Course Description – Curriculum 2018

Subject: OM422 Big Data and Business Analytics

Credits: 3

Prerequisite: OM311

Description: Study of the nature of big data and business analytics, and a practical toolkit on how to perform big data analysis. The aim is to discover different ways to generate business value from big data sets for the purpose of increasing competitiveness in the business context, applying an analytical process that covers all activities from problem formulation to business outcomes. Topics include conceptual framework for business and Big Data analytics, value generation from new technologies, methods and tools for visual analytics, text analytics and predictive analytics, as well as project on the business data set.