Welcome Week @ HU Berlin
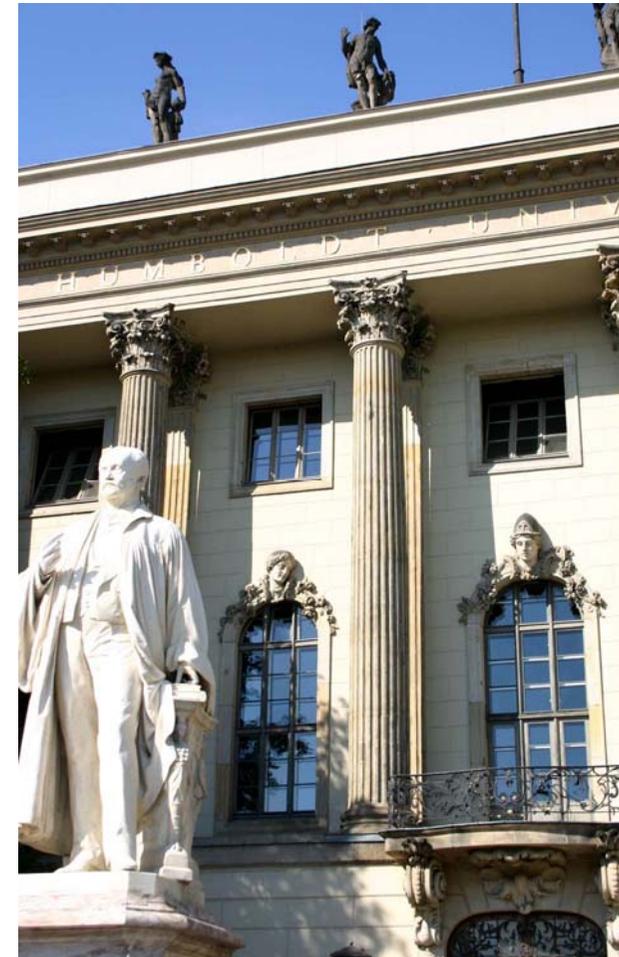
Introductory lecture for students enrolled in our MSc. Programs Business Administration, Economics and MEMS

Information Systems

[Wirtschaftsinformatik]

Prof. Dr. Stefan Lessmann

Team Information Systems

Prof. Dr. Stefan Lessmann
- Head of IS Group -

Research interests:
- Decision Analysis & Support
- Digital Transformation
- Data Science
- Marketing & Risk Analytics

stefan.lessmann@hu-berlin.de

Anna-Lena Bujarek
- Secretary -

Topics:
- Planning und Organization
- Teamkoordination
- Q&A Studies at the Chair of IS

bujarek@wiwi.hu-berlin.de

Annika Baumann
- Research Associate -

Research interests:
- Graph theory
- Social network analysis
- Analysis of customer behavior in E-Commerce

annika.baumann@wiwi.hu-berlin.de

PD Dr. Ben Fabian
- Research Associate -
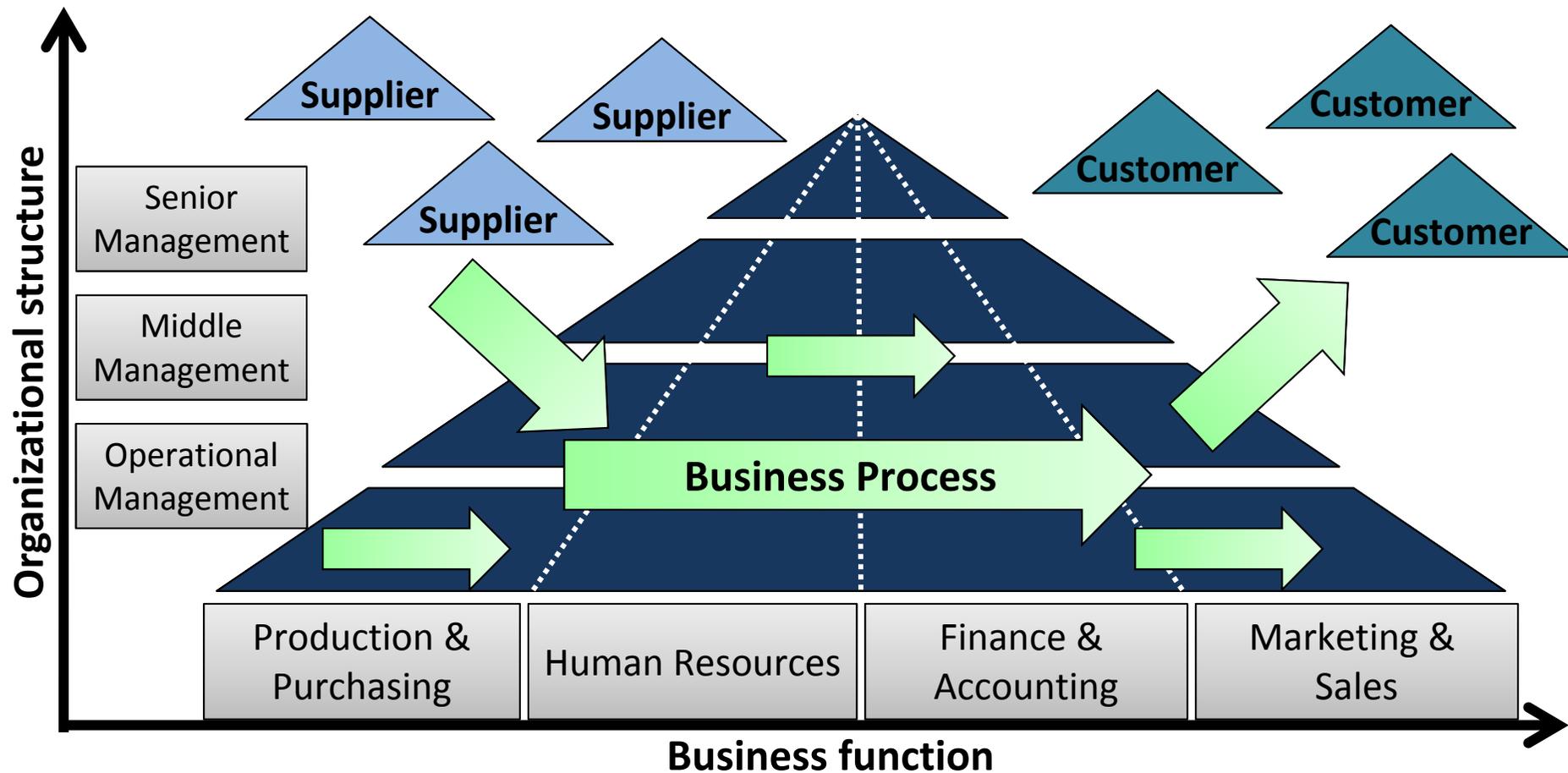
Research interests:
- Predictive Modeling
- Recommender Engines
- Text Analytics

johannes.haupt@cms.hu-berlin.de
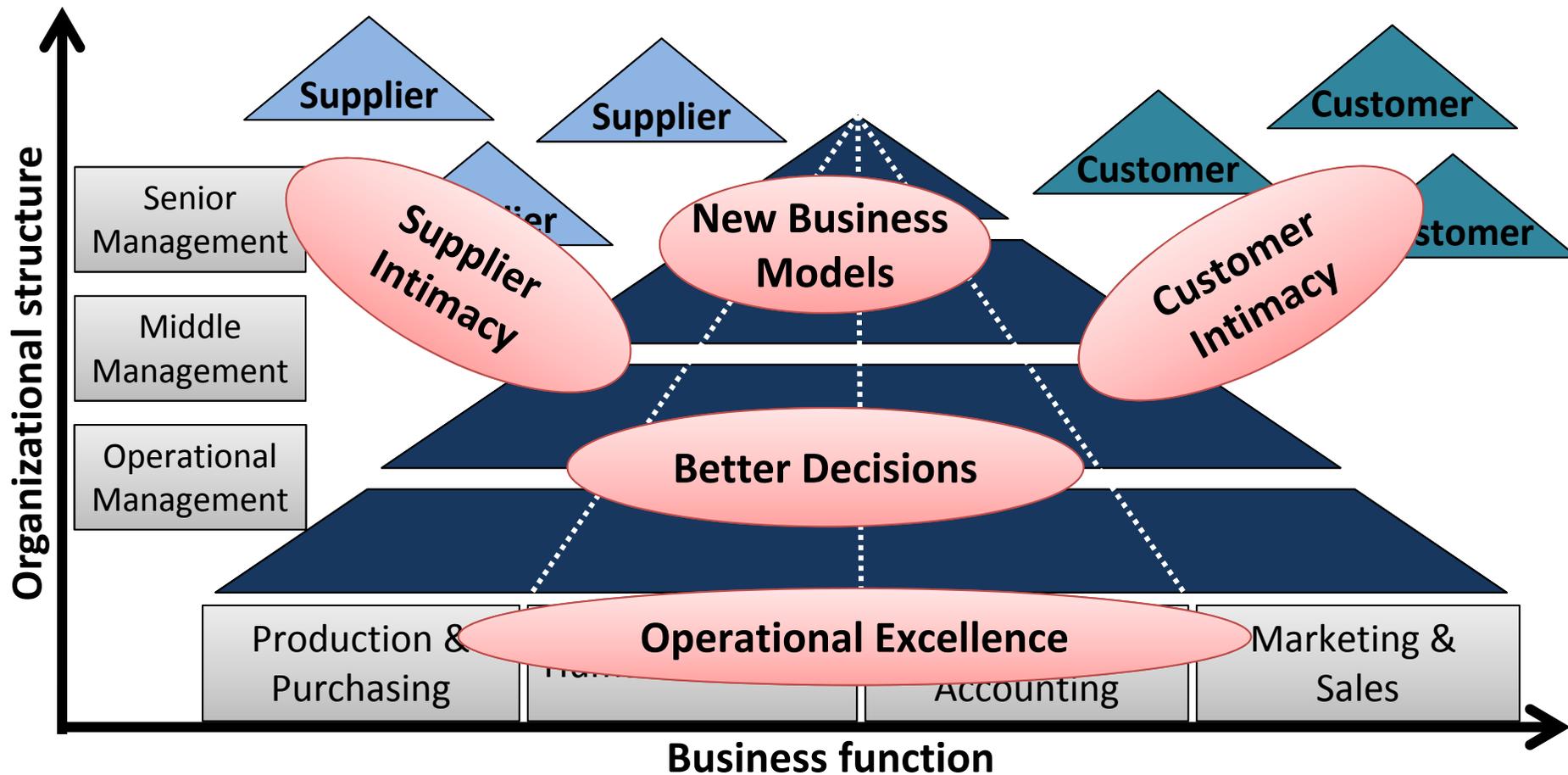
The Business Eco-System

Strategic IS Objectives

Holistic support of operations and managerial decision making

Scope of Information Systems Research

- **Analysis and Development of Information Systems**
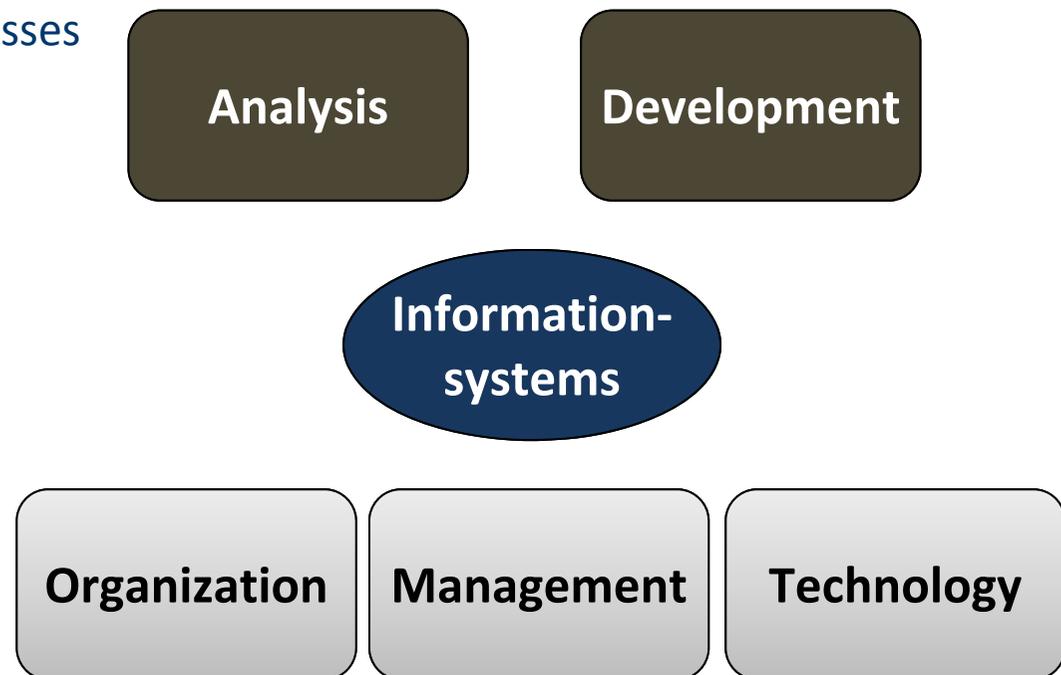
- **Organization**
  - ☐ Business applications and -processes
  - ☐ Governance
  - ☐ …

- **Management**
  - ☐ Decision Support
  - ☐ Collaboration & Coordination
  - ☐ IS / IT business value
    …

- **Technology**
  - ☐ Data management
  - ☐ IT-Infrastructure & Security
  - ☐ …

Analysis

Development

Information-systems

Organization **Management** **Technology**

Study Program

Chair of Information Systems

Business Analytics & Data Science

Lecture + Tutorial

Winter

Digital Marketing & Web Analytics

Lecture + Seminar/Tutorial

Summer

Seminar Information Systems

Research Seminar

Winter

Applied Predictive Analytics

Project Seminar

Summer

Business Analytics & Data Science

- **Lecture**
  - ☐ Foundations of big data analytics
  - ☐ Data science methods & algorithms
  - ☐ Focus sessions on business apps (marketing, credit risk, churn)
- **Tutorial**
  - ☐ Further elaborate lecture topics
  - ☐ R programming
  - ☐ Joint and independent work on exercises
- **Grading**
  - ☐ Practical Assignment: group work on real-life data science problem
  - ☐ Programming, documentation, written dissertation
- **Recommended for first semester**

Digital Marketing & Web Analytics

- **Lecture**
  - ☐ E-Business strategy, applications, and infrastructure
  - ☐ Internet marketing mix (search marketing, RTB, …)
  - ☐ Methods & algorithms for web data analysis (text, graphs, …)
- **Seminar/Tutorial**
  - ☐ Programming exercises (R, Phyton)
  - ☐ Group work on recent trends in digital business/marketing
  - ☐ Research presentation, case study, debate
- **Grading**
  - ☐ Written exam (90 min)
  - ☐ Successful completion of group work as prerequisite
- **Recommended for second semester**

Seminar Information Systems

- **Recent topics in the broad field of Information Systems**
  - Main thread (e.g., social media)
  - Alternative topics with distinct tasks/research questions
  - Group work (up to twelve groups of two students)
  - Allocation of topics by preference vote (and draw if needed)
- **Grading**
  - Oral presentation
  - Seminar thesis (i.e., research paper)
- **Recommended for third semester**

Applied Predictive Analytics

■ **Practice seminar**

    ☐ Real-life project work (planning, coordination, time pressure,...)

    ☐ Participate in data science challenge (Kaggle, **Data Mining Cup**)

    ☐ Post-project research

    ☐ Group work with max. 20 students

■ **Grading**

    ☐ Research paper

    ☐ Active participation in project work as prerequisite

■ **Recommended for second or fourth semester**

Welcome! And have a great time @ HU

Prof. Dr. Stefan Lessmann

Chair of Information Systems

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