

# Lecture Portfolio: Master

● WI only  
● WI-Ing. only

	ECTS	Term	Service Management	Service Analytics	Digital Service Systems in Industry	Data Science: Intelligent Adaptive and Learning Inf. Serv. Information Systems	Data Science: Data-Driven Information Systems	Service Design Thinking	Business & Service Engineering	Service Innovation, Design & Engineering	Information Systems: Analytical and Interactive Systems Management	Service Economics and Information Systems based Markets and Services	Information Systems: Internet and Transformation	Information Systems: Engineering Organizations	Cross-Functional Management Accounting	Designing Interactive Information Systems	Market Engineering	Angewandte strategische Entscheidungen	Experimentelle Wirtschaftsforschung	Data Science: Data-Driven User Modeling	Information Engineering	Energiewirtschaft & Energiemärkte	Entrepreneurship	eEnergy: Markets, Services and Systems	Electronic Markets	Finance 2	Finance 3	Marketing and Sales Management	Data Science: Evidence-based Marketing	Innovationsökonomik			
Information Services and Electronic Markets	Advanced Machine Learning	4,5	S																														
	Business Dynamics	4,5	W																														
	Intelligent Agents and Decision Theory	4,5	S																														
	Intelligent Agent Architectures	4,5	W																														
	Preismanagement	4,5	S																														
	Recommendersysteme	4,5	S																														
	Personalization and Services	4,5	W																														
	Introduction to Neural Networks and Genetic Algorithms	tba	S																														
Marketing & Sales	Marketing Analytics	4,5	W																														
	Market Research	4,5	S																														
	International Business Development and Sales	6	W																														
	Produkt and Innovation Management	3	S																														
	Digital Marketing and Sales in B2B	1,5	S																														
	Marketing Strategy: Planspiel	1,5	S																														
	Preisverhandlungen und Verkaufspräsentationen	1,5	W																														
	Pricing Excellence	1,5	S																														
Information Systems (ex. IS & Service Design)	Business Intelligence Systems	4,5	W																														
	Designing Interactive Systems	4,5	S																														
	Engineering Interactive Systems	4,5	W																														
	Seminarpraktikum: Digital Service Systems	4,5	*																														
	Seminarpraktikum: Information Systems und Service Design	4,5	*																														
	Seminarpraktikum: Data-Driven Information Systems	4,5	*																														
Digital Service Innovation	Artificial Intelligence in Service Systems	4,5	W																														
	Artificial Intelligence in Service Systems – Applications in Computer Vision	4,5	S																														
	Digital Services: Business Models and Transformation	4,5	W																														
	Service Design Thinking	9	W																														
	Service Innovation	4,5	S																														
	Practical Seminar: Service Innovation	4,5	*																														
Cognition and Consumer Behavior Lab	Introduction to Bayesian Statistics for Analyzing Data	3	S																														
	Current Directions in Consumer Psychology	3	W/S																														
	Judgment and Decision Making	4,5	W																														
	Psychologische Prozesse bei individuellen Entscheidungen	4,5	S																														
Information and Market Engineering	Business Data Analytics: Application and Tools	4,5	S																														
	Business Data Strategy	4,5	W																														
	eFinance: Informationssysteme für den Wertpapierhandel	4,5	W																														
	Energy Market Engineering	4,5	S																														
	Energy Networks and Regulation	4,5	W																														
	Experimentelle Wirtschaftsforschung	4,5	W																														
	Geschäftsmodelle im Internet: Planung und Umsetzung	4,5	S																														
	KD2Lab Forschungspraktikum	4,5	S																														
	Market Engineering: Information in Institutions	4,5	S																														
	Modeling and Analyzing Consumer Behavior with R	4,5	S																														
	Smart Grid Applications	4,5	W																														
	Spezialveranstaltung Wirtschaftsinformatik	4,5	**																														
	Seminarpraktikum: Advanced Analytics	4,5	*																														