

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Big Data and Customer Experience			
2.	Code	EBU 570			
3.	Study programme	E-Business Management			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year / semester	First year / second semester	7.	Number of ECTS credits	6
8.	Professor	Prof. Saso Josimovski, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ul style="list-style-type: none"> • understand the concepts and appearance of big data; • understand the practical need for big data analysis; • understand the crucial importance of the user experience in the success of any digital product; • understand the practical process of designing a user experience; • understand and apply user tests and user experience techniques; • understand how big data can enhance UX/UI design 				
11.	Course content: Creating big data in e-business. Big data features. Creating added value from big data analysis. Conducting quantitative research to discover new patterns, trends and solutions in big data. User tests. Conducting user tests through digital product development. User experience research techniques. User experience planning techniques. Implementation of big data analysis results in user experience design. For mastering the subject matter, the use of a specially equipped computer laboratory is provided.				
12.	Learning methods: Lectures with presentations, interactive lectures, team work, guest lecturer, case studies, preparation and presentation of a project assignment.				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	40+140= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Project tasks	100 classes	
		16.2.	Individual tasks	0 classes	
		16.3	Home learning	40 classes	
17.	Grading method: 30+60+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	30%		
	17.2.	Individual work/project (presentation: written and oral)	60%		
	17.4.	Attendance and class participations	10%		
18.	Grading scale	less than 50 points	5 (five) (F)		
		from 51 to 60 points	6 (six) (E)		
		from 61 to 70 points	7 (seven) (D)		
		from 71 to 80 points	8 (eight) (C)		

		from 81 to 90 points	9 (nine) (B)		
		from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian language, English language			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			
		No.	Author	Title	Publisher
		1.	Goodman Elizabeth; Kuniavsky Mike; Moed Andrea	Observing the User Experience	2nd edition Elsevier
		2.	Ritter Frank; Baxter Gordon; Churchill Elizabeth	Foundations for Designing User-Centered Systems	Springer
			Erl Thomas; Khattak Wajid; Buhler Paul	Big data Fundamentals, Concepts, Drivers&Technologies	Pearson
	22.2.	Additional literature			
		No.	Author	Title	Publisher
		1.			
		2.			