Courses in English
Course Description

Department	10 Business Administration
Course title	**Big Data and Artificial Intelligence**
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	This course is about extracting useful knowledge from (big) data. It covers the fundamental principles or concepts that underlie data science & artificial intelligence with a main focus on the selection and application of techniques and the interpretation of results.We will study data analytics in a business context, i.e., we will mostly work with examples, case studies and data that are relevant for business. Upon completion of the class, students should be able to recognize the necessity of big data analysis, understand prerequisites and potential challenges as well as select and apply adequate methods and tools.
Prerequisites	None
Recommended reading	Provost, F. and Fawcett, T. (2013), Data Science for Business: What You Need to Know About Data Mining and DataAnalytic Thinking, O'Reilly, Sebastopol.
Teaching methods	Seminar-teaching Project work Group work
Assessment methods	Project work
Language of instruction	English
Name of lecturer	Prof. Dr. Eva Anderl
Email	eva.anderl@hm.edu
Link	
Course content	Importance of data analysis in the field of digital business Basic concepts and techniques of applied data science o Supervised and unsupervised learning o Classificationo Regression / Prediction o Similarity and clusteringo Time Series o Neural Networks o Overfitting and model evaluation
Remarks	