

Course: Data Science for Management (B. Sc.)

Summer Semester 26

Course details:

- Module codes: 02-BWL/VWL:MSc-B11-1
- Lecturer: Prof. Dr. Nicolas Pröllochs (BWL XI)
- Course format: Lecture & exercise (6 CP)
- Term: Summer semester 26
- Language: German
- Grading: Final exam

Course description:

Prior to the start of the Information Age, companies were forced to collect data from non-automated sources manually. As a result, company decisions were frequently based on gut feeling and intuition. With the emergence of ubiquitous computing technology, company decisions nowadays rely strongly on data science methods and machine learning.

The course “Data Science for Management” provides an overview of the multi-disciplinary field of data science for management students. Topics include (but are not limited to) data collection, integration, management, modeling, analysis, visualization, prediction and data-driven decision making. The course includes practical sessions focusing on data analysis and programming in R.

The **main objectives of this course** are as follows:

- 1) **Understand the basic concepts and business relevance of data science and data-driven decision making**
- 2) Gain an overview of different **methods, algorithms** and **software tools** for data science applications
- 3) Understand the **pitfalls and myths** of data science

Stud.IP

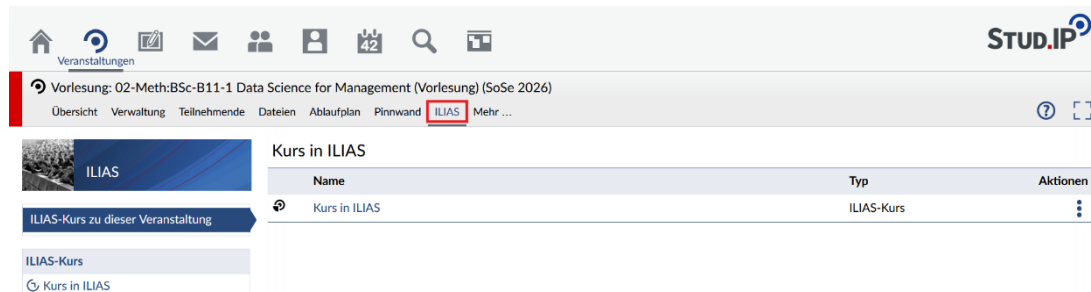
All relevant materials will be made available via Stud.IP (separate courses for lecture materials and exercise sessions):

Lecture: <https://studip.uni-giessen.de/dispatch.php/course/overview?cid=c79131e7b5600a0501d2741af8578fc3>

Exercise: <https://studip.uni-giessen.de/dispatch.php/course/overview?cid=0579b7ced8676e3c02db29e6ab2833d6>

Online teaching:

Some lectures will take place in the form of a pre-recorded e-lecture. Each e-lecture will be uploaded via ILIAS (to access the e-lectures, **click on tab “ILIAS” on Stud.IP; see screenshot below**).



Schedule (tentative)

The course includes both lectures and exercise sessions. The lecture sessions will be held **Tuesdays (4pm – 6pm)**. The exercise sessions will be held **Thursdays (4pm – 6pm)**.

- **Lectures (L)** will be held by Prof. Dr. Nicolas Pröllochs and Emma Demirel. The lectures will take place **either on-site** or in the form of an **e-lecture**. In the latter case, the lecture will be pre-recorded and uploaded via Ilias.
- **Exercise sessions (E)** will be held by Emma Demirel and take place **on-site**.

ID	DATE	LECTURER	ROOM / FORMAT
L1 (KICK-OFF)	14.04.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L2	21.04.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
L3	28.04.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
L4	05.05.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
E1	07.05.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L5	12.05.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
<i>HOLIDAY</i>	14.05.2026		
L6	19.05.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
--	21.05.2026		
L7	26.05.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
E2	28.05.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L8	02.06.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
<i>HOLIDAY</i>	04.06.2026		
--	09.06.2026		
E3	11.06.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L9	16.06.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
E4	18.06.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L10	23.06.2026 16:00 – 18:00	Emma Demirel	HS 5 a
--	25.06.2026		
L11	30.06.2026 16:00 – 18:00	Prof. Dr. Nicolas Pröllochs	E-Lecture (ILIAS)
E5	02.07.2026 16:00 – 18:00	Emma Demirel	HS 5 a
L12 (MOCK EXAM)	07.07.2026 16:00 – 18:00	Emma Demirel	HS 5 a
--	09.07.2026		
L13	14.07.2026 16:00 – 18:00	Emma Demirel	HS 5 a
--	16.07.2026		

Exam date (main exam): 29.07.2026