
Modulbezeichnung: E-Business Intelligence and Relationships (IIS7042) **5 ECTS**
 (E-Business Intelligence and Relationships)

Modulverantwortliche/r: Freimut Bodendorf

Lehrende: Freimut Bodendorf, und Mitarbeiter/innen

Startsemester: SS 2015

Dauer: 1 Semester

Turnus: jährlich (SS)

Präsenzzeit: 60 Std.

Eigenstudium: 90 Std.

Sprache: Englisch

Lehrveranstaltungen:

E-Business Intelligence and Relationships (SS 2015, Vorlesung mit Übung, 4 SWS, Freimut Bodendorf)
 Studentisches Tutorium: E-Business Intelligence and Relationships (SS 2015, optional, Tutorium, Sabine Schlick et al.)

Inhalt:

Lect/Ex:

The course focuses on the analysis and improvement of a company's relationships with its customers using business intelligence. Strategies, methods, and tools of business intelligence are presented. Business scenarios illustrate the application of concepts and IT systems for business intelligence. Special attention is given to marketing support. In an integrated exercise students work on marketing-oriented business cases using innovative instruments like data mining or case based reasoning.

Lernziele und Kompetenzen:

The students

- can describe important business intelligence concepts and independently apply them to new problem areas in companies.
 - evaluate the characteristics of different business intelligence methods and are able to independently select the proper method for use cases in Customer Relationship Management.
 - discuss problem-solving approaches in groups and present their work results.
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Verwendbarkeit des Moduls / Einpassung in den Musterstudienplan:

Das Modul ist im Kontext der folgenden Studienfächer/Vertiefungsrichtungen verwendbar:

[1] Informatik (Master of Science)

(Po-Vers. 2010 | Nebenfach | Nebenfach Betriebswirtschaftslehre | Wahlbereich | E-Business Intelligence and Relationships)

[2] International Information Systems (IIS) (Master of Science)

(Po-Vers. 2014w | International Information Systems Management | IISM Core Courses | Services, Processes and Intelligence I | E-Business Intelligence and Relationships)

[3] International Information Systems (IIS) (Master of Science)

(Po-Vers. 2014w | International Information Systems Management | IISM Electives | Services, Processes and Intelligence II | E-Business Intelligence and Relationships)

Studien-/Prüfungsleistungen:

E-Business Intelligence and Relationships (written examination) (Prüfungsnummer: 70412)

(englische Bezeichnung: E-Business Intelligence and Relationships (written examination))

Prüfungsleistung, Klausur, Dauer (in Minuten): 60

Anteil an der Berechnung der Modulnote: 50%

Erstablingung: SS 2015, 1. Wdh.: WS 2015/2016

1. Prüfer: Freimut Bodendorf

E-Business Intelligence and Relationships (written assignment) (Prüfungsnummer: 70413)

(englische Bezeichnung: E-Business Intelligence and Relationships (written assignment))

Prüfungsleistung, Hausarbeit

Anteil an der Berechnung der Modulnote: 50%

Erstablingung: SS 2015, 1. Wdh.: WS 2015/2016

1. Prüfer: Freimut Bodendorf
