

40. BIG DATA ANALYTICS AND TECHNOLOGIES FOR MANAGEMENTⁱ

Level I

Department of Economics and Management (DISEI)

Course coordinator

Cristiano Ciappei

STUDY PLAN

Subject	Academic Discipline	Credits
MANAGEMENT AND MARKETING:		18
Industry Management 4.0	SECS-P/08	3
Marketing	SECS-P/08	3
Corporate finance	SECS-P/09	3
Market research	SECS-P/08	3
Strategy and business plan	SECS-P/08	3
Business intelligence	SECS-P/08	3
DATABASES, MODELS, AND DECISION-SUPPORT SYSTEMS:		6
Decision support models and systems I	SECS-S/03	3
Decision support models and systems II	SECS-S/03	3
DATA MINING		12
Data Mining I	SECS-S/01	3
Data Mining II	SECS-S/03	3
Data Mining III	SECS-S/03	3
Neural Networks	SECS-S/03	3
BIG DATA MANAGEMENT:		9
Introduction to machine learning	ING-INF/05	3
Big Data	ING-INF/05	3
Algorithms and methodologies for governing business indeterminacies	SECS-P/08	3
DATA SCIENCE MANAGEMENT AND MARKETING:		12
Data science management 1	SECS-P/08	3
Data science management 2	SECS-P/08	3
Data science management 3	SECS-P/08	3
Data Science Digital Marketing 1	SECS-P/08	3
Total for face-to-face classes		57
Internship		1
Final examination		12
Total		70

ⁱ This document is a translation of the form A.2 relating to the study plan of the course attached to the Decree of the Deputy number 652 (record 154925) of 13th of July 2023, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for

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