



**SRH Fernhochschule – The Distance Learning University**  
**SPO: BAY2403\_120ECTS**

**Curriculum.**

**Study Program**

**Business Analytics - 120**

**ECTS**

**M.Sc.**

## Curriculum Master of Science (M.Sc.) Business Analytics - 120 ECTS

Module	Examination	Semester			
		1	2	3	4
<b>Mandatory Modules</b>					
<b>Business Analytics</b>					
Data Analytics - Fundamentals (Engl.) (6 ECTS)	Online Test (60-120 minutes)	6			
Machine Learning - Fundamentals (Engl.) (6 ECTS)	Online Test (60-120 minutes)	6			
Data Visualization and Storytelling (Engl.) (6 ECTS)	Practically relevant creation	6			
Streaming Platforms and NoSQL Databases (Engl.) (6 ECTS)	Presentation (20 minutes)		6		
Machine Learning - Neural Networks & Deep Learning (Engl.) (6 ECTS)	Student Paper (20 pages)		6		
Data Management and SMART Data (Engl.) (6 ECTS)	Presentation (20 minutes)		6		
MLOps and Cloud Platforms (Engl.) (6 ECTS)	Presentation (20 minutes)			6	
Business Intelligence in Enterprises (6 ECTS)	Student Paper (20 pages)			6	
<b>Scientific Competences</b>					
Empirical Research (Engl.) (6 ECTS)	Student Paper (10 pages)	6			
<b>Practice</b>					
Data Science Bootcamp (Engl.) (6 ECTS)	Programme drafts	6			
Practical Project 1 - BAY (6 ECTS)	Project Exam (20 pages)		6		
Practical Project 2 - BAY (12 ECTS)	Project Exam (20 pages)			12	
<b>Thesis</b>					
Master Thesis and Colloquium - BAY 120 (30 ECTS)	Colloquium (45 minutes) und Master Thesis (60-80 pages, processing time 6 months)				30
<b>Electives</b> Choose 2 Elective Modules			6	6	
<b>Elective Area 1: Advanced Analytics and Tools</b>					
Text Mining & NLP (Engl.) (6 ECTS)	Presentation (20 minutes)				
SAS Data and Visual Analytics (Engl.) (6 ECTS)	Submission Presentation (slides plus explanations)				
Quality assurance and Explainability in Data Science (Engl.) (6 ECTS)	Student Paper (20 pages)				
<b>Elective Area 2: Business and Strategy</b>					
Leadership (Engl.) (6 ECTS)	Student Paper (20 pages)				
Strategic Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
Financial Management and Corporate Decisions (Engl.) (6 ECTS)	Case study (20 pages)				
General Business Administration (Engl.) (6 ECTS)	Student Paper (20 pages)				
Requirement Analysis and Communication (Engl.) (6 ECTS)	Presentation (20 minutes)				
Design Thinking and Innovation Management (Engl.) (6 ECTS)	Submission Presentation (slides plus explanations)				
<b>Credits total</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>