



Course program and reading list

Semester 1 Year 2024

School: Arison School of Business MBA

Big Data Annual Seminar

Lecturer:

Dr. Gail Gilboa Freedman gail.gilboa@runi.ac.il

Teaching Assistant:

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Dr. Gail Gilboa Freedman gail.gilboa@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
25119	Lecture	4	2

Course Requirements :	Group Code :	Language:
Final Exam	202709241	English



Course Description

The course is based on a series of lectures given by leading managers in the field of Big Data and AI.



Course Goals

Getting familiar with a variety of data-driven business applications.

Expanding your network with managers in the industry.

Learning how to "think data" for the purpose of better decisions on business actions.



Grading

Submit 5 reports.

The report must include the following 3 parts:

- **Title**

(1 sentence)

provide a clear and specific title that captures the essence of your report

- **Body**

(1-2 pages)

In the first part, you describe an insight you took from the lecture, using your own words. In the second part, you undertake a task that is tailored to the weekly lesson's changing theme, aligned with the respective topic

- **Bibliography**

(3 references)

List references, and cite them in the report

such as journal articles/professional posts/book chapters/videos/news/ex



Learning Outcomes

At the end of this course, you will have experience in writing an effective report to describe business opportunities for a data project.



Lecturer Office Hours

By appointment



Teaching Assistant

Dr. Gail Gilboa Freedman



Reading List

This course covers a variety of topics: automotive and transportation, natural language understanding, decision support systems, ArgTech, Electrical Vehicles, acoustic ecology, and renewable energy.

For each session in the seminar, you will identify 3 relevant references to be cited in the report.