

Module title		Abbreviation
Customer Analytics		12-CA-232-m01
Module coordinator		Module offered by
--		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Business Management and Economics (2015) Bachelor' degree (1 major) Economathematics (2015) Bachelor' degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor' degree (1 major) Business Information Systems (2016) Bachelor' degree (1 major) Economathematics (2017) Bachelor' degree (1 major) Business Information Systems (2019) Bachelor' degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor' degree (1 major) Business Information Systems (2020) Bachelor' degree (1 major) Business Information Systems (2021) Bachelor' degree (1 major) Economathematics (2021) Bachelor' degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor' degree (1 major) Economathematics (2022)		

exchange program Business Management and Economics (2022)
Bachelor' degree (1 major) Business Information Systems (2023)
Bachelor' degree (1 major) Econometrics (2023)
Bachelor' degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
Bachelor' degree (1 major) Business Information Systems (2024)
Bachelor' degree (1 major) Econometrics (2024)
Bachelor' degree (1 major) Business Management and Economics (2024)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)