



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

MUNICH INTERNATIONAL
SUMMER UNIVERSITY



MUNICH **MISU**^{LMU}
INTERNATIONAL SUMMER
UNIVERSITY

Big Data Analytics and Business Intelligence (EBI)

Munich, Germany
July 22 – August 9, 2024
www.ebi-misu.de



Online-Sessions July 22 – July 27
In-class Sessions July 29 – August 9

Tentative Schedule



Munich 2024

Sessions: July 22 – August 9



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
Institute for Accounting, Auditing and Analysis
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.

Classroom in Munich

Tba

Program

All times are stated in the CEST standard time format

Date	Time	Block	Content	Readings
Mon, 22.07. ONLINE	10:00 – 14:00	Introduction	Introduction to big data analytics and business intelligence	
Tue, 23.07. ONLINE	9:00 – 13:00	Business intelligence and corporate finance	M&A process and valuation framework Data-driven financial analysis Capital market parameters	
Wed, 24.07.	No class			
Thu, 25.07. ONLINE	9:00 – 13:00 starting from 19:00	Data Analytics I Team event	Accessing financial data Bavarian and international culture	
Fri, 26.07. ONLINE	9:00 – 13:00 14:00 – 18:30	Data Analytics II Business Intelligence I	Data preparation in the context of financial due diligence Data Modeling and exploration within Power BI - Basic	
Sa, 27.07. ONLINE	9:00 – 13:00	Business Intelligence II	Data modeling and exploration within Power BI - Detail	

Date	Time	Block	Content	Readings
Mon, 29.07.			Arrival in Munich	
Tue, 30.07. IN-CLASS	14:00 – 17:30	Data Visualization I:	Visualization of capital market parameters	
Wed, 30.07.	No class.			
Thu, 01.08. IN-CLASS	14:00 – 17:30 17:30	Data Visualization II: MISU Welcome Event	Dashboarding within Power BI	
Fri, 02.08. IN-CLASS	9:00 – 13:00 14:00– 16:00 Starting 18:30	Data Visualization III: Sightseeing Trip by Bus Team event	Selected topics in financial data analytics Bavarian culture	
Sat, 03.08.	No class.			
Sun, 04.08.			No class. Time to prepare student presentations.	

Date	Time	Block	Content	Readings
Mon, 05.08. IN-CLASS	9:00 – 13:00	Presentations	Student presentations of different topics	
Tue, 06.08.			No class. Time to prepare exam.	
Wed, 07.08.			No class. Time to prepare exam.	
Thu, 08.08.	11:30 – 12:30 13:00	Exam Farewell Event		
Fr, 09.08.	No class			
Sat, 10.08.	No class Departure			

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.