

# Digitalization and Applied Data Science

Bachelor Minor (30 ECTS)

Faculty of Business, Economics,  
and Social Sciences

April 25, 2024



# Goals of Minor in Digitalization and Applied Data Science

## Goal 1: Digital awareness



Understand the digital transformation of businesses, economies, and societies

## Goal 2: Data proficiency



Learn to collect, organize, visualize and analyze data

## **Target audience:**

- Tailored to students enrolled in a WISO bachelor program, but open to all
- Intended for students with a keen interest in digitalization and technical aspects such as programming

## **Prerequisites:**

- Prior completion of an introductory statistics course is highly recommended
- Recommended start of program in 3rd semester (after the introductory year)

## Mandatory courses

- Five courses worth 18 ECTS
- Language: English
- Recommended completion in semesters 1–3 of study program

## Elective courses

- Select 12 ECTS worth of courses from a list of electives (published online)
- Elective courses are offered by three departments (BWL, VWL, SOWI)
- Language: English and German
- Recommended completion in semesters 3–4 of study program

## Fall semester



Programming I



Digitalization of societies

## Spring semester



Programming II



Data management

## Fall semester



Data visualization and  
machine learning

Registration is open

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For detailed information, please visit the program website:



`https://www.wiso.unibe.ch/studium/studienprogramme/  
bachelor\_minorstudienprogramm\_digitalization\_and\_  
applied\_data\_science`