Advanced Big Data Analysis

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 (assigments, laboratory, practicals…):	40