

## Course descriptor

Title of the course	<b>Information Management and Organizational Analysis</b>		
Title of the Academic Programme	BA “Sociology and Social Informatics”		
Type of the course	Elective		
Prerequisites	Information systems. First course in programming and/or data analysis is recommended		
ECTS workload	6		
Total indicative study hours	Directed Study	Self-directed study	Total
	70	158	228
Course Overview	<p>For decades, organizations have been using internal structured and unstructured data for operations and processes control. Today, the emergence of big data generated by two main sources: transaction data and social media, changes considerably customer-employees relationship. Big data analytics provides deeper insights for decision making at almost all organizational levels; marketing and operations management being notable examples. Based on the analysis of these data, descriptive, predicative and prescriptive models can be formulated. The purpose of this course is to introduce students who are familiar with the basics of data analysis with the concepts of information management and business analytics in the context of organizational analysis.</p>		
Intended Learning Outcomes (ILO)	<p>Understand the current trends in organizational theory            Understand the principles of big data analytics            Be able to design and develop exploratory projects, based on relevant theory.            Demonstrate analytical skills the ability to gain information from online sources.            Demonstrate ability to communicate with different stakeholders on all stages of the project.</p>		
Indicative Course Content	<p>This course focuses on the case of Big Data application for optimization of organizational operations and processes, machine learning and natural language processing(NLP), customization of client-related approach, based on opinion and preference mining.</p>		
Teaching and Learning Methods	<p>Teaching and learning methods include lectures, tutorials, seminars, case studies, group work, home assignments. The written examination (120-minute test (exam consists of multiple-choice test (30 questions) and from the analysis of an argument).</p>		

<p>Indicative Assessment Methods and Strategy</p>	<p>Seminar Participation, including contributing to group course notes (40% of the final grade) Literature Review and Presentation (20% of the final grade) Empirical Study Essay and Presentation (40% of the final grade) Missed seminars are compensated by increased participation in the group course notes or make up essay on the topic of the seminar.</p>
<p>Readings / Indicative Learning Resources</p>	<p><u>Mandatory</u> F. Provost T. Fawcett, Data Science for Business, O'Reilly Media, 2013 <u>Optional</u> B. Franks, The Analytics Revolution, Wiley, 2014 J. R. Galbraith, Designing Organizations: Strategy, Structure and Process, Jossey-Bass, 2014 M. Grigsby, Advanced Customer Analytics, KoganPage, 2016 MOOC Customer Analytics (<a href="https://www.coursera.org/learn/wharton-customer-analytics">https://www.coursera.org/learn/wharton-customer-analytics</a>)</p>
<p>Course Instructor</p>	