

**Programme and Examination Regulations for the Master’s Degree Programme
Business Intelligence and Business Analytics
at Neu-Ulm University of Applied Sciences**

24.07.2019

The following text is an English commentary on the Study and Exam Regulations for the Master’s degree programme “Business Intelligence and Business Analytics (BIA)” at the University of Applied Sciences Neu-Ulm , helping you to understand the contents of the German document. The legally binding text remains the German version. Please refer to the German text if possible or seek advice in case of uncertainty.

Based on Art. 13 Sect. 1 Cl. 2 and Art. 61 Sect. 2 Cl. 1 and Sect. 8 Cl. 2 of the Bavarian Higher Education Act (*Bayerisches Hochschulgesetz: BayHSchG*) of 23 May 2006 (Law and Ordinance Gazette p. 245, BayRS 2210-1-1-WFK) in conjunction with Art. 1 Sect. 2 of the State Examination Regulations for the Universities of Applied Sciences in Bavaria (*Rahmenprüfungsordnung für die Fachhochschulen in Bayern: RaPO*) of 17 October 2001 (Law and Ordinance Gazette p. 686, BayRS 2210-4-1-4-1-WFK) according to the respective valid version, the Neu-Ulm University of Applied Sciences (hereafter: University) issues the following regulations:

Contents

§ 1 Purpose and Scope of the Programme and Examination Regulations	2
§ 2 Programme Qualification Objectives and Qualification Requirements, Academic Title	2
§ 3 Structure and Official Length of Degree Programme.....	3
§ 4 Curriculum	4
§ 5 Schedules and Deadlines	5
§ 6 Master’s Thesis	5
§ 7 Effective Date	5

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§ 1 Purpose and Scope of the Programme and Examination Regulations

¹These Programme and Examination Regulations fulfil and supplement the requirements of the State Examination Regulations for the Universities of Applied Sciences in Bavaria (*Rahmenprüfungsordnung für die Fachhochschulen in Bayern: RaPO*) and the General Examination Regulations at the Neu-Ulm University of Applied Sciences in their respective valid version. ²They contain regulations for studying and examinations in the Master's degree programme Business Intelligence and Business Analytics (BIA) at the Neu-Ulm University of Applied Sciences.

§ 2 Programme Qualification Objectives and Qualification Requirements, Academic Title

- (1) ¹ The international Master's programme Business Intelligence and Business Analytics aims to prepare internationally oriented students for a responsible occupation in the field of business intelligence. ²The primary objective is to train students to be able to plan and implement innovative concepts for BI strategies, BI organisation, and BI architectures using state-of-the-art technologies upon their graduation. ³These students, as experts in their field, should also be equipped with the knowledge and skills necessary for integrating, processing and supplying management methods and information. ⁴The programme's secondary objective is to convey the culture, language and history of the partner country in which the compulsory semester abroad takes place. ⁵Students should be sensitised to intercultural differences and contribute their understanding in the context of international BI tasks. ⁶Graduates of this programme are experts in the field of business intelligence and business analytics and are thus able to support companies in the successful selection, implementation, application and maintenance of business intelligence solutions. ⁷Furthermore, students acquire advanced knowledge, skills and abilities on the basis of scientific knowledge and methods, which will enable them to obtain further academic qualifications within the framework of a doctoral programme.
- (2) The qualification and admission requirements are stipulated in the currently valid version of the Statutes on Admission, Enrolment, Academic Leave, Re-Registration and De-Registration Procedures at the Neu-Ulm University of Applied Sciences from 25.01.2016; the remaining conditions of the enrolment regulations apply accordingly.
- (3) Registered students are not entitled to have the Master's programme run if there are fewer than 15 first-year students.
- (4) Upon successful completion of the Master's examination, the Neu-Ulm University of Applied Sciences awards graduates the academic degree "Master of Science" (M.Sc.).

§ 3 Structure and Official Length of Degree Programme

- (1) This is a full-time degree programme.
- (2) ¹The official length of programme is three semesters. ²This encompasses the theoretical semesters and the examinations, including the Master's thesis.
- (3) ¹Credits are awarded for each passed module exam. ²The total number of credits to be earned is 90 ECTS.
- (4) ¹Upon completion of the Master's degree programme, a graduate must have achieved a competence level of 300 ECTS credits. ²ECTS credits missing due to credit transfer are to be acquired in accordance with Art. 8 Sect. 3 of the Statutes on Admission, Enrolment, Academic Leave, Re-Registration and De-Registration Procedures at the Neu-Ulm University of Applied Sciences.
- (5) ¹The modules build on each other in terms of time and content. ²The first semester of the BIA programme is completed at the Neu-Ulm University of Applied Sciences and serves as an introduction to the relevant basics of business intelligence and modern, IT-supported corporate management. ³The second semester is conducted at the Universidad Tecnológica Nacional (UTN) in Mendoza/Argentina or at the Cape Peninsula University of Technology (CPUT) in Cape Town/South Africa. During the second semester, students focus on the analytical-statistical basics of business analytics und cover areas of application in business fields such as marketing and logistics. ⁴The third semester addresses the basics of methodology for academic work and research in the field of business information systems. ⁵The third semester is also the period in which the Master's thesis is written. Where possible, the Master's thesis should be completed abroad.
- (6) All lectures and examinations are held in the English language.

§ 4 Curriculum

for the Master's programme in Business Intelligence and Business Analytics

No.	Module	Unit	Type of lecture	ECTS	Hr/Wk in semester timetable			Location and responsible institution	Module requirements (MR)
					1	2	3		
1	Enterprise Information Systems	Enterprise Application and IT-Management	S	15	3			HNU	MR(1SP+1P)
2		Enterprise Application Engineering	S, PP		3				
3		Consulting	S, PP		2				
4		IS Research	PP		2				
5	Business Information Management	Strategic Management	S	15	2				MR(1E,180min)
6		Corporate Performance Management	S		2				
7		BI Strategy	S, Ex		2				
8		Data Management	S		3				
9		BI Platforms and Tools	S, Ex		3				
10	Quantitative Methods	Applied Statistics	S	10		2		MR(E/SP+P)	
11		Big Data and Social Network Analysis	S			2			
12		Predictive Analytics and Data Mining	S, Ex			4			
13	Analytical Applications	Analyt. Processes in Supply Chain Management	S	10		4		UTN or CPUT	MR(SP+P)
14		Analyt. Processes in CRM and Marketing	S			4			
15	Communication Management	Information Visualization	S, Ex	5		2		MR(SP+P)	
16		Professional Communication	S			2			
17	Cultural Exchange	Culture and History in Germany	S	5	2			HNU	MR(SP+P)
18		Culture and History in Partner Country	S			2			
19	Research Methods	Research Methods	S	10		2		UTN or CPUT	MR(SP+P)
20		Applied Research Project	eLearn				4		
21	Research and Thesis	Master's Thesis	MT	18				HNU, UTN or CPUT	MR (1MT)
22		Thesis Colloquium	Col	2					MR (1P, 30min)
23	Total			90	24	24	4		

Abbreviations

CPUT = Cape Peninsula University of Technology (South Africa)
ECTS = European Credit Transfer System credits
eLearn = E-Learning
HNU = Hochschule Neu-Ulm (Neu-Ulm University of Applied Sciences)
E = Exam
Col = Colloquium
L = Lecture
MT = Master's thesis
MR = Module requirements
PP = Practical project
P = Presentation
SP = Student paper
S = Seminar course
Hr/Wk = Hours per week
Ex = Exercise
UTN = Universidad Tecnológica Nacional (Argentina)

§ 5 Schedules and Deadlines

- (1) By the end of the official length of programme, students are to have fulfilled all course and exam requirements and earned the required ECTS credits.
- (2) ¹If students exceed the official length of programme by more than two semesters without fulfilling the requirements stipulated in section 1, this is considered a first failed attempt at the Master's examination. ²If students exceed the official length of programme by more than three semesters, all exams not passed at that time will be considered irrevocably failed.

§ 6 Master's Thesis

- (1) ¹The topic for a Master's thesis cannot be announced until the first theoretical semester has been completed. ² Students must have successfully completed the exam requirements for the first semester of the curriculum in order to register a Master's thesis. ³Exceptions to this rule require the approval of the examinations committee.
- (2) The Master's thesis is to be written within a period of no less than two months and no more than six months.

§ 7 Effective Date

These Programme and Examination Regulations enter into force on 01.09.2019. They are valid for students who begin studies in the Master's programme Business Intelligence and Business Analytics from the 2019/2020 winter term.

Issued on the basis of the decision of the Neu-Ulm University of Applied Sciences Senate from 23.07.2019 and the legal supervisory approval of the president from 24.07.2019.

Neu-Ulm, 24.07.2019

Prof. Dr. Uta M. Feser

President

Neu-Ulm University of Applied Sciences

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