האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

The Hebrew University of Jerusalem

Syllabus

Project in Big Data Analytics - 55910

Last update 22-09-2024

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Lev Muchnik

Coordinator Email: lev.muchnik@mail.huji.ac.il

Coordinator Office Hours: TUESDAY 14:00-15:00

Teaching Staff:

Prof Lev Muchnik,
Dr. Ekaterina Yazhemsky

Course/Module description:
Student teams of five will choose a company from a list presented in the first class of the semester) in order to solve a challenging problem using an analytics approach. The team will be required to frame a problem together with the company, select a methodology to solve the question, collect relevant data, develop a model and test the validity of the results. Finally, the student teams will present their solutions to the company and in class.

Course/Module aims:
1. Gain practical experience in taking a business problem and solution through the complete analytics decision process.
2. Work on a real business problem, of critical importance to the company serving as sponsor.
3. Demonstrate skills in organization, teamwork, communication, and presentation.

Learning outcomes - On successful completion of this module, students should be able to:
At the end of the course students should be able to formulate a decision problem as a mathematical or statistical model, solve by using an appropriate software and present their results convincingly to their colleagues.

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: Meetings and discussions in class and with the company

Course/Module Content:
Mathematical modeling, solution algorithm development, programming, analyzing results, writing up case, presenting outcome

Required Reading:
Powell, S.J. and Batt, R.J., 2011. Modeling for insight: a master class for business analysts. John Wiley & Sons.

Provost, F. and Fawcett, T., 2013. Data Science for Business: What you need to know about data mining and data-analytic thinking. O'Reilly Media, Inc.

Additional Reading Material:

Grading Scheme:
Essay / Project / Final Assignment / Home Exam / Referat 40 %
Presentation / Poster Presentation / Lecture 25 %
Attendance / Participation in Field Excursion 15 %
Other 20 %

Additional information: