

Course form to fill in (2022-2023)

Course title:

Big Data for Business

Staff responsible for the course:

Lecturers:

Joanna Krywalski Santiago

1) COURSE PRESENTATION

Aims:

This course provides an overview of the various approaches and practices in big data analysis and offers an understanding of how these tools can be integrated to inform strategic direction.

Through relevant and applied examples, this course provides students the opportunity to interpret, evaluate, and integrate big data in business decisions.

At the end of the course, the student should be able to:

- Understand the fundamentals and process for data analytics and their applications.
- Gain hands-on, working knowledge of a step-by-step approach to planning, collecting, analyzing, and reporting data.
- Understand how to clean and organize data for analysis.
- Learn to evaluate and choose appropriate web analytics tools and techniques.
- Become confident in using digital and web analytics skills.

Prerequisites:

Basic IT skills (word, excel, power point). The basic knowledge of concepts related to business management or digital marketing are welcomed but not necessary.

Course contents:

1. The evolution and changing role of Big Data.
2. Data integration.
3. The digital analytics ecosystem and the principal market players.
4. Web analytics and web intelligence.
5. Understanding and working with third-party data.
6. Introduction to social media analytics.
7. Aligning Big Data with business strategy.

2) WORKING LOAD

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	Students will get assignments throughout the course duration.
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	6	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	6	Final small group-project will focus on practical case of big data analytics.
- <i>Individual Projects</i>		
- <i>Personal work</i>		
Total working time for the student	28	

3) EDUCATIONAL METHODS

- X Coaching
- X Case Study
- X E-Learning and/or Self-learning
- X Interactive courses
- X Presentations
- X Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Written examination and groupwork: based on a given example analyze core metrics, integration systems, data providers and benchmarks associated with effective big data analytics.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			10%
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			40%
<u>Others</u>	Case study			
	Group Project			50%
	Individual Project			
	Written assignment			
	Exercises			
Total				100%

5) RECOMMENDED READING

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
Sponder, M., & Khan, G. F. (2017). Digital analytics for marketing. Routledge.
Wheeler, S. R. (2015). Architecting Experience: A Marketing Science and Digital Analytics Handbook (Vol. 1). World Scientifi.

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL