

**40. BIG DATA ANALYTICS AND TECHNOLOGIES FOR MANAGEMENT<sup>i</sup>**

Level I

Department of Economics and Management (DISEI)

Course coordinator

Cristiano Ciappei

**STUDY PLAN**

| Subject   | Academic Discipline | Credits   |
|---|---------------------|-----------|
| <b>MANAGEMENT AND MARKETING:</b>                                    |                     | <b>18</b> |
| 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         |
| <b>DATABASES, MODELS, AND DECISION-SUPPORT SYSTEMS:</b>             |                     | <b>6</b>  |
| Decision support models and systems I                               | SECS-S/03           | 3         |
| Decision support models and systems II                              | SECS-S/03           | 3         |
| <b>DATA MINING</b>  |                     | <b>12</b> |
| 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         |
| <b>BIG DATA MANAGEMENT:</b>   |                     | <b>9</b>  |
| 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         |
| <b>DATA SCIENCE MANAGEMENT AND MARKETING:</b>                       |                     | <b>12</b> |
| 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         |
| <b>Total for face-to-face classes</b>                               |                     | <b>57</b> |
| <b>Internship</b>   |                     | <b>1</b>  |
| <b>Final examination</b>  |                     | <b>12</b> |
| <b>Total</b>  |                     | <b>70</b> |

<sup>i</sup> 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 873 (record 158006) of 25th of July 2022, 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 legal

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