

## Tárgytematika / Course Description

### Information Management

**KGNB\_MMTA035**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Élő Gábor

**Félév / Semester:** 2022/23/2

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/0/0

**Tárgy féléves óraszám /**

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

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### 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

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### 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

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD**

According to the Regulation of the University.

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## **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