

# BIG DATA AND BUSINESS ANALYTICS

## MASTER OF SCIENCE

Interdisciplinary Competences

**UNDERSTAND**



Data Management

**CLEAN**



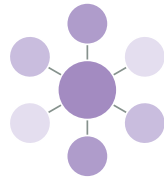
Visualization

**VISUALIZE**



**COLLECT**

Data Engineering



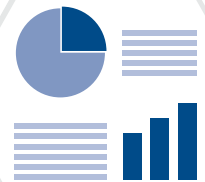
**ANALYZE**

Analytics



**RESOLVE**

Dissemination



# BIG DATA AND BUSINESS ANALYTICS

## 1<sup>ST</sup> YEAR OF STUDY

**BLOCK 1**  
First Steps Into Case Studies

**BLOCK 2**  
Analytics I

**BLOCK 3**  
Data Engineering

**BLOCK 4**  
Data Storytelling & Communication

Data Management

Information Systems

October | November | December | January | February | March

1<sup>st</sup> Semester: Fundamental Data Analytics

**BLOCK 5**  
Analytics II

**BLOCK 6**  
Data Storytelling & Communication

**BLOCK 7**  
Case Studies I

**BLOCK 8**  
Privacy, Ethics & International Law

Big Data Programming I

April | May | June | July | August | September

2<sup>nd</sup> Semester: Intermediate Data Analytics

## 2<sup>ND</sup> YEAR OF STUDY

**BLOCK 9**  
Data Management

**BLOCK 10**  
Analytics III

**BLOCK 11**  
Case Studies II

**BLOCK 12**  
Data Storytelling & Communication

Big Data Programming II

October | November | December | January | February | March

3<sup>rd</sup> Semester: Advanced Data Analytics

**BLOCK 13**  
Privacy, Ethics & International Law

**BLOCK 14**  
Analytics IV

**BLOCK 15**  
Master Thesis Project

**BLOCK 16**

April | May | June | July | August | September

4<sup>th</sup> Semester: Expert Data Analytics

## SRH University Heidelberg

The University is located in the heart of one of the most dynamic business and computer science regions in Germany. World renowned companies such as SAP, Heidelberger Druckmaschinen, Heidelberg Cement, ABB, SAS, MLP, Springer Science, BASF and more are located nearby. This enables us to cooperate with a number of businesses and ensure practical relevance in our teaching.

Special excursions help to deepen our students' understanding on-site. You will learn scientific working methods and how to apply your own ideas in carrying out projects.

### CORE – OUR NEW STUDY MODEL

The "CORE-Principle" – Competence Oriented Research and Education – places the acquisition of occupational competence at the center of your studies.

This approach goes far beyond the delivery of theoretical knowledge.

After your graduation, you will start your career with a great sense of self-confidence.

Our students possess everything they need for a successful career: knowledge, competence, expertise and key skills.

