

Tárgytematika / Course Description

Information Management

KGNB_MMTA035

Tárgyfelelős neve /

Teacher's name: dr. Élő Gábor

Félév / Semester: 2019/20/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Main goal of the course is to give fundamental knowledge about information management in business organizations.

This course will give theoretical and practical knowledge about

- data acquisition
- data processing
- information processing
- BIG DATA
- information brokering

TANTÁRGY TARTALMA / DESCRIPTION

Fundamentals of information systems

Data acquisition: sources, methods, searching technologies

Data processing: methods, technologies

Information processing: methods

Data and text mining: technologies

Information brokering: definitions, roles

Value from information

Market of information and knowledge management

BIG DATA in business

Legal aspects of information management

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

STRAUSS-FROST: E-marketing, Pearson, Boston, 2012

RYAN-JONES: Understanding digital marketing, Kogan Page, London, 2010

BIRD: Commonsense Direct&Digital Marketing, Kogan Page, London, 2010

CHAFFEY(szerk.): Internet Marketing, Prentice Hall, Essex, 2009