

Welcome Week @ HU Berlin

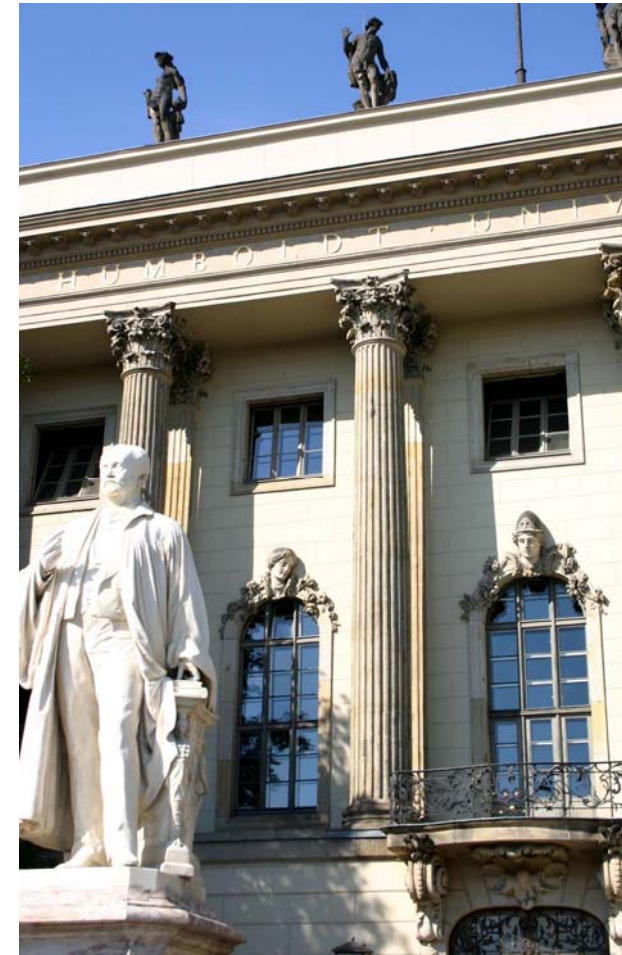


Information Systems [Wirtschaftsinformatik]

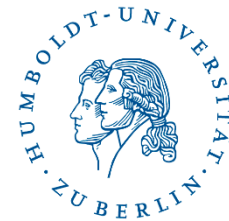


Prof. Dr. Stefan Lessmann

<http://bit.ly/hu-wi>



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 & social media

annika.baumann@wiwi.hu-berlin.de



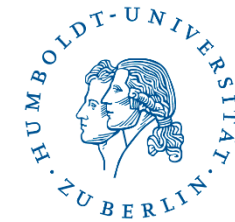
Johannes Haupt
- Research Associate -

Research interests:

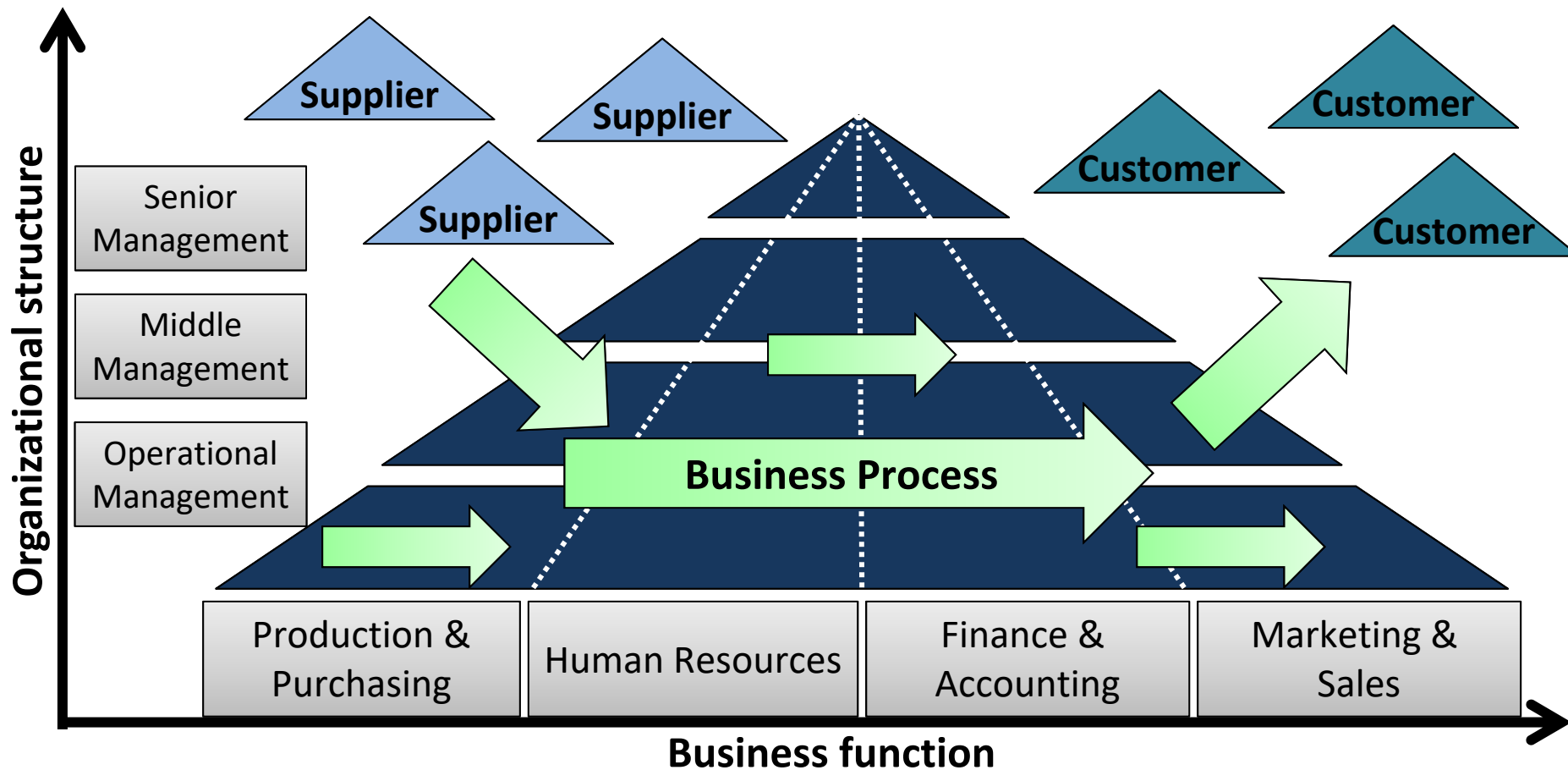
- Predictive Modeling
- Recommender Engines
- Deep Learning
- Text Analytics

johannes.haupt@cms.hu-berlin.de

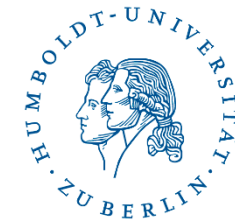
The Business Eco-System



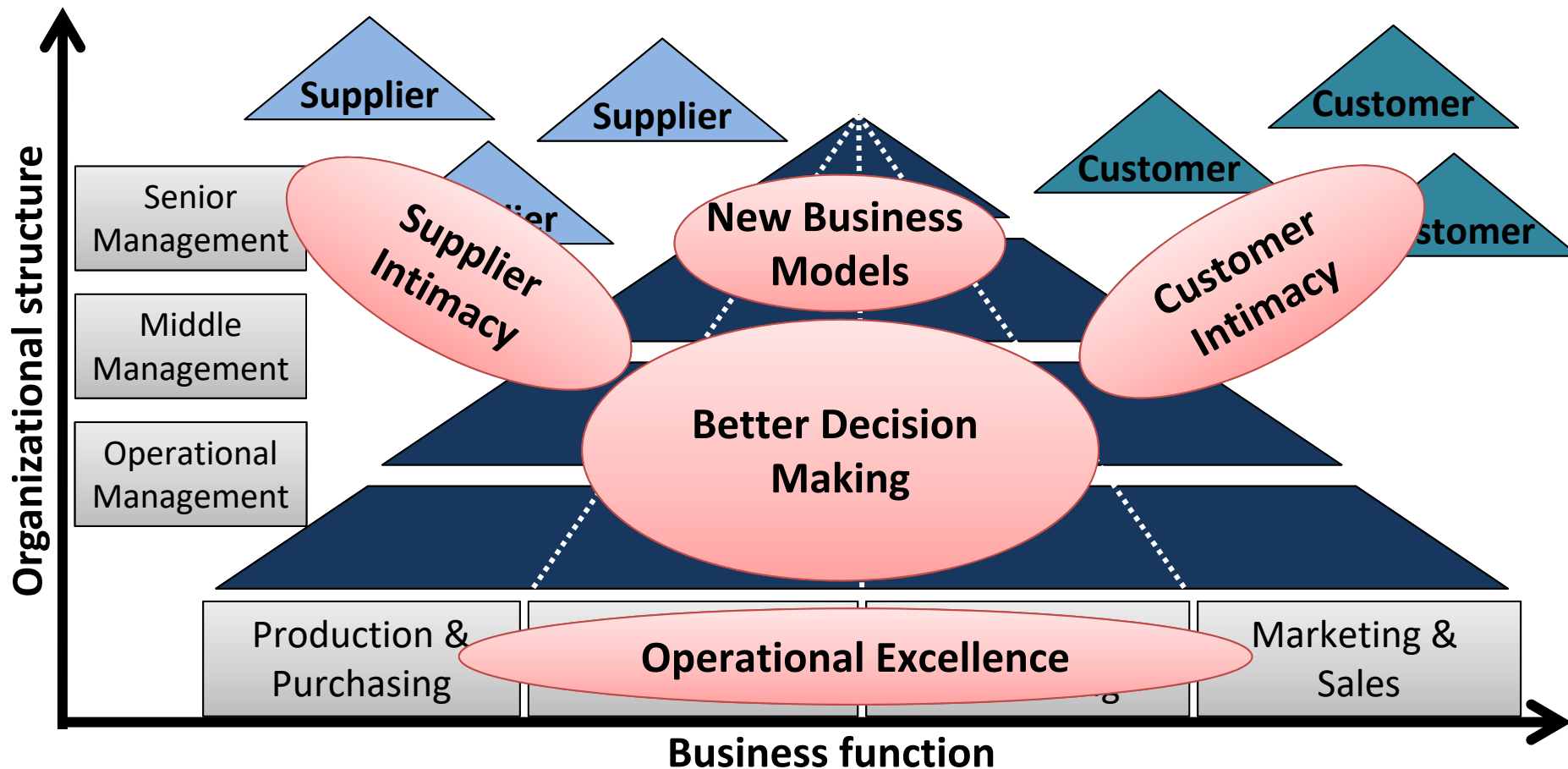
Hierarchies, business processes, networks, ...



Strategic IS Objectives



Holistic support of operations and managerial decision making



Scope of Information Systems Research

■ Analysis and Development of Information Systems

■ Organization

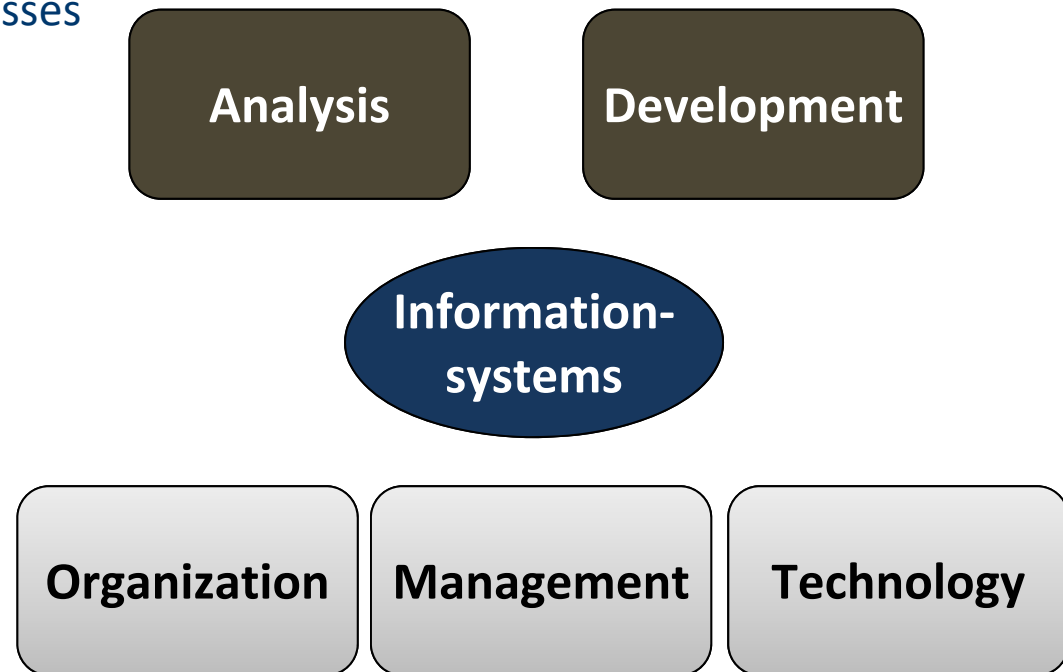
- Business applications and -processes
- Governance
- ...

■ Management

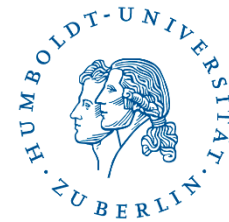
- Decision Support
- Collaboration & Coordination
- IS / IT business value
- ...

■ Technology

- Data management
- Business Analytics
- IT-Infrastructure & Security
- ...



Scope of Information Systems Research



■ Analysis and Development of Information Systems

■ Organization

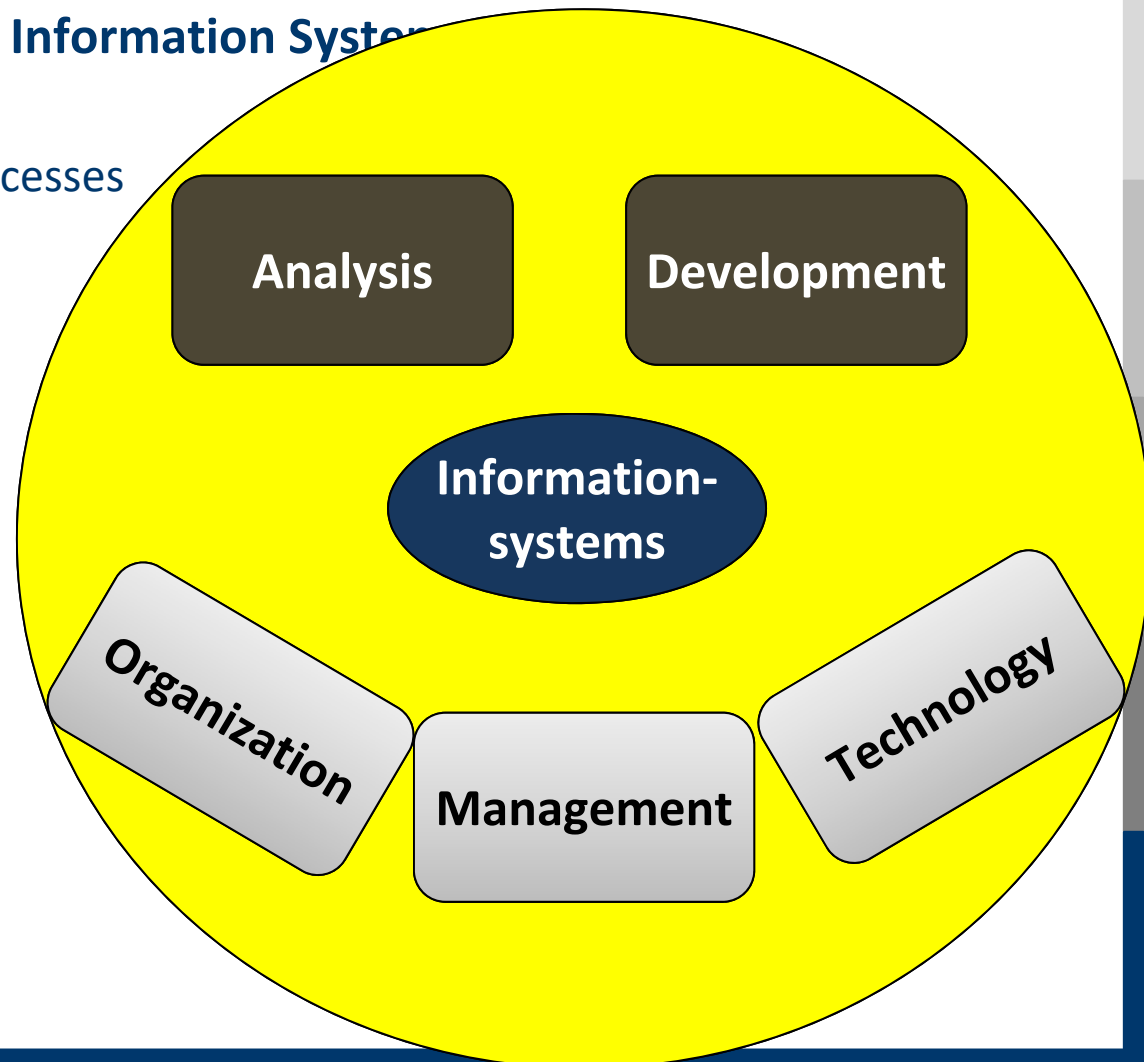
- Business applications and -processes
- Governance
- ...

■ Management

- Decision Support
- Collaboration & Coordination
- IS / IT business value
- ...

■ Technology

- Data management
- Business Analytics
- IT-Infrastructure & Security
- ...



Master Level Curriculum



Information Systems

**Business Analytics &
Data Science**

Lecture + Tutorial

Winter

**Digital Marketing &
Web Analytics**

Lecture + Tutorial

Summer

Seminar Information Systems

Research Seminar

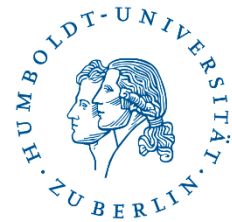
Winter

Applied Predictive Analytics

Project Seminar

Summer

Business Analytics & Data Science



■ Lecture (part of module general management)

- Foundations of big data analytics
- Data science methods & algorithms
- Focus sessions on business apps (marketing, credit risk, churn)

■ Tutorial

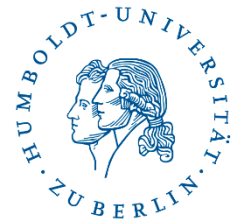
- Further elaborate lecture topics
- R programming
- Joint and independent work on exercises

■ Grading

- Practical Assignment: work on real-life data science problem
- Programming, documentation, research paper

■ 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, ...)

■ Tutorial

- Further elaborate lecture topics
- R programming
- Joint and independent work on exercises

■ 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 (groups of two | three students; max. 24 attendees)
- Allocation of topics by preference vote (and draw if needed)

■ Grading

- Working tasks of varying format (presentation, two-pager, blog)
- 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

Applied Predictive Analytics Success Stories



■ Practice sem

- Real-life p (time pressure,...)
- Participa (winning Cup)

□ Post-pr

□ Group

■ Grad

- Re
- Active part

■ Recommended sem (winter



Welcome! And have a great time @ HU



Prof. Dr. Stefan Lessmann

Chair of Information Systems

School of Business and Economics

Humboldt-University of Berlin

Spandauer Straße 1

D-10178 Berlin, Germany

Tel. +49.30.2093.5742

Fax. +49.30.2093.5741

stefan.lessmann@hu-berlin.de

<http://bit.ly/hu-wi>