## Elective Course 1 - Geographic Analytics (GA)

<table>
<thead>
<tr>
<th>Kennnummer</th>
<th>Workload</th>
<th>Credits</th>
<th>Studiensemester</th>
<th>Häufigkeit des Angebots</th>
<th>Dauer (length)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMA 2.6</td>
<td>150 h</td>
<td>5 ECTS</td>
<td>2. Sem.</td>
<td>SS/WS</td>
<td>1 Semester</td>
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</tbody>
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### 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:
- 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
- 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
Seminar-style lecture; exercises; self-guided learning; group work

### 5 Teilnahmevoraussetzungen
formale: keine
empfohlene: Excel Skills

### 6 Art der Prüfung
Schriftlich – written (homework exercises)

### 7 Voraussetzungen für die Vergabe von Kreditpunkten
bestandene Modulprüfung

### 8 Stellenwert der Note für die Endnote: 5 / 90 (= 5,56 %)