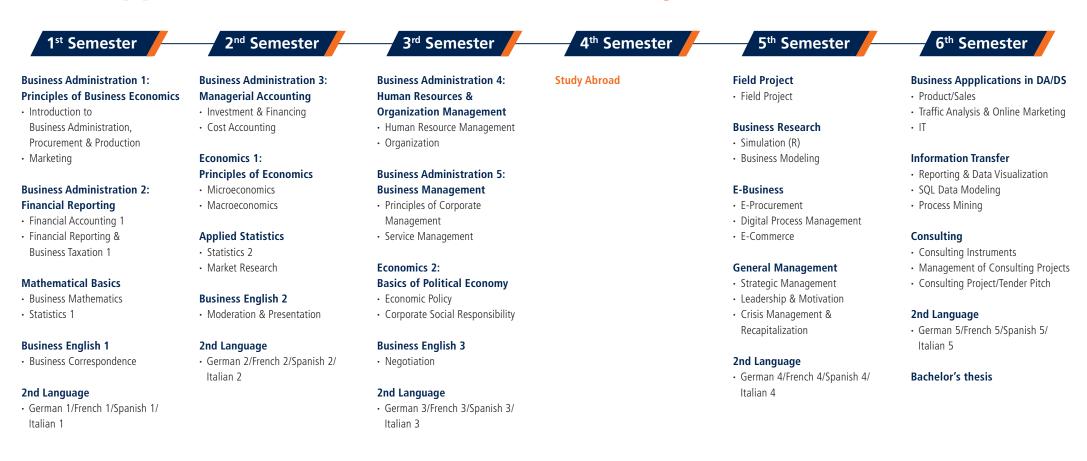
B.Sc. Applied Data Science & Business Analytics

vtics ISM INTERNATIONAL SCHOOL OF MANAGEMENT



Specialization modules

Core Competencies

- Introduction to Applied Data Science & Business Analytics
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

Programming/Tools

- Introduction to Programming
- (R/Python) • SPSS

Specialization modules

Analytics & Dynamics

- Predictions in Time
- Introduction to Panel Analytics

Applied Data Science 1

- Inferential Methods
- Multivariate Methods

Market Analytics Applied B2C Analytics

Applied B2B Analytics

Specialization modules

Applied Data Science 2

- Introduction to Big Data
- Regression Models

» Please note:

German language courses are integrated into your studies if you do not have a B2 level. Otherwise you can choose between French, Spanish and Italian.