**Table 5.2.** Specification of subject

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Study program:** Advanced Data Analytics in Business | | | | |
| **Name of the subject: Online Business and Web Analytics** | | | | |
| **Teachers:** Marko Milojković, Miroslav Milovanović | | | | |
| **Status of the subject:** Elective | | | | |
| **Number of ECTS credits:** **7** | | | | |
| **Conditions:** Programming for business applications 1 | | | | |
| **Subject goal**  Today’s business success is tremendously dependent on accurate data analysis using specific statistical methods and intelligent optimization techniques that have significantly changed the way modern businesses operate. This course focuses on presenting key concepts of an online business, as one of the main pillars of modern business approaches. Special attention will be made to proper analysis of digital marketing results and web analytics. | | | | |
| **Outcomes of the subject**  Students will be able to perform an independent analysis of web data and create conclusions and business decisions related to potential improvements in sales, product range, customer relations, and digital marketing strategies. | | | | |
| **Subject content**  *Theoretical lectures*  The course will cover basic types and fundamental concepts of three domains of analytics: web, business, and digital marketing analytics. Some of the specific topics that will be included within the course are big data, probability and statistics, social media analytics, marketing metrics, search engine optimization, data mining, web analytics and collecting web data, predictive and text analytics, and generating delivery reports. The various topics will be illustrated through applications, reading empirical and theoretical articles, and doing applied work.  *Practical course work*  All computing in class will be conducted in Excel, Python, and Tableau, where students will be educated to make effective presentations of marketing analytics findings by using modern analytical tools. Additionally, students will be trained in case studies in the domain of economics such are: paid advertising, ad effectiveness testing, A/B testing, website analytics, social media marketing, collecting social media data, and social listening. | | | | |
| **Literature**   1. Himanshu Sharma (2015), Maths and Stats for Web Analytics and Conversion, Blurb, ISBN 1364849186 2. Eric Siegel (2016), Predictive Analytics: The Power to Predict who Will Click, Buy, Lie, or Die, Wiley, ISBN 9781119145677 3. Jeff Larson, Stuart Draper (2017), Digital Marketing Essentials: A comprehensive Digital Marketing Textbook, Stukent, ISBN 0998713813 | | | | |
| **Number of active teaching classes** | **Theoretical teaching:** 30 | | **Practical teaching:** 45 | |
| **Method of carrying out the teaching**  Presentation, dialogue, graphics, programming language demonstration, indvidual work. | | | | |
| **Evaluation of knowledge (maximum number of points 100)** | | | | |
| **Pre-exam obligations** | points | **Exam results** | | Points |
| Activity during lectures | 10 | Written exam | | 25 |
| Practical teaching | 10 | Oral exam | | 25 |
| Colloquium | 20 | Project presentation | | 0 |
| Paper work - case study | 10 | **Total** | | **100** |