

Module title		Abbreviation
Primer in Data Science		12-PDS-211-m01
Module coordinator		Module offered by
Holder of the Chair of Business Analytics		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	undergraduate	--
Contents		
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.</p> <p>The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.</p>		
Intended learning outcomes		
<p>Topics covered include:</p> <ul style="list-style-type: none"> • Data acquisition and processing • graph and network models • text analysis • working with geospatial data • Usage of machine learning models (supervised and unsupervised) 		
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)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 20 to 30 minutes) or c) exercises (approx. 6 pages) 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)
Master's degree (1 major) China Business and Economics (2021)
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) Economathematics (2023)
Bachelor' degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)