

Academic Year: (2022 / 2023)

Review date: 21-03-2022

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: GOMEZ BERBIS, JUAN MIGUEL

Type: Electives ECTS Credits : 3.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to Advanced Big Data Analysis
 - 1.1. Startups and Big Data
 - 1.2. Business Analytics
2. eBusiness / Market Trends
 - 2.1. E-commerce and Big Data.
 - 2.2. Marketing and Trends
 - 2.3. Growth Hacking
3. Supply Chain Management
 - 3.1. Supply Chain Operations
 - 3.2. Production
4. ERP and CRM
 - 4.1. Enterprise Resource Planning
 - 4.2. Customer Tracking
 - 4.3. Startups and Customers
5. Applications of Advanced Big Data Analysis.
 - 5.1. Fintech
 - 5.2. Internet of Things (IoT)
 - 5.3. Blockchain

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40