

Collaboration project “Data Analytics in Finance and Marketing” between HWR Berlin (Berlin School of Economics and Law) and University of Belgrade

The project

This COIL project is being carried out as part of the DAAD-funded, university-wide project "COIL4all @ HWR Berlin". The term COIL stands for "Collaborative Online International Learning" and includes teaching formats in which students from different international partner universities work together on an issue in an online teaching/learning phase.

Thanks to financial support from the DAAD (German Academic Exchange Service), the HWR Berlin is able to support projects in "COIL4all" through reciprocal visits by the partners for a kick-off and final event, where students can come together in person as well as virtually.

Content of the project

In the project: "Data Analytics in Finance and Marketing", in cooperation between HWR Berlin and the University of Belgrade, students learn and test general data analytics methods, pattern recognition and modern statistical methods from the field of machine learning.

It is planned that a group of students from Serbia will come to the HWR Berlin at the end of October 2024, and the return visit of the HWR students to Belgrade is planned for January 2025.

Lectures on topics such as

- Fundamentals of Constrained Optimization in Business
- Fundamentals of Linear Regression
- Visualization of Data
- Fundamentals of Polynomial, Logistics, Nominal, and Ordinal Regression
- Structural equation modelling: Introduction and Applications
- How ChatGPT works
- Segmentation Analysis

Data from the following areas, among others

- Finance
- Marketing

Contact for enquiries

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For questions regarding the teaching content, please contact Prof Dr Frank Brand.

* For students who cannot afford to pay the travelling expenses in advance we shall find individual hardship regulations.