Course program and reading list

Semester 1 Year 2023

School:  Arison School of Business MBA

Big Data Annual Seminar

Lecturer:

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Teaching Assistant:

Dr. Gail Gilboa Freedman  gail.gilboa@runi.ac.il

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<td>Lecture</td>
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Course Requirements : Final Paper

Group Code : 202709230

Language: English

Course Description

The course is based on a series of lectures given by leading managers in the field of Big Data and AI.

Course Goals

Getting familiar with a variety of data-driven business applications.

Expanding your network with managers in the industry.

Learning how to "think data" for the purpose of better decisions on business actions.
Grading

Submit at least 5 reports.

The report must include the following 5 parts:

- **Title**
  (1 clear sentence)

- **Abstract**
  (2-3 sentences) quickly stating the major points within the report

- **Useful terminology**
  (3-5 key terms)

- **Body**
  (300-500 words)
  Description of a data project, inspired by the lecture. The description must follow the CRISP-DM standard, including the following parts:
  - ◦ Business understanding
    ◦ Data Preparation
    ◦ Modeling
    ◦ Evaluation
    ◦ Deployment

- **Bibliography**
  (At least 5) references that are cited in the report
  Journal article/professional post/book chapter/ video/news/ex

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Learning Outcomes

At the end of this course, you will have experience in writing an effective report to describe business opportunities for a data project.

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Lecturer Office Hours

By appointment

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Teaching Assistant
Reading List

This course covers a variety of topics: Finance; Product Management; Real-time analytics; Electrical Engineering; Cyber; Entrepreneurship; ML; AI

For each session in the seminar, you will identify at least 5 relevant references to be cited in the report.