Business Forecasting & Business Analytics in Practice

02-VWL/BWL:BSc-V11-Extra1

Struktur: Vorlesung und Übung
Turnus: Wintersemester
Credits: 6 CP
Sprache: Englisch (Ausnahmefall) bzw. Deutsch (Regelfall)
Prüfungsform: Klausur (deutschsprachig)

Qualifikationsziele:
- Learn importance of data and data as an asset for data-driven use cases, especially business analytics and business forecasting
- Deep dive into the field of business forecasting
- Learn important qualitative and quantitative forecasting methods, how to measure performance and the role of the human being in forecasting
- Know and understand main concepts to bring a business analytics use case to life in practice, i.e. the business process, operating models and project management styles for business forecasting
- Importance of „Ethics in AI" and Experiments as well as some applications

Inhalte:
- Overview on concepts of AI and data, with focus on data as an asset and the data value chain for business analytics and forecasting
- Purpose and Applications of business forecasting
- Qualitative and quantitative methods of business forecasting
- Practical guidelines for business forecasting
- Operating models of data analytics hubs as well as project management types in data analytics
- First look in Ethics in AI and Experiments