



Course program and reading list

Semester 1 Year 2023

School: Arison School of Business MBA

Big Data Annual Seminar

Lecturer:

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

Teaching Assistant:

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

Course No.:	Course Type :	Weekly Hours :	Credit:
25119	Lecture	4	2

Course Requirements :	Group Code :	Language:
Final Paper	202709230	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



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.



Lecturer Office Hours

By appointment



Teaching Assistant

Gail Gilboa Freedman

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.