

Title				Code:
Business outcomes of big data analysis				11.3.0661
ECTS points:	Hours:	Semester:	Status:	Language:
2	15	Winter	Elective	English
Lecturer: Jacek Maślankowski, PhD Email: jacek.maslankowski@ug.edu.pl				
Course description:				
1. Overview of Big Data Analytics (goals, methods, types of analysis, classifications) 2. Types of data in Big Data Analytics (machine generated data, human generated data, business mediated data) 3. Internet Marketing – finding value in data and the quality of Big Data (hyperdimensions and attributes) 4. Data Mining, Text Mining, Web Mining and Machine Learning Tools 5. Big Data ecosystem (tools and software for analysis) 6. Practical aspects of Big Data implementation - MapReduce algorithms, regular expressions 7. Case studies				
Reading list:				
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, http://python.org Documentation of Apache Hadoop: http://hadoop.apache.org				
Grading:				
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)				
Prerequisites:				
There are no pre-requisites for this course				