stuttgart.de/english/exchange_students/online_application).

**Your Semester abroad in Stuttgart: Minor Business Analytics**

Business information is distributed all over a company’s ecosystem: 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 Business Analytics focuses on the management and integration of business information which is stored in large heterogeneous and distributed information systems. Our courses in spring term 2018 are:



Business Analytics in spring 2018	30 ECTS
<b>Business Intelligence (16 ECTS)</b>	
<a href="#">Trends in Business Intelligence</a>	5 ECTS
<a href="#">Business Intelligence Applications</a>	6 ECTS
Building a Data Warehouse	5 ECTS
<b>Big Data (10 ECTS)</b>	
<a href="#">Big Data Scenarios - Lecture</a>	4 ECTS
<a href="#">Big Data Scenarios - Project</a>	6 ECTS
<b>Personal skills (~ 4 ECTS) (your choice)</b>	
<a href="#">Intercultural Communication</a>	2 ECTS
<a href="#">German Language Courses</a>	2 ECTS
<a href="#">German Society &amp; Culture</a>	2 ECTS

Within the Minor the students will be able to:

- 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.
- Become familiar with modern business intelligence software and cloud based machine learning systems.
- Learn about methods and technologies for business intelligence, multidimensional modelling and implementation of decision support systems.
- Gain an understanding of the objectives and tasks of business intelligence systems and learn how to analyze business information with self-service-tools.
- 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.

The Minor Business Analytics is part of the Bachelor's degree program "Information Systems and Digital Media". With a focus on media oriented information systems, the study program combines the challenges of the world of digital media with the solutions of information systems.

**Requirements:**

This Minor is most suitable for students of Information Systems or Business Administration who are interested in Business Analytics. Also other students are welcome, but they already should have basic knowledge of Business Information Systems.