

Academic Year: ( 2023 / 2024 )

Review date: 07-06-2023

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

**ASSESSMENT SYSTEM**

SE1. FINAL EXAM. In which the knowledge, skills and abilities acquired throughout the course will be assessed globally.

SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performance in debates, class presentations, exercises, practices and work in workshops throughout the course will be valued.

Extraordinary call:

Students who do not pass the subject in the ordinary call will have an extraordinary call to pass:

1. If the student followed the continuous evaluation: the qualification will be the one established in the subject program for the ordinary call. However, you will have the right to be qualified only with the grade obtained in the final exam if this is more favourable.

2. If the student did not follow the continuous evaluation: the grade will be the one obtained in the final exam.

However, the teacher may authorize the delivery of the continuous assessment exercises in the extraordinary call, evaluating in such a case in the same way as in the ordinary call.

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