University Hildesheim

Faculty 4
Mathematics, Natural Sciences, Economics and Computer Science

Data Analytics
International Master

Course Catalogue

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Compulsory Modules

Module	Type/HPW	CPs	P.
Machine Learning	2 HPW lecture, 2 HPW tutorial	6	4
Advanced Machine Learning	2 HPW lecture, 2 HPW tutorial	6	6
Modern Optimization Techniques	2 HPW lecture, 2 HPW tutorial	6	8
Planning and optimal Control	2 HPW lecture, 2 HPW tutorial	6	10
Big Data Analytics	2 HPW lecture, 2 HPW tutorial	6	12
Data and Privacy Protection	2 HPW lecture	3	13
Project Data Analytics	4 HPW project	15	14
Seminar Data Analytics	2 HPW seminar	4	15
Lab Course Programming Machine Learning	4 HPW lab course	6	16
Lab Course Distributed Data Analytics	4 HPW lab course	6	17

Elective Modules

Methodological Specialization

Module	Type/HPW	CPs	P.
Advanced Case-Based Reasoning	2 HPW lecture, 1 HPW tutorial	5	18
Deep Learning	2 HPW lecture, 2 HPW tutorial	6	20
Bayesian Networks	2 HPW lecture, 2 HPW tutorial	6	21
Computer Vision	2 HPW lecture, 2 HPW tutorial	6	23
Business Analytics	2 HPW lecture, 2 HPW tutorial	6	24

Application

Computer Science/Software Engineering

Module	Type/HPW	CPs	P.
Software Architectures	3 HPW lecture, 2 HPW tutorial	8	26
Software Product Lines	3 HPW lecture, 2 HPW tutorial	8	28
Requirements Engineering	2 HPW lecture, 2 HPW tutorial	6	30
Seminar Software Engineering	2 HPW seminar	4	31

Computer Science/ Media Systems

Module	Type/HPW	CPs	P.
Data and Process Visualization	2 HPW lecture, 1 HPW tutorial	5	32
Contextualized Computing and Ambient Intelligent Systems	2 HPW lecture, 1 HPW tutorial	5	33
Contextual Design of Interactive Systems	2 HPW lecture, 1 HPW tutorial	5	34
Lab Course Media Systems	3 HPW lab course	5	35
Seminar Media Systems	2 HPW seminar	4	36

Business Administration and Information Systems

Module	Type/HPW	CPs	P.
Advanced Marketing	2 HPW lecture, 2 HPW tutorial	6	37
Advanced Logistics	2 HPW lecture, 2 HPW tutorial	6	38
Seminar Business Studies	2 HPW seminar	4	39

Information Retrieval and Information Sciences

Module	Type/HPW	CPs	P.
Introduction Information Retrieval (IR)	2 HPW lecture	4	40
Introduction Natural Language Processing	3 HPW lecture	4	41
Multilingual Information Systems	2 HPW lecture	4	42
Seminar Multilingiual Information Retrieval	2 HPW seminar	4	43
Project Multilingual Information Systems	4 HPW project	6	44
Lab Course Information Retrieval (IR)	2 HPW lab course	4	45

Natural Language Processing

Module	Type/HPW	CPs	P.
Natural Language Processing	2 HPW lecture, 2 HPW tutorial	6	46
Language Modelling	2 HPW lecture 2 HPW project	6	48
Natural Language Processing 2	2 HPW lecture	4	50
Seminar Computer Linguistic Resources	2 HPW seminar	4	52
Seminar Computer Linguistic Processes	2 HPW seminar	4	53
Project Computer Linguistic Resources	4 HPW project	6	54
Project Computer Linguistic Processes	4 HPW project	6	55
Lab Course Natural Language Processing	2 HPW lab course	4	56

Environmental Sciences

Module	Type/HPW	CPs	P.
Geographic Information Systems	2 HPW lecture, 4 HPW tutorial	6	58

Soft Skills

Module	Type/HPW	CPs	P.
English 1	2 HPW lecture	3	59
English 2	2 HPW lecture	3	60
German 1	2 HPW lecture	3	61
German 2	2 HPW lecture	3	62
Research Methods	2 HPW lecture with exercises	3	63

Master Thesis

Module	Type/HPW	CPs	P.
Master Thesis	Master Thesis	30	64

Compulsory Modules

Module: Machine Learning

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Lecturer	none
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	After the completion of this module, the students should be able to map practical tasks to their respective theoretical problem. They should have developed a deeper understanding in the field of machine learning. They should be able to recognize the different types of machine learning problems as well as understand, implement and apply different machine learning techniques. The students should be capable of adapting those techniques to specific applications. In addition, they should be in a position to understand and elaborate further procedures based on the literature.
Content	The lecture gives an overview of machine learning. It focusses on: 1. *fundamental machine learning problems:* different machine learning problems are described and shown in examples. 2. *classification:* basic models for decsion and classification tasks are treated (logistic regression, nearest neighbor, decision trees, neuronal networks, support-vector machine, simple bayesian networks). 3. *cluster-analysis and dimensionality reduction:* models for non-supervised classification are treated (hierarchical clustering, k-means, graph partitioning). 4. *application of machine learning models for problems in informatics*
Submodules	*SM 1: Advanced Machine Learning, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Advanced Machine Learning, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group

Literature	• Kevin Murphy: *Machine Learning: a Probabilistic Perspective*. MIT Press, 2012. • Richard O. Duda, Peter E. Hart, David G. Stork: *Pattern Classification*. Springer, 2001. • Trevor Hastie, Robert Tibshirani, Jerome Friedman: *The Elements of Statistical Learning*. Springer, 2001. • Tom Mitchell: *Machine Learning*. McGraw-Hill, 1997.
Requirements	The module Machine Learning is compulsory for all students but those having an equivalent module already in their Bachelor's.
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Advanced Machine Learning

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Lecturer	none
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	After the completion of this module, the students should be able to map practical tasks to their respective theoretical problem. They should have developed a deeper understanding in the field of machine learning. They should be able to recognize the different types of machine learning problems as well as understand, implement and apply different machine learning techniques. The students should be capable of adapting those techniques to specific applications. In addition, they should be in a position to understand and elaborate further procedures based on the literature.
Content	The lecture gives an overview of machine learning. It focusses on: 1. *fundamental machine learning problems:* different machine learning problems are described and shown in examples. 2. *classification:* basic models for decsion and classification tasks are treated (logistic regression, nearest neighbor, decision trees, neuronal networks, support-vector machine, simple bayesian networks). 3. *cluster-analysis and dimensionality reduction:* models for non-supervised classification are treated (hierarchical clustering, k-means, graph partitioning). 4. *methods for learning hyperparameters* 5. *structured prediction*
Submodules	*SM 1: Advanced Machine Learning, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Advanced Machine Learning, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Kevin Murphy: *Machine Learning: a Probabilistic Perspective*. MIT Press, 2012. • Richard O. Duda, Peter E. Hart, David G. Stork: *Pattern Classification*. Springer, 2001. • Trevor Hastie, Robert Tibshirani, Jerome Friedman: *The Elements of Statistical Learning*. Springer, 2001. • Tom Mitchell: *Machine Learning*. McGraw-Hill, 1997.
Requirements	The lecture 'Machine Learning' is recommended.
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1
Turn	every summer term
Duration	1 Semester

Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Modern Optimization Techniques

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The students should have developed a deeper understanding in the field of Optimization. They learn to implement and apply different optimization techniques and should be able to adapt these techniques to specific applications. They should be able to map practical tasks to their respective theoretical problem. Students are able to recognize different types of optimization problems and should be able to understand and elaborate further procedure based on the literature.
Content	The Lecture will discuss Optimization techniques on which modern Data Analytics approaches are based. The topics discussed will be: 1. *Optimization Problems:* the different types of Optimization problems will be described both formally and with examples 2. *Unconstrained and Equality Constrained Convex Optimization:* The main convex optimization methods (Stochastic Gradient Descent, Newton Methods, and Coordinate Descent) 3. *Interior Point Methods:* Methods for solving inequality constrained problems by solving a sequence of unconstrained, or equality constrained, problems. 4. *Modern Optimization methods*: Extensions and improvements of classical optimization methods: Quasi-Newton, Conjugate Gradient, Bundle methods and Cutting-plane algorithms
Submodules	*SM 1: Modern Optimization Techniques, lecture* Type: 2 HPW lecture (3 ECTS) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Modern Optimization Techniques, tutorial* Type: 2 HPW tutorial (3 ECTS) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Stephen Boyd and Lieven Vandenberghe. *Convex Optimization*. Cambridge Univ Press, 2004. • Suvrit Sra, Sebastian Nowozin and Stephen J. Wright. *Optimization for Machine Learning*. MIT Press, 2011. • Igor Griva. *Linear and nonlinear optimization*. Society for Industrial and Applied Mathematics, 2009.
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1
Turn	every winter term
Duration	1 Semester

Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Planning and optimal Control

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	After the completion of this module, the students should be able to map practical tasks to their respective theoretical problem. They should have developed a deeper understanding in the field of Planning and Optimal Control. They should be able to recognize the different types of planning and control problems as well as understand, implement and apply different techniques. The students should be capable of adapting those techniques to specific applications. In addition, they should be in a position to understand and elaborate further procedures based on the literature.
Content	The lecture will discuss main topics from Planning and optimal control theory. The topics discussed will be: 1. *Discrete and Heuristic Search* 2. *Motion Planning* 3. *Dealing with dynamics and Stochastic Optimal Control* 4. *Reinforcement Learning*
Submodules	*SM 1: Planning and optimal Control, lecture* Type: 2 HPW lecture (3 ECTS) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Planning and optimal Control, tutorial* Type: 2 HPW tutorial (3 ECTS) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• H. Geffner, B. Bonet: *A Concise Introduction to Models and Methods for Automated Planning*, Morgan and Claypool, 2013. • D. Nau, M. Ghallab, P. Traverso: *Automated Planning: Theory and Practice*, Morgan Kaufmann, 2004. • H. Choset, K. M. Lynch, S. Hutchinson, G. Kantor, W. Burgard, L. E. Kavraki and S. Thrun. *Principles of Robot Motion: Theory, Algorithms, and Implementations*; MIT Press, Boston, 2005. • Steve LaValle. *Planning Algorithms*; Cambridge University Press, 2006 (Available Online). • Dimitri P. Bertsekas. *Dynamic Programming and Optimal Control*, Athena Scientific, 3rd ed. Vols. I and II, 2007. • Richard S. Sutton and Andrew G. Barto. *Reinforcement Learning: An Introduction*. MIT Press, Cambridge, MA, 1998.
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 3

Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Big Data Analytics

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The Students should have developed an extended understanding in the field of Big Data Analytics and be able to map practical tasks to their respective theoretical problem. They should be able to use the learned methods for more complex problems and be able to recognize differences in the problems. In addition, they should be in a position to understand and elaborate further procedures based on the literature.
Content	The course will cover the following topic areas: 1. *Large Scale Distributed File Systems and Data Storage frameworks* 2. *Computational models for large scale data*: (e.g. MapReduce and GraphLab) 3. *Data Stream Analysis* 4. *Statistical learning techniques for Large Scale Data*: For example Large Scale Recommender Systems and Link Analysis
Submodules	*SM 1: Big Data Analytics, lecture* Type: 2 HPW lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Big Data Analytics, tutorial* Type: 2 HPW tutorial (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Anand Rajaraman, Jure Leskovec, and Jeffrey Ullman: *Mining of massive datasets* • Yucheng Low, Joseph Gonzalez, Aapo Kyrola, Danny Bickson, Carlos Guestrinand Joseph M. Hellerstein: *Distributed GraphLab: A Framework for Machine Learning and Data Mining in the Cloud* PVLDB. 2012
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 2
Turn	every 4th Semester but not regularly.
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Data and Privacy Protection

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	Students have an overview of specific requirements of data and privacy protection in different application areas such as e-commerce and medicine. Students know basic laws about data and privacy protection in Germany, the EU and the US and can apply them to specific situations. Students have a broad overview of technological tools to protect data and privacy.
Content	The lecture provides an overview of methods for data and privacy protection, esp. 1. Requirements of data and privacy protection a) General requirements b) Requirements in e-commerce c) Requirements in medicine 2. Laws about data and privacy protection a) German Laws b) EU Laws c) US Laws 3. Data and privacy protection policies & technologies a) IT security b) Data encryption c) Authorization and Rights Management
Submodules	none
Literature	• David G. Hill: *Data Protection: Governance, Risk Management, and Compliance*, Crc Pr Inc, 2009. • Helen Nissenbaum: *Privacy in Context: Technology, Policy, and the Integrity of Social Life*, Stanford Univ Pr, 2009.
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 2
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Project Data Analytics

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	4 HPW project
Credit Points	15 CPs
Workload	presence: 42 hours; self-study: 333 hours
Learning goals/ Competencies	Students independently learn how to plan and manage their projects and thus develop methodological and social skills. Through teamwork they develop social skills such as conflict solving strategies, communicative skills and team management. In this project students improve their experience in research methodology, they independently formulate research topics, create the research design and reflect on them critically and organize the implementation of research processes. They should be in a position to independently work on a new topic and use known methods on new problems. They are able to document their project and present their solution.
Content	In teams students work out a contribution for a extensive problem. The following contents are treated, independently from the specific task: 1. Iterative formulation, verification and revision of research topics 2. Iterative design and critical reflection of research design 3. Basic and advanced research methods 4. Project management methods 5. Organization, management, leading group sessions 6. Project documentation Other contents depends on the project task.
Submodules	*SM 1: Project Data Analytics, Part I* Type: Project (6 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Project Data Analytics, Part II* Type: Project (9 Cps) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	depending on the topic
Requirements	none
Exam	Project
Recommended Term	MSc 2-3
Turn	every semester
Duration	2 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Seminar Data Analytics

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students deepen their analytic and methodological skills for understanding current research areas. Writing a report and giving a presentation as well as discussing scientific issues with their peers help the students to put the knowledge acquired during their studies into context and gives them an opportunity to add new knowledge to their corpus. Furthermore, skills are developed which will allow the students to adapt their knowledge to changing technical and societal conditions in the future.
Content	Selected topics in the area of data analytics.
Submodules	*SM 1: Seminar Data Analytics* Type: Seminar (4 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	depending on the topic
Requirements	none
Exam	Presentation and written summary
Recommended Term	MSc 1-3
Turn	every semester
Duration	3 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Lab Course Programming Machine Learning

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	4 HPW lab course
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The praktikum allows students to gain practical knowledge and capabilities in the area of Machine Learning.
Content	This implementation-oriented course offers hands-on experience with current algorithms and approaches in Machine Learning and Artificial Intelligence, and their application to real-world learning and decision-making tasks. Praktikum will also cover empirical methods for comparing learning algorithms, for understanding and explaining their differences, for analyzing the conditions in which a method is more suitable than others. List of Methods: 1. Linear models of prediction (Linear Regression, Logistic Regression) 2. Generative learning algorithms (Discriminant Analysis, Naïve Bayes) 3. Classification trees (Decision Trees) 4. k - Nearest Neighbor 5. Clustering (k-Means) 6. Dimensionality Reduction (Principal Component Analysis) 7. Support Vector Machines 8. Matrix Factorization for Recommender Systems
Submodules	none
Literature	• Brett Lantz: *Machine Learning with R*, Packt Publishing, 2013. • Drew Conway, John Myles White: *Machine Learning for Hackers*, O'Reilly, 2012.
Requirements	none
Exam	colloquium and written summary
Recommended Term	MSc 1
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Module: Lab Course Distributed Data Analytics

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	4 HPW lab course
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The praktikum allows students to gain practical knowledge and capabilities in the area of Machine Learning. Praktikum will also cover empirical methods for comparing learning algorithms, for understanding and explaining their differences, for analyzing the conditions in which a method is more suitable than others.
Content	Practical knowledge of methods and technologies for distributed computing in data analysis: 1. working with a scheduler in a Computer Cluster (e.g. Sun Grid Engine) 2. working with a distributed data system to manage big data 3. working with NoSQL-data-bases for loose structured data 4. Large Scale distributed file systems and data storage frameworks 5. Computational models for large scale data (e.g. MapReduce and GraphLab) 6. working with message passing frameworks 7. working with GPU/ coprocessor-machine
Submodules	none
Literature	• Anand Rajaraman, Jure Leskovec, and Jeffrey Ullman: *Mining of massive datasets* • Yucheng Low, Joseph Gonzalez, Aapo Kyrola, Danny Bickson, Carlos Guestrinand Joseph M. Hellerstein: *Distributed GraphLab: A Framework for Machine Learning and Data Mining in the Cloud* PVLDB. 2012
Requirements	none
Exam	colloquium and written summary
Recommended Term	MSc 2
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Compulsory Modules
Language	English

Elective Modules

Methodological Specialization

Module: Advanced Case-Based Reasoning

Responsible	Prof. Dr. Klaus-Dieter Althoff
Type	2 HPW lecture, 1 HPW tutorial
Credit Points	5 CPs
Workload	presence: 32 hours; self-study: 93 hours
Learning goals/ Competencies	Students develop an extended understanding of case-based reasoning. They master advanced and detailed procedures to develop, operate and maintain case-based reasoning and be able to use them for more complex scenarios. Students are able to assign complex scenarios and case studies to special task classes and to state-of-the-art and state-of-the-practice.
Content	Development, operation and maintainance of case-based reasoning and its application. Some characteristics of case-based reasoning like case-based classification, diagnosis and decision making, configuration and design and case-based planning are presented for special task categories. The application potential is shown in case studies and in state-of-the-art/practice-systems.
Submodules	*SM 1: Advanced Case-Based Reasoning, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Klaus-Dieter Althoff *SM 2: Advanced Case-Based Reasoning, Tutorium* Type: 1 HPW Tutorium (2 CPs) Lecturer: Prof. Dr. Klaus-Dieter Althoff and members of the study group
Literature	• M.M. Richter, R.O. Weber: *Case-Based Reasoning*, Springer, Berlin 2013 • R. Bergmann: *Experience Management- Foundations, Development Methodology, and Internet-Based Applications.* Springer, Berlin 2002. • R. Bergmann, K.-D. Althoff, S. Breen, M. Göker, M. Manago, R. Traphöner, S. Wess: *Developing Industrial Case-Based Reasoning Applications - The INRECA Methodology.* Springer, Berlin 2003. • M. Lenz, B. Bartsch-Spörl, H.-D. Burkhard, S. Wess (Hrsg.): *Case-Based Reasoning Technology: From Foundations to Applications.* Springer, Berlin 1998.
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min) there are some prerequisite for admission to examination

Recommended Term	MSc 1-3
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Methodological Specialization
Language	English

Module: Deep Learning

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	Deep learning has recently been associated with revolutionary Artificial Intelligence achievements, ranging from "close-to-human" speech and image recognition performances, up to "super-human" game playing results. Throughout this course, students will have the opportunity to understand the building blocks of neural networks
Content	The curriculum starts by introducing supervised learning concepts and incrementally dives into the peculiarities of learning the parameters of neural networks through back-propagation. Specific architectures, such as the Convolutional Neural Networks will be covered, as well as different types of network regularization strategies. Furthermore implementation techniques involving GPU-based optimization will be explained. The students are expected to master the necessary knowledge that will empower them to apply Deep Learning in real-life problems.
Submodules	*SM 1: Deep Learning, lecture* Type: 2 HPW lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Deep Learning, tutorial* Type: 2 HPW tutorial (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	will be announced in the lecture
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 2
Turn	every 4th Semester but not regularly.
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Methodological Specialization
Language	English

Module: Bayesian Networks

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	Students have detailed knowledge about Bayesian Networks. They are able to model problems using Bayesian Networks. They understand exact and approximative inference methods and are able to choose suitable methods depending on the problem. Students know learning methods for parameter and structure and can estimate the results of learning processes. They get used to work with new books in Bayesian Networks.
Content	The lecture introduces bayesian networks. Based on modelling influences and conditional probabilities, algorithms for exact and approximative inference, analysis of bayesian networks, learning parameters and learning structure are treated. Algorithms for inference and learning bayesian networks go back to graph-algorithms as well as methods like topological sorting and connectivity-property and specific methods like counting cliques and so on. Every necessary algorithm will be introduced in the lecture.
Submodules	*SM 1: Bayesian Networks, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Bayesian Networks, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Marco Scutari: *Bayesian Networks: With Examples in R*, Chapman and Hall/CRC, 2014. • D. Koller, N. Friedmann: *Probabilistic Graphical Models: Principles and Techniques*, The MIT Press, 2009. • Finn V. Jensen: *Bayesian networks and decision graphs*. Springer, 2001. • Richard E. Neapolitan: *Learning Bayesian Networks*. Prentice Hall, 2003. • Enrique Castillo, Jose Manuel Gutierrez, Ali S. Hadi: *Expert Systems and Probabilistic Network Models*. Springer, 1997. • Christian Borgelt, Rudolf Kruse: *Graphical Models*. Wiley, 2002.
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 1-3
Turn	not regularly, normally every 4th semester
Duration	1 Semester

Use	• Master Programme Data Analytics – Elective Modules – Methodological Specialization
Language	English

Module: Computer Vision

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	After the completion of this module, the students should be able to solve relevant tasks and research questions from the Computer Vision. They should have developed a deeper understanding in the field of Computer Vision. They should be able to understand, implement and apply different Computer Vision techniques. The students should be capable of adapting those techniques to specific applications. In addition, they should be in a position to understand and elaborate further procedures based on the literature.
Content	The course will cover statistical data-driven approaches for automatic processing, analyzing and understanding of images. The lecture will cover topics from the pre-processing of images, like image filtering and feature detection to object recognition and object tracking as well as image classification.
Submodules	*SM 1: Computer Vision, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Computer Vision, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Richard Szeliski: *Computer Vision: Algorithms and Applications*. Microsoft Research, 2010. • Milan Sonka, Vaclav Hlavac, Roger Boyle: *Image Processing, Analysis, and Machine Vision*. Thomson, 2008. • John C. Russ, J. Christian Russ: *Introduction to Image Processing and Analysis*. CRC Press, 2008. • R. C. Gonzalez, R. E Woods: *Digital Image Processing*. Pearson, 2008. • G. Aubert, P. Kornprobst: *Mathematical Problems in Image Processing. Partial Differential Equations and the Calculus of Variations*. Springer, 2006. • J. R. Parker: *Algorithms for Image Processing and Computer Vision*. Wiley, 1997.
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1-3
Turn	not regularly, normally every 4th semester
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Methodological Specialization
Language	English

Module: Business Analytics

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Lecturer	none
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	• Understanding the classical forecasting methodologies and their application to business domains • Exploring the state-of-the-art in terms of Recommender Systems and the Internet economy • Empowering the analytical ability to abstract the necessary data-driven methodologies for complex business problems
Content	Business Analytics aims at introducing students to the fundamental data science know-how, which provides a start-level proficiency for tackling data-driven business problems. Initially the course explains prediction models for Regression and Classification tasks, as well as typical Clustering approaches. Frequent Pattern Mining that discovers association rules from transactional data will be covered as well. Dimensionality Reduction techniques are taught with regards to both visualisation and feature extraction aspects. In addition, personalized strategies in the realm of Recommender Systems will be exploited. On the other hand, the course covers Time-Series Forecasting methods, as well as Process Mining from industrial data logs. Last, but not least, the course aims at providing an introduction on current strategies needed to scale data analytics methods to handle big data.
Submodules	*SM 1: Business Analytics, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme *SM 2: Business Analytics, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Dr. Lars Schmidt-Thieme and members of the study group
Literature	• Hyndman et al., Forecasting: Principles and Practice, 2012 • Aggarwal et al., Frequent Pattern Mining, 2014 • Aggarwal, Recommender Systems, 2016 • Tie-Yan Liu, Learning to Rank for Information Retrieval, 2011
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1
Turn	every winter term
Duration	1 Semester

Use	• Master Programme Data Analytics – Elective Modules – Methodological Specialization
Language	English

Application

Computer Science/Software Engineering

Module: Software Architectures

Responsible	Prof. Dr. Klaus Schmid
Responsible Instructors	Prof. Dr. Klaus Schmid and members of the study group
Type	3 HPW lecture, 2 HPW tutorial
Credit Points	8 CPs
Workload	presence: 53 hours; self-study: 147 hours
Learning goals/ Competencies	Students learn the foundations of creating, evaluating and realizing software architectures. They understand the foundations of good architectures and they acquire the competence to define software architectures for specific systems. They also achieve the capability to evaluate and criticize existing architectures. The students understand the importance of software architectures in the software development lifecycle and how software architectures relate to business models on the one hand and technical aspects on the other hand.
Content	The course will cover both in a theoretically advanced and a practically concrete way the following areas: • Principles of good architectures • Modeling architectures • Architectural styles, patterns, tactics • Design approaches • Architecture evaluation • Modern architecture paradigms like service-orientation • Technical debt • Software Ecosystems • Architectures for Big Data Systems
Submodules	*SM 1: Software Architectures, Lecture* Type: 2 HPW Lecture (5 CPs) Lecturer: Prof. Dr. Klaus Schmid *SM 2: Software Architectures, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Klaus Schmid and members of the study group
Literature	• K. Bass, P. Clements, R. Kazman: *Software architecture in practice.* Addison-Wesley, 2012. • R.Kazman, H. Cervantes: *Designing Software Architectures.* Addison-Wesley, 2016. • F. van der Linden, K. Schmid, E. Rommes: *Software Product Lines in Action.* Springer, 2007.
Requirements	• Fundamental Knowledge of Software Engineering (e.g., Fundamentals of Software Engineering Course) • Good Programming Skills

Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1-3
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/Software Engineering
Language	English

Module: Software Product Lines

Responsible	Prof. Dr. Klaus Schmid
Type	3 HPW lecture, 2 HPW tutorial
Credit Points	8 CPs
Workload	presence: 53 hours; self-study: 147 hours
Learning goals/ Competencies	Students are put into the position of naming the differences between the development of individual systems or product lines. They can describe the methodology differences in a product line development and reflect on further cases in this context. Students know the current state of knowledge in this area and be able to relate different approaches or differentiate them further they are able to progress their level of knowledge.
Content	The whole software life cycle of product line development (PLD) is presented. Product lines in nowadays industrial projects are discussed. Each component of the software development which is effected from PLD is investigated. This lecture focusses on 1. Product portfolio development from a technical and a market point of view 2. Modeling software that contains variability (decision models, feature-models) 3. Architecture pattern of representing variability 4. Mechanisms for developing software that contains variability 5. Teststing strategies 6. Maturity and adaption models for product line development Additional to the lecture, there will be exercises to deepen some topics. The students will work on th exercises in the tutorium and can ask questions about the analysis of the methods. The tutorium focusses on developing competencies that will enable the students to define and solve independently appropriate solutions for the product line development.
Submodules	*SM 1: Software Product Lines, Lecture* Type: 2 HPW Lecture (5 CPs) Lecturer: Prof. Dr. Klaus Schmid *SM 2: Software Product Lines, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Klaus Schmid and members of the study group
Literature	• K. Pohl, G. Böckle, F. van der Linden: *Software Product Line Engineering: Foundations, Principles and Techniques.* Springer, 2005. • P.Clements, L. Northrop: *Software Product Lines: Practices and Patterns.* Addison-Wesley, 2002. • F. van der Linden, K. Schmid, E. Rommes: *Software Product Lines in Action.* Springer, 2007.
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1-3
Turn	every summer term

Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/Software Engineering
Language	English

Module: Requirements Engineering

Responsible	Prof. Dr. Klaus Schmid
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	Students know the essential methodical and theoretical basics in requirements engineering. They can use different methods within the context of specific development situations and they are able to reflect the limits and possibilities of different approaches. Students can indepently adapt this approaches to specific contexts.
Content	This lecture introduces methodical and theoretical basics in requirements engineering. The components of requirements engineering and state-of-the-art techniques and their implementation are given. In particular: 1. elicitation techniques (interview techniques, workshops, focus groups) 2. requirements analysis and modelling (use cases, EPKs) 3. target-based requirements techniques 4. reating contract and requirement specifications 5. usability and requirements During the tutorium they deepen their knowledge of the material taught in the lectures. They solve tasks together and do homeworks. The tutorium focusses on communicate problem-solving-competence and transfer-competence.
Submodules	*SM 1: Requirements Engineering, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Klaus Schmid *SM 2: Requirements Engineering, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Klaus Schmid and members of the study group
Literature	• C. Rupp: *Requirements Engineering.* Hanser, 2006. • K. Pohl: *Requirements Engineering.* DPunkt, 2007.
Requirements	Basics in Software Engineering.
Exam	written exam (120 min) or an oral exam (30 min)
Recommended Term	MSc 1-3
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/Software Engineering
Language	English

Module: Seminar Software Engineering

Responsible	Prof. Dr. Klaus Schmid
Responsible Instructors	Prof. Dr. Klaus Schmid and members of the study group
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students deepen their analytic and methodological skills for understanding current research areas. Writing a report and giving a presentation as well as discussing scientific issues with their peers help the students to put the knowledge acquired during their studies into context and gives them an opportunity to add new knowledge to their corpus. Furthermore, skills are developed which will allow the students to adapt their knowledge to changing technical and societal conditions in the future.
Content	Students work in a specific research topic of Software Engineering. They independently search for literature and are able to analyse it. The students prepare a written summary and give an opinion to the research topic. In addition they present their result and discuss it.
Submodules	none
Literature	depends on the topic
Requirements	For some topics the lecture Software Product Lines will be neccesary.
Exam	Colloquium and written summary
Recommended Term	MSc 2-3
Turn	every 2nd Semester
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/Software Engineering
Language	English

Computer Science/ Media Systems

Module: Data and Process Visualization

Responsible	Prof. Dr. Klaus-Jürgen Förster
Responsible Instructors	Dr. Jörg Cassens
Type	2 HPW lecture, 1 HPW tutorial
Credit Points	5 CPs
Workload	presence: 32 hours; self-study: 93 hours
Learning goals/ Competencies	In this module, students, learn to know different principles, methods and processes for the visualization and exploration of data and information. Starting from cognitive and semiotic principles, different types of data are examined and methods for their visualization are introduced. Furthermore, methods for the visualization of simulation and processes are discussed.
Content	This moduel gives an overview over different aspects of the visualization of different types of data and information, in particular 1. Cognitive foundations 2. Semiotic foundations 3. Data types and Data representation 4. Statistical graphs 5. Interaction and Data exploration 6. Process visualization 7. Visualization of simulations
Submodules	*SM 1: Data and Process Visualization, lecture* Type: 2 HPW lecture (3 ECTS) Lecturer: Jörg Cassens *SM 2: Data and Process Visualization, tutorial* Type: 1 HPW tutorial (2 ECTS) Lecturer: Jörg Cassens and members of the study group
Literature	will be announced in the lecture
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 2-4
Turn	every 3rd summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/ Media Systems
Language	English

Module: Contextualized Computing and Ambient Intelligent Systems

Responsible	Prof. Dr. Klaus-Jürgen Förster
Responsible Instructors	Dr. Jörg Cassens
Type	2 HPW lecture, 1 HPW tutorial
Credit Points	5 CPs
Workload	presence: 32 hours; self-study: 93 hours
Learning goals/ Competenices	In this module, students learn to know different principles, methods, and processes for the development of contextualized and ambient intelligent systems. Contextualized applications take context parameters, such as location, time, persons present, into account. Ambient intelligent systems are ubiquitous and pervasive and become part of the environment. Starting form cognitive and semiotic principles, it is discussed how contextual parameters can be analyzed and modeled. Different methods and tools for context reasoning are examined. Furthermore, challenges for the development of ambient systems are outlined and technologies for their implementation presented.
Content	This module gives an overview over different aspects of contextualized and ambient systems, in particular 1. Cognitive foundations 2. Semiotic foundations 3. Elicitation of context parameters 4. Modeling context parameters 5. Reasoning with and about context 6. Challenges for ambient systems 7. Architectures for ambient intelligent systems
Submodules	*SM 1: Contextualized Computing and Ambient Intelligent Systems, lecture* Type: 2 HPW lecture (3 CPs) Lecturer: Jörg Cassens *SM 2: Contextualized Computing and Ambient Intelligent Systems, tutorial* Type: 1 HPW tutorial (2 CPs) Lecturer: Jörg Cassens and members of the study group
Literature	will be announced in the lecture
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 2-4
Turn	every 3rd summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/ Media Systems
Language	English

Module: Contextual Design of Interactive Systems

Responsible	Prof. Dr. Klaus-Jürgen Förster
Responsible Instructors	Dr. Jörg Cassens
Type	2 HPW lecture, 1 HPW tutorial
Credit Points	5 CPs
Workload	presence: 32 hours; self-study: 93 hours
Learning goals/ Competencies	In this module, students deepen their understanding of how to make available principles, methods and tools for user centered design and development of interactive software applications as well as how to make use of those in a systematic way. Students learn requirements elicitation, design and implementation of multimedia systems and their practical application.
Content	This module gives an overview over a variety of aspects of user centered design and development, in particular 1. Usabilitiy criteria and evaluation of software systems 2. Contextual inquiry 3. Interpretation and modeling 4. Work redesign 5. System design 6. Prototypical implementation
Submodules	*SM 1: Contextual Design of Interactive Systems, lecture* Type: 2 HPW lecture (3 ECTS) Lecturer: Jörg Cassens *SM 2: Contextual Design of Interactive Systems, tutorial* Type: 1 HPW tutorial (2 ECTS) Lecturer: Jörg Cassens and members of the study group
Literature	• Hugh Beyer, Karen Holtzblatt: Contextual Design – Defining Customer-Centered Systems. ISBN 978-1558604117, San Diego: Morgan Kaufmann Academic Press, 1998. • Additional literature will be announced in the lecture
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 2-4
Turn	every 3rd summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/ Media Systems
Language	English

Module: Lab Course Media Systems

Responsible	Prof. Dr. Klaus-Jürgen Förster
Responsible Instructors	Dr. Jörg Cassens
Type	3 HPW lab course
Credit Points	5 CPs
Workload	presence: 32 hours; self-study: 93 hours
Learning goals/ Competencies	This lab supplements the students' competence in the development of multimedia systems with some practical applications. Successful students design and implement small or medium sized projects in the area of media informatics. They make use of principles, methods and tools presented and know their limits and benefits. Students learn to solve complex problems in teams. To do this, they have to identify different tasks and divide complex tasks into solvable sub problems. They learn how to plan and manage their projects so that they can achieve the set goal. The knowledge accumulated in previous courses has to be put to use in order to acquire the technical and methodological competencies necessary to solve the task at hand. Through teamwork and interaction with the supervisor in the role of a customer, they develop social skills such as conflict solving strategies, communicative skills, team management and negotiation skills.
Content	This module extends different aspects of media informatics. In particular 1. Requirements elicitation for multimedia systems 2. Design of multimedia systems 3. Use of modern authoring tools 4. Implementation of multimedia applications 5. Project documentation and presentation
Submodules	none
Literature	none
Requirements	none
Exam	Colloquium, prtototype and written summary / documentation.
Recommended Term	MSc 2-4
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/ Media Systems
Language	English

Module: Seminar Media Systems

Responsible	Prof. Dr. Klaus-Jürgen Förster, Dr. Jörg Cassens
Responsible Instructors	Dr. Jörg Cassens
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students deepen their analytic and methodological skills for understanding current research areas. Writing a report and giving a presentation as well as discussing scientific issues with their peers help the students to put the knowledge acquired during their studies into context and gives them an opportunity to add new knowledge to their corpus. Furthermore, skills for using different kinds of media as a source of information are developed which will allow the students to adapt their knowledge to changing technical and societal conditions in the future.
Content	Thorough engagement with current research topics in the area of media informatics.
Submodules	none
Literature	will be announced in the seminar
Requirements	Lectures in the area of Media Informatics pertinent to the topic chosen can be helpful.
Exam	Colloquium and written summary.
Recommended Term	MSc 1-3
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Computer Science/ Media Systems
Language	English

Business Administration and Information Systems

Module: Advanced Marketing

Responsible	Prof. Dr. Klaus Ambrosi
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	Students should be able to show alternative methods and to recognize possible limits. Furthermore they should be capable to analyse and evaluate data sets and interpret the results. They should be able to understand and to implement current developments independently. The students know different analyse methods for quantitative data and use them specifically. Furthermore they can analyse market research data with the use of appropriate evaluation programs.
Content	Topics covered on the course include market research relevant methods of data collection and analysis. The lecture focusses on multivariate analysis like multiple linear regression, discriminant analysis, factor analysis, Kendall and AID methods, multidimensional scaling.
Submodules	*SM 1: Advanced Marketing, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Klaus Ambrosi *SM 2: Advanced Marketing, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Klaus Ambrosi and members of the study group
Literature	• P. Hammann, B. Erichson: *Marktforschung.* • K. Backhaus, B. Erichson, W. Plinke, R. Weiber: *Multivariate Analysmethoden - Eine anwendungsorientierte Einführung.*
Requirements	none
Exam	written exam (120 min)
Term	MSc 1-3
Turn	Each 3rd semester
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Business Administration and Information Systems
Language	English

Module: Advanced Logistics

Responsible	Prof. Dr. Klaus Ambrosi
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	Students learn to competently deal with advanced, complex models and algorithms in the fields *location planning*, *storage* and *queuing systems*. They should deal with the theoretics and should independently solve problems using complex mathematics and operation research. The students should learn to transfer the techniques to similar logistical problems and should be able to judge different ways of implementation on computer-based decision support systems. Students can structure tasks and goals from treated logistic topics and know the practical application. If they have knowledge about the important associated mathematical models, they can use the introduced algorithms and include them as methods in decision support systems. They acquire methodological and analytical skills to independently expand their scientific background in every treated area.
Content	1. *location planning:* Introduction to location planning, discrete location planning, continuous location planning 2. *storage:* deterministic models, stochastic models 3. *queuing systems*: components of queuing systems, queuing system M/M/1, queuing system M/M/s
Submodules	*SM 1: Advanced Logistics, Lecture* Type: 2 HPW Lecture (3 CPs) Lecturer: Prof. Dr. Klaus Ambrosi, Dr. Felix Hahne *SM 2: Advanced Logistics, Tutorium* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Klaus Ambrosi and members of the study group
Literature	• W. Domschke, A. Drexl: *Logistik: Standorte.* • K. Neumann, M. Morlock: *Operations Research.*
Requirements	none
Exam	written exam (120 min) or an oral exam (30 min)
Term	MSc 1-3
Turn	Each winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Business Administration and Information Systems
Language	English

Module: Seminar Business Studies

Responsible	Prof. Dr. Klaus Ambrosi, Dr. Felix Hahne
Responsible Instructors	Prof. Dr. Klaus Ambrosi, Dr. Felix Hahne and members of the study group
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The objective of this seminar is the autonomous exploitation and elaboration of a predetermined subject. The participation in course and the scholarly debate about the presentations are to lead to a deeper understanding of previously acquired knowledge. Acquirement of methodological competence: students gain transfer competence allowing them to autonomously adjust their level of knowledge to technical and social development. Depending on the area of specialization, students acquire different economical competences and become acquainted with different instruments. Possible areas of specialization include: marketing, logistics, production, business intelligence systems.
Content	Different advanced topics from the fields of marketing (e.g. marketing research, marketing policy), logistics (e.g. transportation planning, location planning, warehousing), production, and business intelligence systems (e.g. support of business functions, opening of new business areas).
Submodules	none
Literature	depending on the topic
Requirements	The contents of a correspondent master's course in the selected topic are implied (e.g. Advanced Marketing, Advanced Logistics, Advanced Production, Business Intelligence Systems)
Exam	Seminar paper and oral presentation
Recommended Term	MSc 2-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Business Administration and Information Systems
Language	English

Information Retrieval and Information Sciences

Module: Introduction Information Retrieval (IR)

Responsible	Prof. Dr. Thomas Mandl
Lecturer	Prof. Dr. Thomas Mandl and members of the study group
Type	2 HPW lecture
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	Students know the technologies for representing Information Retrieval Systems and are familiar with search models. They should be able to describe Information Retrieval Systems and their components as well as assign them to fundamental paradigms. The Students are able to differentiate Information Retrieval systems from the area of Databases. They know how to use user-oriented processes for evaluating Information Processes.
Content	Information Retrieval deals with uncertain representation of unstructured knowledge (especially text) and a vague search of information. The lecture gives an overview of Retrieval-Processes and introduces in detail manual and automatic indexing as well as weighting and treats important search models (partial and exact match, vector space, language model). One main focuss are evaluation approaches. Other contents are user behavior, user interface, web-retrieval and multimedia-retrieval.
Submodules	*SM 1: Introduction Information Retrieval (IR), Lecture* Type: 2 HPW Lecture (4 CPs)
Literature	• R. Manning, H. Schütze: *Introduction to Information Retrieval* Cambridge University Press. 2008.
Requirements	none
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 1-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Module: Introduction Natural Language Processing

Responsible	Prof. Dr. Ulrich Heid
Lecturer	Prof. Dr. Ulrich Heid and members of the study group
Type	3 HPW lecture
Credit Points	4 CPs
Workload	presence: 32 hours; self-study: 68 hours
Learning goals/ Competencies	The Students know the most important symbolic and statistical language process methods and are able to estimate their performance and limits as well as their application relevance. They are able to understand and give a professional opinion on model and implememntation approaches. The students know evaluation approaches for language processing systems and are able to evaluate on there own. During the tutorium they gain knowledge how to install and use language processing tools and know their functunality, their Input and Output and their resource requirements. They are able to interpret the different outcomes and judge them related to the explicit task. Some example of those tools are Tokenizer, Wordclass-Tagging, morphological and syntactical analysis systems (Parser) and so on.
Content	Tasks, methods, processes and application of language processing. The main focuss are the fundamental rule-based and statistic procedures for automatic processing of written language; especially the ones who are important for information science applications (e.g. Information retrieval, Imformation-Extraction, Multilingual Applications). Evaluation methods and principles. The tutorium startsin the third week of the semester. First an introduction in Linux is given. Since week 3: exercises depending on the topics of the lecture: procedures, methods and application of language processing. The focuss lies on the practical use of language processign tools available from the institute or the internet.
Submodules	*SM 1: Introduction Natural Language Processing, Lecture* Type: 3 HPW Lecture (4 CPs)
Literature	will be announced in the lecture
Requirements	basic knowledge in Information Systems.
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 1-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Module: Multilingual Information Systems

Responsible	Prof. Dr. Thomas Mandl
Lecturer	Prof. Dr. Thomas Mandl and members of the study group
Type	2 HPW lecture
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students should have developed a deeper understanding in multilingual information systems. They are able to use such systems target-oriented and apply evaluation methods to multilingual information systems.
Content	The multilingual content in Information Systems increases and must be handled. For example Information Retrieval or Text Mining to multiple language, structure and management of multilingual knowledge bases, software-localization as well as databases with multilingual content. Content of this course are methods, systems, evaluation methods and problems with the usage of information systems in multilingual areas. The students deepen their knowledge in multilingual information systems. They are able to use such systems target-oriented and apply evaluation methods to multilingual information systems.
Submodules	*SM 1: Introduction Information Retrieval (IR), Lecture* Type: 2 HPW Lecture (4 CPs)
Literature	will be announced in the lecture
Requirements	Contents of the lecture „Introduction Information Retrieval (IR)“.
Exam	written exam (60 - 90 min) or oral exam (20 min)
Recommended Term	MSc 1-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Module: Seminar Multilingiual Information Retrieval

Responsible	Prof. Dr. Thomas Mandl
Responsible Instructors	Prof. Dr. Thomas Mandl and members of the study group
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students are familar with Multilingual Inforamtion Retrieval Systems, know the problems, tools and user-oriented evaluation methods. They are able to exploit and elaborate a predetermined problem.
Content	This Seminar deepens the knowledge of Multilingual Information Retrieval, presents state-of-the-art language-dependent and language-independent methods and shows tools for Multilingual Retrieval.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the lecture „Multilingual Information Systems“
Exam	Active participation and written seminar paper.
Recommended Term	MSc 2-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Module: Project Multilingual Information Systems

Responsible	Prof. Dr. Thomas Mandl
Responsible Instructors	Prof. Dr. Thomas Mandl and members of the study group
Type	4 HPW project
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	In this project students have the possibility to choose suitable methods and use them target-oriented. Reflected and led by theory students strive for a praxisoriented solution. The students should be able to organize and structure their project in a small team.
Content	In this course students perform a specific small-scale-project based on state-of-the-art researches in Multilingual Information Systems.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the Module „Multilingual Information Systems“
Exam	written summary
Recommended Term	MSc 3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Module: Lab Course Information Retrieval (IR)

Responsible	Prof. Dr. Thomas Mandl
Lecturer	Prof. Dr. Thomas Mandl and members of the study group
Type	2 HPW lab course
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	Students are able to use tools for every phase in Information Retrieval Processes. They can use systems target- and task-oriented and evalaute them depending on the situation.
Content	The Praktikum focusses on tools for Information Retrieval and their components: • manual indexing based on a classification system • automatic indexing (stemming) and its evaluation • search methods and search tools • relevance-feedback and term extension • relevance-evaluation and evaluation methods
Submodules	none
Literature	• R. Manning, H. Schütze: *Introduction to Information Retrieval* Cambridge University Press. 2008.
Requirements	Contents of the lecture „Introduction Information Retrieval (IR)“.
Exam	Homework and written exam.
Recommended Term	MSc 2-3
Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Information Retrieval and Information Sciences
Language	English

Natural Language Processing

Module: Natural Language Processing

Responsible	Prof. Dr. Dr. Lars Schmidt-Thieme
Lecturer	Prof. Dr. Christian Wartena and members of the study group
Type	2 HPW lecture, 2 HPW tutorial
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The students have an understanding of structures in natural languages and the traditional symbolic and statistical approaches to model structures in phonology, morphology, syntax and lexical semantics. They have an overview of state-of-the-art Natural Language Processing (NLP) methods. Students are able to build applications using or extending standard NLP methods. They are able to familiarize quickly with other topics in NLP and are able to read original research literature.
Content	Student will learn the most important phenomena in natural languages on different levels of granularity, starting with the combination of sounds to the meaning of words, sentences and texts. You will get an introduction to main symbolic and statistical approaches to model these phenomena. All theoretical topics will be accompanied by exercises dealing with these phenomena and demonstrating their use in practical applications, like spelling correction, auto completion, keyword extraction, topic detection, named entity recognition, relation extraction, synonym detection, etc. Students will apply the basic natural language processing methods in the implementation of a small application or in the analysis of a data set. For this part they will study one specific phenomenon into depth and will be free to explore various machine learning and natural language processing techniques to find their own solution.
Submodules	*SM 1: Natural Language Processing 2, Lecture* Type: 2 HPW Lecture (2 CPs) Lecturer: Prof. Dr. Christian Wartena *SM 2: Natural Language Processing 2, Tutorium* Type: 2 HPW Tutorium (2 CPs) Lecturer: Prof. Dr. Christian Wartena and members of the study group
Literature	• Bird, Steven, Ewan Klein, and Edward Loper. Natural language processing with Python: analyzing text with the natural language toolkit. *O'Reilly Media, Inc.* (2009) • Daniel Jurafsky and James H. Martin: Speech and Language Processing. Prentice Hall; 2nd edition (2008) • Christopher D. Manning and Hinrich Schütze: Foundations of Statistical Natural Language Processing. The MIT Press (1999) • Additional literature will be announced in the lecture

Requirements	Basic knowledge of theoretical Computer Science (Automata theory, complexity, rewriting systems, Markov models).
Exam	Several tests during the semester and/or written exam (60 - 90 min) or oral exam (20 min) or seminar paper
Recommended Term	MSc 2-3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application • Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Module: Language Modelling

Responsible	Prof. Dr. Ulrich Heid
Lecturer	Prof. Dr. Ulrich Heid and members of the study group
Type	2 HPW lecture 2 HPW project
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The students should have developed an understanding of structures in natural languages and the traditional symbolic and statistical approaches to model structures in phonology, morphology, syntax and lexical semantics. The students should understand the relevance of language modelling for information retrieval, information extraction and natural language processing. The students should be able to implement a model for one isolated linguistic phenomenon and be able to identify potentials of machine learning for that phenomenon.
Content	In the lecture the most important symbolic and statistical models for phonology, morphology and syntax, like e.g. optimality theory, two level morphology, Hidden Markov Models, phrase structure grammars and dependency grammars as well as their application to part-of-speech tagging, lemmatization and parsing will be presented. In the project one topic will be studied into depth using original literature. Students will investigate the possibilities to apply machine learning to improve the model or to reduce the implementation costs. The students will make a prototypical implementation.
Submodules	*SM 1: Natural Language Processing 2, Lecture* Type: 2 HPW Lecture, 2 HPW Project (6 CPs)
Literature	1. Daniel Jurafsky and James H. Martin: Speech and Language Processing. Prentice Hall; 2nd edition (2008) 1. Christopher D. Manning and Hinrich Schütze: Foundations of Statistical Natural Language Processing. The MIT Press (1999) 1. Additional literature will be announced in the lecture
Requirements	Basic knowledge of theoretical computer science (Automata theory, complexity, rewriting systems, Markov models).
Exam	written exam (120 min) or seminar paper
Recommended Term	MSc 2-3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing

Language	English

Module: Natural Language Processing 2

Responsible	Prof. Dr. Ulrich Heid
Lecturer	Prof. Dr. Ulrich Heid and members of the study group
Type	2 HPW lecture
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	Students have a great overview about state-of-the-art Natural Language Processing methods. They are able to estimate advantages and limits of those methods; they are able to make transfer relations to aspects of Information Research and Human-Machine-Interaction. The Students are familar with these method as they can give a professional opinion on their input, resources, output and integration of applications-
Content	The lecture treats selected areas in Natural Language Processing and Language Technology in detail with respect to state-of-the-art research, international as well as research at the institut. It focusses on methods and tools based on theses methods. Some topics are: 1. Analysis and annotation of textdata (tagging, parsing, annotation methods and representations, standards for interoperable annotated corpora, etc.) 2. Methods and paradigms of Language Processing evaluation: evaluation methods, degrees, gold standard, shared tasks, etc. 3. Statistical methods for Language Processing: lexicostatistics, co-occurences analysis, statistical parsing, statistical machine translation, etc. 4. Language Technology as method and tool: digital-humanities applications, Language Processing daily life tools (e.g. dialogue systems, correction of orthography, style-checking, etc.) These topics are treated in a lecture giving an overview and if necessary also from a different focus.
Submodules	*SM 1: Natural Language Processing 2, Lecture* Type: 2 HPW Lecture (4 CPs)
Literature	will be announced in the lecture
Requirements	basic knowledge of Natural Language Processing.
Exam	Several tests during the semester and/or written exam (60 - 90 min) or oral exam (20 min). Homework
Recommended Term	MSc 2-3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing

Language	English

Module: Seminar Computer Linguistic Resources

Responsible	Prof. Dr. Ulrich Heid
Responsible Instructors	Prof. Dr. Ulrich Heid and members of the study group
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students have a detailed knowledge about one part in Computer Linguistic Resources or applications in Language Technology. They are able to adapt and evaluate these processes and applications to minor research topics. The students can independently solve questions of this specific part.
Content	This seminar deepens the knowledge of specific topics in Computer Linguistics and Language Technology; Students are led to own minor research topics, ideally corresponding to the instituts research. Language resources, its establishemnet, management and usage: e.g. corpus linguistics, annotation of corpora, building corpus, data extraction from corpora; electronic dictionaries, terminology data bases, special lexicons for Language Technology (e.g. SentimentLexicon); standards for Language resources, Language Resources applications, e.g. in the area of digital humanities or iCALL.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the lecture „Natural Language Processing 2“
Exam	Colloquium and written summary.
Recommended Term	MSc 2-3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Module: Seminar Computer Linguistic Processes

Responsible	Prof. Dr. Ulrich Heid
Responsible Instructors	Prof. Dr. Ulrich Heid and members of the study group
Type	2 HPW seminar
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	The students have a detailed knowledge about one part in Computer Linguistic Processes or applications in Language Technology. They are able to adapt and evaluate these processes and applications to minor research topics. The students can independently solve questions of this specific part.
Content	This seminar deepens the knowledge of specific topics in Computer Linguistics and Language Technology; Students are led to own minor research topics, ideally corresponding to the instituts research: Computer Linguistic Processes methods and applications: e.g. syntactic-semantic analysis, generation, models of dialogs, machine translation.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the lecture „Natural Language Processing 2“
Exam	Colloquium and written summary.
Recommended Term	MSc 3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Module: Project Computer Linguistic Resources

Responsible	Prof. Dr. Ulrich Heid
Responsible Instructors	Prof. Dr. Ulrich Heid and members of the study group
Type	4 HPW project
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The students are able to analyse and evaluate Computer Linguistic Resources. The students should be able to independently solve, analyse and implement or respectively adapt or optimize questions from the area of Compuer Linguistic Resources. They are able to relate their solution to state-of-the-art research. This seminar gives the foundations for the master thesis.
Content	Specialization and integrated, theoretical, methodological and practical research-based treatment of topics in Computer Linguistic and Language technology with focus on Resources. The students independently solve the task with Computer Linguistic resources (if necessary in the case of joint projects like participate shared tasks, resource creation, tools or resources evaluation, etc); analyis and adaption of relevant research-literature with respect to the topic. It is possible to offer a praxis oriented tutoriums; the workload is then the sum of project and tutorium; such tutoriums can be used to mediate, to train and to deepen programming techniques, annotation-schemes and -methods, special statistical procedures, evaluation methods or usage of complex systems.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the Module „Seminar Computer Linguistic Resources“
Exam	written summary
Recommended Term	MSc 3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Module: Project Computer Linguistic Processes

Responsible	Prof. Dr. Ulrich Heid
Responsible Instructors	Prof. Dr. Ulrich Heid and members of the study group
Type	4 HPW project
Credit Points	6 CPs
Workload	presence: 42 hours; self-study: 108 hours
Learning goals/ Competencies	The students are able to analyse and evaluate Computer Linguistic Processes or Language Technology tools and applications. The students should be able to independently solve, analyse and implement or respectively adapt or optimize questions from the area of Compuer Linguistic Processes or Language Technology respectively. They are able to relate their solution to state-of-the-art research. This seminar gives the foundations for the master thesis.
Content	Specialization and integrated, theoretical, methodological and practical research-based treatment of topics in Computer Linguistic and Language technology with focus on Processes. The students independently solve the task with Computer Linguistic resources (if necessary in the case of joint projects like participate shared tasks, resource creation, tools or resources evaluation, etc); analyis and adaption of relevant research-literature with respect to the topic. It is possible to offer a praxis oriented tutoriums; the workload is then the sum of project and tutorium; such tutoriums can be used to mediate, to train and to deepen programming techniques, annotation-schemes and -methods, special statistical procedures, evaluation methods or usage of complex systems.
Submodules	none
Literature	depending on the topic
Requirements	The contents of the Module „Seminar Computer Linguistic Processes“
Exam	written summary
Recommended Term	MSc 3
Turn	irregular
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Module: Lab Course Natural Language Processing

Responsible	Dr. Folker Caroli
Lecturer	Dr. Folker Caroli and members of the study group
Type	2 HPW lab course
Credit Points	4 CPs
Workload	presence: 21 hours; self-study: 79 hours
Learning goals/ Competencies	Testing of and independently work with tools, methods and resources in Language Processing; evaluation of implementation approaches; implementtation- and test/evaluation-practice. Knowledge of relevant tools and programming languages; skills for their productive usage: ability to estimate the realization of practical tasks in Language Processing.
Content	In the Praktikum students deal with concrete research- and development topics in the sense of case studies with a high percentage of practical content. Obtain knowledge and skills with tools, methods and Language Technology resources. For example: • (a) corpus-linguistic tools: tools for the whole corpus-linguistic process, starting with data acquisition and conversion (crawler, scripts) over annotation (tokenizing, tagging, parsing) till data extraction (search tools andstrategies). Implementation of simple questions of language and information research in corpus-linguistic analysis; interpretation of the results. • (b) script languages for working wih text data: Introduction to one script language (Perl, Python), concepts of programming with script languages, working with big data. Implementation concepts, test and evaluation of scripts. • (c) data bases and Natural Language Processing software projects: principles and praxis of relational data bases; SQL, definition and creation of data bases, linguistic data retrieval; adapt data bases in bigger software projects od Language Processing:; architeture and implementation strategies for the work with big text data. Aspects of other data bases approaches (e.g. XML-data bases, object oriented data bases) • (d) statistic methods for Language Technology: need and task formulation for descriptive statistic methods for working with language data (e.g. corpus-linguistic work); fundamental statistical methods for distribution calculation, assoziations, evaluation matching, etc. Implementation concepts of statistical programming languages like R or Python.
Submodules	none
Literature	depending on the topic
Requirements	Contents of the lecture „Introduction Natural Language Processing“.
Exam	colloquium and written summary
Recommended Term	MSc 2-3

Turn	every year
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Natural Language Processing
Language	English

Environmental Sciences

Module: Geographic Information Systems

Responsible	Prof. Dr. Martin Sauerwein
Type	2 HPW lecture, 4 HPW tutorial
Credit Points	6 CPs
Workload	presence: 63 hours; self-study: 87 hours
Learning goals/ Competencies	The students should be able to visualize geographic data and creating professional maps using GIS (SM 1). The second aim is that students gain basic knowledge of geoprocessing tools for the analysis of spatial geographic data in GI-Systems (SM 2).
Content	1. SM 1: The course introduces the fundamental concepts of Geographic Systems (GIS) and includes computer exercises with the software ArcGIS. In the course students acquire practical skills of major work steps as creating and editing spatial data, integrating data from different data sources, georeferencing, spatial queries, and creating and exporting maps. 2. SM 2: The second course focuses on spatial analysis and geoprocessing tools. In different GIS-projects real data sets are used for a spatial analysis with the software ArcGIS. The integration of software knowledge and ecological knowledge will be practiced.
Submodules	*SM 1: Geographic Information Systems I* Type: 2 HPW Lecture (2 CPs) 1 HPW Tutorium (1 CP) Lecturer: Prof. Dr. Martin Sauerwein *SM 2: Geographic Information Systems II* Type: 2 HPW Tutorium (3 CPs) Lecturer: Prof. Dr. Martin Sauerwein
Literature	will be announced in the lecture
Requirements	none
Exam	module exam: submission of a GIS-project and oral presentation of the GIS-project (20 min)
Recommended Term	MSc 1-3
Turn	every year
Duration	2 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Environmental Sciences
Language	English

Soft Skills

Module: English 1

Responsible	external lecturer
Type	2 HPW lecture
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	Students should be able to communicate and negotiate in correct English especially in the area of Data Analytics. They should know the specialist vocabular for written and oral communication.
Content	Writing and speaking English. Learn English grammar.
Submodules	*SM 1: English 1 I* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer *SM 2: English 1 II* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer
Requirements	none
Recommended Term	MSc 1-3
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Soft Skills
Language	English

Module: English 2

Responsible	external lecturer
Type	2 HPW lecture
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	Students should be able to run specialist negotiations in correct English, to speak and discuss fluently.They earn a great vocabulary to negotiate in the area of Data Analytics. They know the formal business ommunication and what has to be respected. Students should be able to present their results in English.
Content	Writing and speaking English. Learn English grammar.
Submodules	*SM 1: English 2 I* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer *SM 2: English 2 II* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer
Recommended Term	MSc 1-3
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Soft Skills
Language	English

Module: German 1

Responsible	external lecturer
Type	2 HPW lecture
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	This course should encourage students to speak German.
Content	This course focuses on different chapters of the German grammar, vocabulary and conversation.
Submodules	*SM 1: German 1 I* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer *SM 2: German 1 II* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer
Requirements	none
Recommended Term	MSc 1-3
Turn	every winter term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Soft Skills
Language	English/German

Module: German 2

Responsible	external lecturer
Type	2 HPW lecture
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	This course should encourage students to speak German.
Content	This course focuses on different chapters of the German grammar, vocabulary and conversation.
Submodules	*SM 1: German 2 I* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer *SM 2: German 2 II* Type: 2 HPW Lecture (3 CPs) Lecturer: external lecturer
Requirements	German 1 or equivalent German knowledge
Recommended Term	MSc 1-3
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Soft Skills
Language	English/German

Module: Research Methods

Responsible	Prof. Dr. Klaus Schmid
Responsible Instructors	Prof. Dr. Klaus Schmid und Mitarbeiter der Arbeitsgruppe
Type	2 HPW lecture with exercises
Credit Points	3 CPs
Workload	presence: 21 hours; self-study: 54 hours
Learning goals/ Competencies	Students can apply advanced research methods of computer science. You can formulate research questions and research designs. You will get an overview of different research methods. This includes both primary methods of empirical and formal research as well as secondary research approaches such as literature studies. You can discuss the relationships between research questions and research designs by means of examples and with professional competence. You know some of the most important research methods of computer science and can apply selected approaches.
Content	• Basic research feature like repeatability and traceability of studies • Empirical research approaches such as experiment, case study, action research • Analytical procedures of a technical nature • Formal Approaches such as the procedure of taking evidence • Secondary research (Survey, Mapping Study) • Interaction between research questions and research design
Submodules	none
Literature	• Kitchenham, Budgen Bereton: Evidence-Based Software Engineering und Systematic Reviews, CRC Press, 2016 • Claes Wohlin, Per Runeson, Martin Höst, Magnus C. Ohlsson, Björn Regnell, Anders Wesslén Experimentation in Software Engineering, Springer, 2012
Requirements	none
Exam	Written and/or vocal exam
Recommended Term	MSc 2
Turn	every summer term
Duration	1 Semester
Use	• Master Programme Data Analytics – Elective Modules – Application – Soft Skills
Language	English

Master Thesis

Module: Master Thesis

Responsible	Professors in the course of study
Type	Master Thesis
Credit Points	30 CPs
Workload	presence: 0 hours; self-study: 750 hours
Learning goals/ Competencies	Student will acquire in-depth knowledge of the area data analytics. Through their master thesis projects students will gain necessary research skills and expertise on a specific issue of their own choosing in the area of data analytics.
Content	Students demonstrate adequate knowledge and understanding that provides a basis for developing original ideas within an academic context. Integrate knowledge and processes complex information that link to the chosen research topic. They prove their ability in reporting, source-finding, critical thinking and analysis, problem formulation and solving, argumentation, and reasoning.
Submodules	*SM 1: Master Thesis, Lecture* Type: written thesis (27 CPs) Lecturer: Professors in the course of study *SM 2: Master Thesis, Tutorium* Type: colloquium (3 CPs) Lecturer: Professors in the course of study
Literature	depends on the topic
Requirements	passed all necessary modules
Exam	written thesis
Recommended Term	MSc 4
Turn	every semester
Duration	1 Semester
Use	• Master Programme Data Analytics – • Master Programme Data Analytics – Master Thesis
Language	English