



STARTING WS 2019/20: SBWL BUSINESS ANALYTICS

(as path of "SBWL Informationswissenschaft und Wirtschaftsinformatik")

The Harvard Business Review was titled "**Data Scientist: The Sexiest Job of the 21st Century**". **Data Analytics** know-how is no longer for IT professionals only, rather than a general prerequisite for all kinds of business jobs. The need for experts with knowledge in the field of **business analytics** and **data science** is growing in all industry sectors and in most of the jobs for university graduates. Understanding the fundamentals of **data science**, its application opportunities and limitations in the **business context** will be considered as fundamental skill. Within the specialisation in **business analytics** and **data science**, you learn state-of-the-art technologies, get ready for new occupational fields and fundamental decisions of the future.

Overview of all new courses:

Business Intelligence and Analytics

Data Management for Business Analytics

Data-Driven Decision Support

Case Studies Business Analytics

Seminar Business Analytics

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