



LUDWIG-  
MAXIMILIANS-  
UNIVERSITÄT  
MÜNCHEN

MUNICH INTERNATIONAL  
SUMMER UNIVERSITY



MUNICH **MISU**<sup>LMU</sup>  
INTERNATIONAL SUMMER  
UNIVERSITY

# Big Data Analytics and Business Intelligence (EBI)

Munich, Germany  
July 24 – August 11, 2023  
[www.ebi-misu.de](http://www.ebi-misu.de)



Online-Sessions July 24 – August 1  
In-class Sessions August 3 - 11



# Munich 2023

Sessions: July 24 – August 11

Session will take place at: will be announced



## Patronage

### **Prof. Dr. Thorsten Sellhorn**

Institute for Accounting, Auditing and Analysis  
Munich School of Management

## Lecturer



### **Dr. Andreas Woltschläger**

Professional expert and former Research Assistant  
Institute for Accounting, Auditing and Analysis  
at the Munich School of Management at LMU Munich



### **Dr. Gereon Hillert**

Professional expert and former Research Assistant  
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at the Munich School of Management at LMU Munich

## Live seminar sessions

As live online tool for the courses, we will use "Zoom":

<https://lmu-munich.zoom.us/>

It is not mandatory to create a LMU Zoom account. You will receive an invitation by email before the first session for participation in class and the Zoom Client is usable in you browser.

# Program

All times are stated in the CEST standard time format

Date	Time	Block	Content	Readings
Mon, 24.07.  ONLINE	10:00 – 14:00	<b>Introduction</b>	Introduction to big data analytics and business intelligence	
Tue, 25.07.  ONLINE	9:00 – 13:00	<b>Business intelligence and corporate finance</b>	M&A process and valuation framework  Data-driven financial analysis  Capital market parameters	
Wed, 26.07.  ONLINE	9:00 – 13:00	<b>Data Analytics I</b>	Accessing financial data	
Thu, 27.07.  ONLINE	<b>starting from 18:00</b>	<b>Team event</b>	Bavarian and international culture	
Fri, 28.07.  ONLINE	9:00 – 13:00	<b>Data Analytics II</b>	Data preparation in the context of financial due diligence	
Sat, 29.07.  ONLINE	9:00 – 13:00	<b>Business Intelligence I</b>	Data Modeling and exploration within Power BI - Basic	

Date	Time	Block	Content	Readings
Mon, 31.07.	<b>No class.</b>			
Tue, 01.08.  ONLINE	<b>9:00 – 13:00</b>	<b>Business Intelligence II</b>	Data modeling and exploration within Power BI - Detail	
Wed, 02.08.			Arrival in Munich	
Thu, 03.08.  IN-CLASS	<b>14:00 – 17:30</b>  <b>17:30</b>	<b>Data Visualization I:  MISU Welcome Event</b>	Visualization of capital market parameters	
Fri, 04.08.  IN-CLASS	<b>9:00 – 13:00</b>  <b>14:00– 16:00</b>  <b>18:00</b>	<b>Data Visualization II:  Sightseeing Trip by Bus  Team event</b>	Dashboarding within Power BI   Bavarian culture	
Sat, 05.08.			<b>No class. Time to prepare student presentations.</b>	
Sun, 06.08.	<b>08:00</b>		Day trip Bavarian Castles	

Date	Time	Block	Content	Readings
Mon, 07.08.  IN-CLASS	9:00 – 13:00	<b>Data Visualization II:</b>	Selected topics in financial data analytics	
Tue, 08.08.  IN-CLASS	9:00 – 13:00	<b>Presentations</b>	Student presentations of different topics	
Wed, 09.08.			<b>No class. Time to prepare exam.</b>	
Thu, 10.08.			<b>No class. Time to prepare exam.</b>	
Fr, 11.08.  IN-CLASS	11:30 – 12:30  13:00	<b>Exam</b>  <b>Farewell Event</b>		
Sat, 12.08.	<b>No class</b>  <b>Departure</b>			

**Note that the agenda is preliminary and may be subject to change.**

### References:

This course drawn on: Berk, De Marzo., Corporate finance. Pearson

Lundholm/Sloan, Equity Valuation and Analysis (with eVal), 3rd edition, Boston et al.: McGraw-Hill/Irwin 2013, ISBN: 978-0073526898, OPAC signature: 0050/QK 620 L962 (3) [

Education, 2019. Penman, Accounting for Value, Columbia Business Press 2011.