

Elective Course 1 - Geographic Analytics (GA)

Kennnummer IMA 2.6	Workload 150 h	Credits 5 ECTS	Studien- semester 2. Sem.	Häufigkeit des Angebots SS/WS	Dauer (length) 1 Semester
1	Lehrveranstaltungen Seminaristischer Unterricht und Übungen: 4 SWS	Kontaktzeit 4 SWS / 72 h	Selbststudium 78 h	Sprache englisch	
2	Lernergebnisse (learning outcomes) / Kompetenzen (Competencies) Students learn: <ul style="list-style-type: none"> • Understanding how Geographic Analytics works • Applying GA for strategic decision making • Applying Geographic Visualization & Geographic Analytics on various problems in Supply Chain Management & related areas • How to set up GA solutions in practice 				
3	Inhalte / Contents In a world of big data, traditional business analytics reaches quickly its boundaries: Data is plentifully available, but the effort to pull, clean and to understand the data can be a painful, lengthy process. Furthermore, the results might fail the reality check. Geographic Analytics (GA) has been developed to address these issues; speeding up the time-to-insight by leveraging the visualization of data on maps and by shifting the analytics from myriads of data points to visuals on a geographic map. GA enables deriving geographic decision making more effectively, with deeper insight and with better alignment. Topics we cover <ul style="list-style-type: none"> ○ What is Geographic Analytics, how does it work ○ Existing Case Studies in Geographic Analytics ○ Geographic Analytics Methods & Mapping Types ○ Applying Geographic Analytics in real world problems ○ Experiences sharing 				
4	Lehrformen Seminaristischer Unterricht, Übungen; Selbstlernerfahrungen; Gruppenarbeiten Seminar-style lecture; excercises; self-guided learning; group work				
5	Teilnahmevoraussetzungen formale: keine empfohlene: Excel Skills				
6	Art der Prüfung Schriftlich – witten (homework excercises)				
7	Voraussetzungen für die Vergabe von Kreditpunkten bestandene Modulprüfung				
8	Stellenwert der Note für die Endnote: 5 / 90 (= 5,56 %)				