



UNIwersytet GDAŃSKI



<b>Title</b> Business outcomes of big data analysis					<b>Code:</b> 11.3.0661
<b>ECTS points:</b> 2	<b>Hours:</b> 15	<b>Year:</b> 2021/22	<b>Semester:</b> Winter	<b>Status:</b> Elective	<b>Language:</b> English
<b>Lecturer:</b> Jacek Maślankowski, PhD <b>Email:</b> jacek.maslankowski@ug.edu.pl					
<b>Course description:</b> <ol style="list-style-type: none"><li>1. Overview of Big Data Analytics (goals, methods, types of analysis, classifications)</li><li>2. Types of data in Big Data Analytics (machine generated data, human generated data, business mediated data)</li><li>3. Internet Marketing – finding value in data and the quality of Big Data (hyperdimensions and attributes)</li><li>4. Data Mining, Text Mining, Web Mining and Machine Learning Tools</li><li>5. Big Data ecosystem (tools and software for analysis)</li><li>6. Practical aspects of Big Data implementation - MapReduce algorithms, regular expressions</li><li>7. Case studies</li></ol>					
<b>Reading list:</b>  Mandatory:  Mayer-Schonberger, V., Cukier, K., (2013) Big Data: A Revolution That Will Transform How We Live, Work, and Think, Eamon Dolan/Houghton Mifflin Harcourt  Additional:  Glass, R., Callahan, S., (2015) The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits, John Wiley & Sons  Documentation of Python, <a href="http://python.org">http://python.org</a>  Documentation of Apache Hadoop: <a href="http://hadoop.apache.org">http://hadoop.apache.org</a>					
<b>Grading:</b> The final grades are based on the score according the University terms of study: 50% or less - 2,0 (fail) >50% - 3,0 (pass) >60% - 3,5 (pass +) >70% - 4,0 (good) >80% - 4,5 (good+) >90% - 5,0 (very good)					
<b>Prerequisites:</b> There are no pre-requisites for this course					