



SRH Fernhochschule – The Distance Learning University
SPO: BAY2403_90ECTS

Curriculum.

Study Program

Business Analytics - 90 ECTS

M.Sc.

Curriculum Master of Science (M.Sc.) Business Analytics - 90 ECTS

Module	Examination	Semester		
		1	2	3
Mandatory Modules				
Business Analytics				
Data Analytics - Fundamentals (Engl.) (6 ECTS)	Online Test (60-120 minutes)	6		
Machine Learning - Fundamentals (Engl.) (6 ECTS)	Online Test (60-120 minutes)	6		
Data Visualization and Storytelling (Engl.) (6 ECTS)	Practically relevant creation	6		
Streaming Platforms and NoSQL Databases (Engl.) (6 ECTS)	Presentation (20 minutes)		6	
Machine Learning - Neural Networks & Deep Learning (Engl.) (6 ECTS)	Student Paper (20 pages)		6	
Data Management and SMART Data (Engl.) (6 ECTS)	Presentation (20 minutes)		6	
Scientific Competences				
Empirical Research (Engl.) (6 ECTS)	Student Paper (10 pages)	6		
Practice				
Deep dive artificial intelligence (Engl.) (6 ECTS)	Program Design	6		
Practical Project 1 - BAY (6 ECTS)	Project Exam (20 pages)		6	
Thesis				
Master Thesis and Colloquium - BAY 90 (24 ECTS)	Colloquium (45 minutes) und Master Thesis (60-80 pages, processing time 5 months)			24
Electives Choose 2 Elective Modules			6	6
Elective Area 1: Advanced Analytics and Tools				
Text Mining & NLP (Engl.) (6 ECTS)	Presentation (20 minutes)			
SAS Data and Visual Analytics (Engl.) (6 ECTS)	Submission Presentation (15 slides plus explanations)			
Business Intelligence in Enterprises (6 ECTS)	Student Paper (20 pages)			
MLOps and Cloud Platforms (Engl.) (6 ECTS)	Presentation (20 minutes)			
Quality assurance and Explainability in Data Science (Engl.) (6 ECTS)	Student Paper (20 pages)			
Elective Area 2: Business and Strategy				
Leadership (Engl.) (6 ECTS)	Student Paper (20 pages)			
Strategic Management (Engl.) (6 ECTS)	Student Paper (20 pages)			
Financial Management and Corporate Decisions (Engl.) (6 ECTS)	Case study (20 pages)			
General Business Administration (Engl.) (6 ECTS)	Student Paper (20 pages)			
Requirement Analysis and Communication (Engl.) (6 ECTS)	Presentation (20 minutes)			
Design Thinking and Innovation Management (Engl.) (6 ECTS)	Submission Presentation (15 slides plus explanations)			
Credits total	90	30	30	30