

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Business Data and Technology - MBA - 55889*

*Last update 10-10-2021*

*HU Credits: 3*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 1st and/or 2nd Semester*

*Teaching Languages: English and Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Liad Blumrosen*

*Coordinator Email: [blumrosen@huji.ac.il](mailto:blumrosen@huji.ac.il)*

*Coordinator Office Hours:*

*Teaching Staff:*

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Dr. Jonathan Zouari,  
Dr. Liad Blumrosen,  
Ms. Inbar Kinarty

Course/Module description:

*This course aims to enhance students' thinking about technology (specifically: information technology) and its inter-relations with individuals, organizations, industries, markets, and society. The course will expose students to several advanced technologies (see under: Course/Module Content) and current debates, and equip them with analytical tools and skills to help them prepare to be better leaders in a rapidly changing world.*

Course/Module aims:

- 1. To expand students' thinking about technology (and specifically: information technology) and its inter-relations with individuals, organizations, industries, markets, and society.*
- 2. To introduce students to prominent cutting-edge technologies that are currently shaping our business and society.*
- 3. To develop students' ability to analyze complex business scenarios involving advanced technology.*

Learning outcomes - On successful completion of this module, students should be able to:

- 1. Understand various theoretical conceptualizations, paradigms and perspectives relating to technology*
- 2. Describe some of the most prominent, fundamental and advanced technologies and technology trends that are changing the world today: how they evolved, what the state-of-the-art is. Explain and analyze some current barriers / concerns / debates.*
- 3. Apply critical thinking and analytical frameworks to evaluate how new technologies will be adopted into, interact with, and affect, existing sociotechnical settings and business.*

Attendance requirements(%):

80

*Teaching arrangement and method of instruction: Lectures and class discussions, mixing theoretical foundations with real-world examples. Homework assignments designed to develop analytical skills.*

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### Course/Module Content:

Topics may vary slightly between groups/semesters. Example topics taught in recent years include:

Internet, Web, Cloud computing, Online Social Networks, Electronic Commerce and Advertisement, Digital Currencies, Introduction to Artificial Intelligence and Machine Learning (supervised, unsupervised learning), Autonomous cars, Robotics, Collective Intelligence, Introduction to management of technology projects, reading & writing technology market analysis reports.

For the current list, see the detailed syllabus on Moodle.

### Required Reading:

*Internet Technologies and Information Services - Joseph B. Miller*

- *New Perspectives on the Internet - Gary P. Schneider, Jessica Evans*
- *Web 2.0 and Beyond: Understanding the New Online Business Models, Trends, and Technologies - Tom Funk*
- *Mining the Social Web - Mathew A. Russell*
- *Programming the Semantic Web - Toby Segaran, Colin Evans, Jamie Taylor*
- *The Social Media Bible - Lon Safko*
- *Networks, Crowds, and Markets: Reasoning About a Highly - Connected World*  
*By David Easley and Jon Kleinberg*
- *Statistical Learning By Gareth James , Daniela Witten, et al*

### Additional Reading Material:

Additional reading materials will be listed in the detailed syllabus on Moodle

### Course/Module evaluation:

End of year written/oral examination 50 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 0 %

Assignments 43 %

Reports 0 %

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*Research project 0 %  
Quizzes 0 %  
Other 7 %  
participation*

*Additional information:*

*Final grade calculation may change, details will be given in the first class of the semester and in the course's web page.*