Table 5.2. Course specification

Study program : Advanced Data Analytics in Business

Course title: Designing communication of results

Teachers: Aleksandar Kupusinac, Luca Gnan

Status of the course: Elective

Number of ECTS: 7

Condition: None

Goal of the course

The goal of the course it to teach students to set of techniques and tools for extraction and transformation or raw data into meaningful and useful information for business analytics. Also, the goal is to develop ethical competences related to data collection, storing, dissemination and analysis.

Learning outcome

Students know to implement tools for extraction and transformation of raw data and to identify and evaluate ethical impact in data driven organisation. Students know to implement techniques for protection of privacy, ethical distribution of data and minimise negative consequences in data driven organisation.

Content of the course

1. *Theoretical part*
2. *Definition of business intelligence*
3. *Modelling*
4. *Data reservation*
5. *Big data*
6. *Data description and visualisation*
7. *Techniques of data visualisation*
8. *Decision systems*
9. *Overview of ethical questions in the data based organization*
10. *Development of equality framework*
11. *Data ethics techniques*
12. *Discrimination and algorithms*
13. *Privacy and monitoring*
14. *Security*
15. *Data protection methods*

Practical part

Case studies, work in computer lab.

Literature

1. Bentley, D.(2017). Business Inteligence and Analytics. Library press, New York, USA.
2. Grossmann, W., & Rinderle-Ma, S. (2015). Fundamentals of Business Intelligence. Data-Centric Systems and Applications.Springer, Berlin.
3. Richterich, A.(2018). The Big Data Agenda - Data Ethics and Critical Data Studies. University of Westminster, London, UK.
4. Muntean, M.(2012). Theory and Practice of Business Reporting. Munich Personal RePEc Archive, Paper No. 41359.
5. Withee, K.(2010). Microsoft Business Intelligence for Dummies.Wiley Publishing, Indianapolis, USA.

Number of hours of active teaching	**Theoretical teaching: 2**	**Practical teaching: 2**

Teaching methods

All lectures are conducted in computer lab.

Assessment (maximum number of points 100)

Pre-exam obligations	Points	**Final exam**	Points
Activities during semester	**5**	Written exam	**15**
Practical part	**5**	Oral exam	**15**
Colloquiums (2 times 20)	**40**	.....	
Seminar paper	**20**		