



ADA Workshop on Teaching Methodology

REPORT

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WU



Project acronym:	ADA
Project full title:	Advanced Data Analytics in Business
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Project start date:	November 15, 2018
Project duration:	36 months

Abstract	This is the report about the workshop on teaching methodology in data science and business analytics, organized by University of Belgrade. The goal of the conference was to share the information and knowledge about teaching methodology between project partners.
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Version	Date	Revision description	Partner responsible
1.0	14/12/2020	Final version	UB (Jelisaveta Petrovic)

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ADA Workshop on Teaching Methodology

ADA Workshop on Teaching Methodology organized by the University of Belgrade, was held on December 7 2020 via online platform Zoom, from 10:00 am to 12:00 am (Belgrade time, UTC +1). In total, 36 guests from partnering institutions participated in the workshop. The workshop was moderated by dr Jelisaveta Petrovic from University of Belgrade.

The Workshop started with the welcome speech of prof. dr Mirko Savic, University of Novi Sad followed by his presentation of the current state of the project and related reporting.

The first presentation was held by prof. Giuseppe Bianchi (Rome Tor Vergata) titled "*Tor Vergata Master in Big Data in Business: teaching methodologies*". In the presentation prof. Bianchi introduced the participants with the teaching methodologies and techniques applied in Tor Vergata Master in Big Data in Business.

After the presentation several participants took part in the discussion and posed several clarification questions to prof. Bianchi.

The second presentation was held by prof. Ronald Hochreiter (WU Vienna). The presentation titled "*Contemporary Data Science Education at WU Vienna - Experience from teaching at all levels: Bachelor, Master, PhD, and Professional/Executive MBA*", gave a comprehensive overview of the teaching methodologies at all study levels (from bachelor to MBA ad PhD) at WU Vienna.

After the presentation several participants took part in the discussion and posed clarification questions to prof. Hochreiter.

The third presentation was held by prof. Jason Papathanasiou (University of Macedonia). The presentation titled "Master Courses in the Department of Business Administration of the University of Macedonia, Greece" introduced the workshop participants with the teaching practices and organization of the master courses at the Department of Business Administration of the University of Macedonia, Greece.

The presentation of prof. Papathanasiou was followed by several clarification questions and comments.

The last presentation was held by prof. Vladimir Ranković (University of Kragujevac). The presentation introduced participants of the workshop to the teaching practices and methodologies at the University of Kragujevac, with a special attention given to the transition to online teaching during the pandemic of COVID-19 disease.

After the last presentations, workshop participants discussed different aspects of teaching methodology with a special focus on changing teaching practices and obstacles related to online teaching during the COVID-19 pandemic. Prof. Bojan Tomić from the University of Belgrade informed the participants about the ongoing accreditation process of the Master course at the University of Belgrade.

The Workshop was closed by the moderator Jelisaveta Petrović.

Photos from the Workshop:

The image shows two screenshots from a Zoom meeting. The top screenshot displays a slide titled "Elective Courses (students select 1 to attend the 1st semester and 1 the semester)". The slide lists 35 elective courses in two columns. The bottom screenshot shows a presentation slide for the "Master in Big Data in Business" program, featuring the text "Training and teaching methodology" and logos for "TOR VERDI UNIVERSITÀ DEGLI STUDI DI ROMA" and "MASTER IN: BIG DATA IN BUSINESS".

Elective Courses (students select 1 to attend the 1st semester and 1 the semester)

1. Leadership, Communication and Public Relations
2. Tax and Bank Laws
3. Special Topics in Commercial and Labor Law
4. Service Management
5. Decision Support Systems
6. Consumer Behavior
7. Organizational Behavior and the Management of Change
8. International Trade and Finance
9. Total Quality Management
10. Analysis of Financial Performance of an Enterprise
11. Strategic Marketing Management
12. Contemporary Financing Contracts: Legal and Financial Approach
13. Greek Labor Market and European Integration
14. Management Information Systems / Electronic Commerce
15. Investment and Portfolio Analysis
16. Government and Business Strategic Analysis
17. Business Risk Management
18. Project Management
19. Industrial Relations in the EU and International Human Resource Management
20. Communication and Human Relations in Human Resource Management
21. Special Issues in Human Resource Management
22. Performance, Incentives, Compensation and Management
23. Special Issues in Labor Law and Collective Bargaining
24. Quality Systems and Human Resources Utilization
25. Promotion and Advertising
26. Marketing Research
27. Sales Management
28. Bank Marketing
29. Business to Business Marketing
30. Quality Improvement and Marketing
31. Financial Institutions and Markets
32. Working Capital Management
33. Financial Engineering
34. Exchange Rate Analysis and Forecasting
35. Financial Instability and Investors Behavior

Master in Big Data in Business
Training and teaching methodology

TOR VERDI
UNIVERSITÀ DEGLI STUDI DI ROMA

MASTER IN: BIG DATA IN BUSINESS

Recording You are viewing Ronald Hochreiter's screen Page 1 of 9 View Options

Contemporary Data Science Education at WU Vienna

Experience from teaching at all levels:
Bachelor, Master, PhD, and Professional/Executive MB

ADA Online Workshop on Teaching Methodology
December 7th, 2020

Jelena Stankovic
Jeliasveta Petrovic
Mirko Savic
Ronald Hochreiter
Vladimir Rankovic

Mute Stop Video Participants Chat Share Screen Record Reactions Leave

MBADS @t UoM.g

1st Semester core courses

- Software Tools for Business Analytics
- Introduction to Big Data and Business Intelligence Systems
- Business Analytics I-Descriptive Analytics and Introduction to Predictive Analytics
- Business Analytics with Management Science models and methods – Prescriptive Analytics

2nd Semester core courses

- Advanced Predictive Analytics and Data Mining
- Introduction to Data Management methods and techniques


Elective courses (two of the following)

- Business Analytics II, Advanced Statistical methods and multivariate Analysis
- Decision Analysis and Optimization
- Marketing and Social Media Analytics
- Financial Management Analytics
- Operations and Supply Chain Analytics
- Web and Text Analytics
- Simulation Techniques in Business Analytics

Marija Dzunic

Business Analytics and Data Science mis MBA ADA

Recording You are viewing Vladimir Ranković's screen View Options

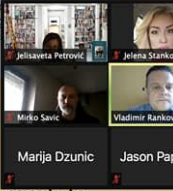


ADA
ADVANCED DATA
ANALYTICS IN BUSINESS

EACEA 598829-EPP-1-2018-1-RS-EPPKA2-CBHE-JP

**Advanced Data
Analytics in Business
(ADA)**

Co-funded
Erasmus+ Program
of the European Union



AI in Business – Issues and Solutions

- In November 2020. the first generation of students enrolled module *AI in Business*
- After two public calls 5 students enrolled!
- Potential reasons:
 - Department for Informatics at Faculty of Science developed master study program in Data Science two years ago!
 - Students with BSc. Degree in Economy and Business do not possess appropriate knowledge and skills in computer science (e.g. none of 5 enrolled students knows any programming language!)

Start Video (0:00) Unmute Start Video Participants 14 Chat Share Screen Record Reactions Leave

You are viewing Giuseppe Bianchi's screen View Options

Thank you – contacts/questions:

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