Minor in Data in Business

Description

The Minor concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

The focus of the minor is on data in business in general and strategic, innovative, collaborative, communicative, analytical, governance and regulatory aspects of data usage in business settings. As such, the minor is interdisciplinary with topics drawn from digital economy, computational social science, innovation, communication, governance, regulation, and business analytics. The minor consists of the three courses described below.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
Innovation and Strategy in the Digital Economy	7.5
Datafication – foundations, transformations and challenges	7.5
Big Data Analytics	7.5

Content

After successfully completing the three courses of the Data-in-Business minor, the student should be able to:

Innovation and Strategy in the Digital Economy

• Understand the current debates around:

o innovation in the digital economy,

o strategy, as it relates to digital economy and data

• Explain how digital changes and the availability of data transform the business landscape.

• Discuss relevant theories and explain their assumptions, causal dynamics and processes

• Assess the role of data in business innovation and specify success and failure factors.

• Understand central concepts around management in the context of digital businesses

• Discuss ethical issues of the digital economy and organizations' use of data

Big Data Analytics

• Characterize the phenomena of Big Data and Big Data Analytics

• Analyze and apply different visual analytics concepts and tools for a big data sets

• Analyze and apply different concepts, methods, and tools for analyzing big data in organizational contexts

• Understand the linkages between business intelligence and business analytics and the potential benefits for organizations

• Critically assess the ethical and legal issues in Big Data Analytics

Datafication

• Articulate central features of big data, including historical, regulatory, societal and technological developments

• Discuss and reflect on the potentials and challenges of relying on different types of data and algorithms in organizational settings

• Analyze the technical and conceptual issues associated with text and other forms of unstructured data

• Analyze and develop data-based strategies drawing on theoretical and analytical insights

• Understand and contrast different theories and conceptualizations of big data and its ramifications in terms of ethics and governance

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS	Weight
Innovation and Strategy in the Digital Economy	Home assignment - written product	7-step scale	Internal exam	7.5	7.5
Datafication - Foundations, Transformations and Challenges	Home assignment - written product	7-step scale	Internal exam	7.5	7.5

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS	Weight
Big Data Analytics	Home assignment - written product	7-step scale	Internal exam	7.5	7.5

Further information

Minor coordinator

Professor Ravi Vatrapu, Department of Information Technology Management

Professor Lars Bo Jeppesen, Department of Innovation and Organizational Economics

Study Board

The minor in Sustainable Business is offered by the Study Board for the Master of Science Programme

in Economics and Business Administration.

How to sign up

If you want to sign up for the Minor: Data in business you have to select CCMVM1011U Minor: Data in business when you sign up for electives. You will then subsequently be signed up for all three courses. You do not have to select all three courses individually.