



SRH Fernhochschule – The Distance Learning University
SPO: BAY2403_60ECTS

Curriculum.

Study Program

Business Analytics - 60 ECTS

M.Sc.

Curriculum Master of Science (M.Sc.) Business Analytics - 60 ECTS

Module	Examination	Semester	
		1	2
Pflichtmodule			
Business Analytics			
Streaming Platforms and NoSQL Databases (Engl.) (6 ECTS)	Presentation (20 minutes)	6	
Data Visualization and Storytelling (Engl.) (6 ECTS)	Practically relevant creation	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	
Scientific Competences			
Empirical Research (Engl.) (6 ECTS)	Student Paper (10 pages)	6	
Practice			
Data Science Bootcamp (Engl.) (6 ECTS)	Programme drafts	6	
Thesis			
Master Thesis and Colloquium - BAY 60 (18 ECTS)	Colloquium (45 minutes) und Master Thesis (60-80 pages, processing time 4 months)		18
Electives Choose 1 Elective Module			6
Elective Area 1: Advanced Analytics and Tools			
Text Mining & NLP (Engl.) (6 ECTS)	Presentation (20 minutes)		
SAS Data and Visual Analytics (Engl.) (6 ECTS)	Submission Presentation (slides plus explanations)		
Business Intelligence in Enterprises (6 ECTS)	Student Paper (20 pages)		
MLOps and Cloud Platforms (Engl.) (6 ECTS)	Presentation (20 minutes)		
Quality assurance and Explainability in Data Science (Engl.) (6 ECTS)	Student Paper (20 pages)		
Elective Area 2: Business and Strategy			
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)		
Credits total	60	30	30