ACCOMMODATION
The Studierendenwerk Stuttgart (Student Services) owns and maintains several student dorms in Stuttgart, many of them situated near or on campus.

For more information please visit: www.studentenwerk-stuttgart.de/en/accommodation

ARRIVAL
Your first contact person will be your buddy. This is a Stuttgart Media University student who will pick you up at the airport or the train station and takes you to your accommodation. They will answer your initial questions and help you to settle in. All international students will meet for the first time during the traditional welcome breakfast which launches the orientation weeks.

ORIENTATION WEEKS
Before the semester starts, we help you to organize your exchange semester. This includes: Registration with the local authorities, opening a bank account, getting your student ID, obtaining a ticket for public transport, internet access and many other things. Your intensive German language course will take place before the semester starts (winter semester only) and, of course, so will a lot of other activities, excursions and fun events.

WELCOME TO STUTTGART
When it comes to Stuttgart, names like Mercedes and Porsche come to most people’s minds. The federal state capital of Baden-Württemberg is famous for being the home of the world’s oldest car manufacturers. With companies like Bosch and Siemens, Stuttgart is in Europe’s leading high-tech region and Germany’s strongest commercial metropolitan area. Furthermore, Stuttgart is one of the greenest cities in Europe and is richly endowed with mineral spas and numerous springs. Early each year, the largest spring festival in Europe (essentially the Oktoberfest of Stuttgart) takes place at the Cannstatter Wiesen, the traditional fairground in the oldest district of the city. When you journey to Stuttgart, you will discover lots more…!

EXCHANGE.NETWORK & OTHER ACTIVITIES
Our student-run initiative organizes various activities for our exchange students – not only during the orientation weeks, but also throughout the semester! Find out more about these activities here: www.hdm-stuttgart.de/international/netzwerke

Your contact to the EXCHANGE.NETWORK
exchange.network@hdm-stuttgart.de
facebook.com/HdmExchangeNetwork/

SCHOLARSHIPS
Students coming from within the European Union may apply for an ERASMUS+ grant at their home university. The Federal State of Baden-Württemberg also offers scholarships for incoming students from our partner universities from all over the world: www.bw-stipendium.de

The German Academic Exchange Service makes different kinds of funding available to foreign students who wish to study in Germany. Find out more here: www.daad.de

STUDY. UNDERSTAND. DO.
STUDENT EXCHANGE

Every semester, Stuttgart Media University welcomes numerous exchange students from all around the world. If you have decided to study in Stuttgart as part of your semester abroad, we’d like to be the first to welcome you!

The academic year at Stuttgart Media University is split into two semesters: a winter semester (September to February) and a summer semester (March to July).

APPLICATION

Step 1: Get nominated by your home university
Step 2: Fill out the online application
Step 3: Upload your supporting documents

Application Deadlines
31 May for the following winter semester
31 October for the following summer semester

www.hdm-stuttgart.de/english/exchange_students

SUBJECT TO CHANGE

Please note, that all the information in this booklet is subject to change. For up-to-date details, please visit our website.

BUSINESS ANALYTICS

Business information is distributed all over a company’s ecosystem: from operational enterprise resource planning (ERP), to customer relationship management systems (CRM) towards social media platforms and external open data or market research data warehouse systems. The Minor program Business Analytics focuses on the management and integration of business information which is stored in large heterogeneous and distributed information systems.

COURSES (Subject to change) ECTS

- Strategic Management 5
- Business Intelligence Applications 6
- Building a Data Warehouse 5
- Big Data Scenarios (Lecture and Project) 10
- Personal skills (~ 14 ECTS) (your choice)
- Intercultural Communication 2
- German Language Courses 2 - 5
- German Society & Culture 2

Within this Minor the students will be able to:

- Learn about the different types of information systems (ERP, CRM, Business Intelligence and Big Data) and understand how a company’s decision making process can be improved
- Become familiar with modern business intelligence
- Learn about methods and technologies for business intelligence, multidimensional modelling, and implementation of decision support systems
- Gain an understanding of the objectives and tasks of business intelligence systems and learn how to analyze business information with self-service-tools
- Evaluate the importance of a methodology to set up a company-wide business intelligence system, where SAP is a strategic ERP platform
- Learn about strategic planning process (external and company analysis, strategy implementation and evaluation), and the concepts, methods and tools used therefore
- Learn how to design and implement a Big Data scenario in an international student team
- Implement a data warehouse system from scratch. Learn about multidimensional modelling, data extraction, transformation and loading processes, and how data mining can be used as a business intelligence application

The Minor program Business Analytics is part of our Bachelor’s degree program “Information Systems and Digital Media”. With a focus on media oriented information systems, this study program combines the challenges of the world of digital media with the solutions of information systems.

Requirements

This Minor is most suitable for students of Information Systems or Business Administration who are interested in Business Analytics. Other students are welcome, but they should have basic knowledge of Business Information Systems. CEFR level B2 or higher in English is required.

For questions concerning this Minor please contact
Elisabeth Messerschmidt
Phone: +49 711 8923 3242
Email: messerschmidt@hdm-stuttgart.de

INTERNATIONAL OFFICE
Phone: +49 711 8923 2035
Email: incomings@hdm-stuttgart.de

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