UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management delle Informazioni e Gestione della Conoscenza

2122-1-F6302N016-F6302N018M

Learning objectives

Knowledge and understanding

The course aims to learn some web technologies (social media) to support digital services (public and private) and corporate strategies.

Applying knowledge and understanding

Provided practical exercises on cases to be studied individually or in groups through the use of web technologies, aimed at the production of documents being evaluated.

Contents

- Digital Services

- Corporate Knowledge Management

- Social Media Analytics

- Social Media Marketing

- Text Mining

Detailed program

1. Digital services and Social Media

2. Corporate Knowledge Management

2.1 Unstructured data

3. Social Media Marketing, strategies

3.1 Brand reputation

3.2 Influencer Marketing

3.3 Engagement Marketing

4. Introduction to Social Media Analytics

4.1 Metrics and techniques

5. Techniques for processing unstructured data

6. Text Mining with software (Rapidminer and Orange)

7. Text Mining laboratory

Prerequisites

Fairly good skills in learning, writing and speaking, together with a general knowledge about the main technologies and applications of Computer Science.

Teaching methods

The course is delivered in Italian and includes lectures and exercises.

The lectures are dedicated to the study of the theoretical topics related to the course.

The exercises are aimed at using tools to analyze unstructured data, in particular to perform Text Mining techniques on data scraped from the web.

Assessment methods

The verification method is based on a written test with optional oral (for those who have obtained an evaluation of at least 18/30 in the written test).

The written test takes place at the computer and it consists of open and closed questions with multiple answers on all course topics.

The oral exam is aimed at assessing the theoretical knowledge of the student on the topics of the course. The ability to reason and deepen the issues proposed during the examination and the methodological rigor of their development will be evaluated.

The evaluation is focused on the student's ability to answer to specific questions by referring both to the theoretical and practical aspects (through examples) connected to the requested topic.

The test is common for both attending students and non-attending students.

Textbooks and Reading Materials

1) M. Mezzanzanica, D. Cavenago, “Scienza dei servizi – Un percorso tra metodologie e applicazioni”, Springer-Verlag Italia, (2010) [ISBN: 978 88 470 1363 6];

2) V. Cosenza, "Social media ROI", Apogeo, 2012, ebook available on internet, chapters: 1, 2, 4, 5 (the basic concepts).

Further material (slides and papers on specific topics) is available on the elearning page of the course.