



UNIVERSITÀ DI PISA
Dipartimento di Informatica

Master degree programme in
Data Science and Business Informatics
(2 years, 120 ECTS)

Study plan rules (“Regolamento”) and students’ guide
Starting from Academic Year 2022/23

Contact for information
datascience@di.unipi.it

Web site
<https://www.di.unipi.it/en/education/mds>

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Notice: students enrolled up to A. Y.. 2021/22 must refer to this other document.

Preamble

The two years Master degree programme *Data Science and Business Informatics* is designed to prepare graduates both to master the information technologies and to understand the needs of organizations with a specific training in *Business Intelligence* and *Data Science* for decision support.

Most of the courses of the Data Science and Business Informatics degree are taught in English. *A few courses are taught in Italian, namely those marked with an asterisk in this document.* For international students, the study plan will be entirely taught in English. For Italian students, they must have a sufficient knowledge of English at enrollment time, at least at B2 level.

The master programme requires a solid background, high motivation, and hard working attitude. Concept abstraction, problem solving, formal modeling, mathematical reasoning, and basic concepts on computer programming and databases are essential characteristics that you should possess. Students shall not underestimate this advice.

The assessment of a course consists usually of a written and an oral exam. In the written exam, the student must demonstrate the use of knowledge of the course contents to solve problems. During the oral exam the student must be able to demonstrate knowledge of the course contents and be able to discuss the topics thoughtfully and with propriety of expression.

Attendance at courses is not mandatory. Part-time students, however, experience lower success rates in exams and longer time to graduate. We greatly recommend students to regularly attend lectures and to complete the courses each semester.

Our graduates are highly sought after in the job market. Not only statistics show that 100% of graduates are hired within one year from graduation, but also that they are assigned a responsibility role. This is the reward for their commitment and motivation.

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Objectives and admission

1.1 Objectives of the study program

The two year graduate program in *Data Science and Business Informatics* has been designed to meet the constant demand for professionals with an interdisciplinary skill both in informatics and in business to satisfy the increasing demand by companies to compete using analytics and data science methods. The graduate program is focused on Business Intelligence and Data Science techniques to support decision making. The interdisciplinary competence covered by the Data Science and Business Informatics degree is intended to overcome the cultural divide between IT and management. In fact, as reported by several studies and publications, there is a shortage of trained professionals who can integrate the various skills and approaches necessary to overcome the traditional distrust of managers in involving computer professionals in decision-making. This is because computer professionals tend to be regarded as bearers of important but highly specialized knowledge, which may either seem difficult to apply or which has little relevance to the needs of organizations.

The professional profile of graduates in *Data Science and Business Informatics* is wider than traditional IT professionals with skills in areas such as operational information systems to support business activities. The aim is to provide graduates with specific professional skills that lead to an effective dialogue with managers to support tactical and strategic activities. To achieve this goal, key skills include *Business Intelligence* and *Data Science* (e.g. data warehousing, machine learning and artificial intelligence, data mining, business process modeling, big data analytics, visual analytics, text analytics). These technological skills are complemented by economic, statistical, and managerial skills on decision-oriented rather than just operational and management activities. In fact, the economic and business skills enable graduates to understand the operational performances of an organization and the decision-making criteria adopted by the management. The computer science skills enable them to translate this understanding into models using the latest IT technologies, in order to contribute significantly to an organization's decision-making and to the systematic innovation of products, processes and services. Finally, *Data Science and Business Informatics* graduates will have the skills necessary to access more advanced levels of university education, such as the *PhD in Computer Science*, *PhD in Artificial Intelligence*, or the *PhD in Data Science*.

1.2 Curriculum

Starting from A.Y. 2022/23, the graduate program in *Data Science and Business Informatics* is an inter-class program of LM-18 Informatics e LM-DATA Data Science. LM-DATA Data Science is a new class of master programmes. LM-18 Informatics is the classical Computer Science class, which allows, after graduation, for taking the exam to access the Italian professional order of Computer Engineers. At enrolment time, unless explicitly chosen by the student, the degree class is LM-18 (Computer Science). Students who intend to change the class to LM-DATA, within the first year, can do so by filling in the form available here and sending it to the Students' Office (att. Mrs Rosaria Mongini).

There is only one curriculum, *independently from the classes students are enrolled in*, which includes an intensive study of in computer science topics, specifically data science subjects, as well as topics in mathematical optimization and statistics, and organization management. Students have a high freedom of choice in completing their curriculum. Thesis can be done as a research project or as an internship in one of the many companies that collaborate with the Department of Computer Science.

1.3 Admission requirements

Applicants must hold a first cycle degree in Computer Science (Italian class: L-31), Computer Engineering (L-8), Statistics (L-41), Economics (L-18 or L-33), Physics (L-30), Matematics (L-35) or in the same classes according to Italian Law D.M. 509/1999. Students are admitted also if they hold a Bachelor degree with at least 40 ECTS credits in the following areas: Management and Economics (SECS-P/*, ING-IND/35), Informatics (INF/01, ING-INF/05), Physics (FIS/*), Mathematics (MAT/*), Statistics (SECS-S/*). In the case of academic qualifications obtained abroad, exceptions may be made only with a resolution of the Admissions Committee, on the basis of the specific background of the candidate.

Applicants must also be fluent in English, e.g., holding a certificate at level B2 or higher of CEFR or an equivalent other certificate or holding one of the following:

- at least 6 ECTS of L-LIN/12 “Lingua e traduzione lingua Inglese”;
- proficiency certificate at level B2.1 rilasciato given by CLI (Centro Linguistico) of the University of Pisa;
- IELTS with score at least 5.5;
- TOEFL iBT with score at least 72;
- First Certificate in English;
- B2 certification given by any (public or private) authorized body;
- any other studies and experiences to be assessed by an interview.

The Master degree has not a maximum quota of admitted Italian or EU students.

Extra-UE students. There are quotas on the number of extra-UE students that can enroll. Information on how to apply for the Master Programme can be found at:

www.di.unipi.it/en/education/mds/enrollment-for-foreign-students

Pre-applications will undergo a selection process. For more information, follow the link above.

1.4 Pre-requisites

Basic knowledge on discrete mathematics, logics, computer programming, algorithms, and data bases is required. Such topics are typically part of Bachelor programs in Computer Science or in Computer Engineering. Students with other Bachelor programs, if admitted, will learn such topics through one or more of the following elective subjects (see Chp. 2):

- Programming for data science (12 ECTS),
- Algorithms and data structures for data science (9 ECTS),
- Databases (6 ECTS).

Program overview

The Master programme is offered by the Department of Computer Science, and it has the following structure:

- Subjects with 48 ECTS credits from the *Informatics* area.
- Subject with 15 ECTS credits from the *Mathematics and Statistics* area.
- Subjects with 9 ECTS credits from the *Business Economics and Business Law* areas.
- Subjects with 12 ECTS credits from the *Business Economics, Business Law, Mathematics and Informatics* areas.
- Elective subjects with 9 ECTS credits .
- A thesis with 27 ECTS credits, which can be associated with an internship in a public institution or in a private company, both in Italy and abroad.

The effort for each subject is given in ECTS, which consists of (on average):

1 ECTS = 25 hours of study = 8 hours of teaching + 17 hours of study on your own.

Courses are organized in two semesters per year. Each course is taught in a specific semester only (except for some annual courses taught over both semesters).

2.1 Study program

The study program depends on the applicant bachelor degree, but in all cases it will be designed to give an interdisciplinary expertise in informatics, data science and business.

Courses marked with an asterisk are offered in Italian.

Courses from the *Informatics* area (48 ECTS)

- **Data mining** (INF/01 ECTS 12 DM 420AA)
 - Module I: Data mining: fundamentals (6 ECTS 1 Sem.)
 - Module II: Data mining: advanced topics and applications (6 ECTS 2 Sem.)
- **Business process modeling** (INF/01 ECTS 6 BPM 295AA 1 Sem.)

– **Decision support systems** (INF/01 ECTS 12 DSS 801AA)

- Module I: Decision support databases (6 ECTS 1 Sem.)
- Module II: Laboratory of data science (6 ECTS 1 Sem.)

| Course | Description | | | | |
|---|-------------|------|-------|-------|------|
| | Area | ECTS | Abbr. | Code | Sem. |
| Area Informatica | | | | | |
| Advanced databases | INF/01 | 9 | ADB | 641AA | 2 |
| Algorithms and data structures for data science | INF/01 | 9 | ADS | 751AA | 2 |
| Databases | INF/01 | 6 | DB | 765AA | 2 |
| Distributed data analysis and mining | INF/01 | 6 | DDAM | 687AA | 1 |
| Geospatial analytics | INF/01 | 6 | GSA | 783AA | 1 |
| Information retrieval | INF/01 | 6 | IR | 289AA | 1 |
| Machine learning | INF/01 | 9 | ML | 654AA | 1 |
| Programmatic advertising | INF/01 | 6 | PRV | 634AA | 1 |
| Social network analysis | INF/01 | 6 | SNA | 668AA | 2 |
| Technologies for web marketing | INF/01 | 6 | TWM | 537AA | 2 |
| Text analytics | INF/01 | 6 | TXA | 635AA | 1 |
| Visual analytics | INF/01 | 6 | VA | 602AA | 2 |

Table 2.1 GR1 Group of choices.

Subjects from the *Mathematics and Statistics* area (15 ECTS)

- **Optimization for data science** (MAT/09 CFU 6 ODS 784AA 1 Sem.)
- **Statistics for data science** (SECS-S/01 CFU 9 SDS 628PP 2 Sem.)

Subjects from the *Business Economics and Business Law* areas (9 ECTS)

- **Elective courses from Table 2.2 (9 ECTS)**

| Course | Description | | | | |
|--|-------------|------|-------|-------|------|
| | Area | ECTS | Abbr. | Code | Sem. |
| Business Economics area | | | | | |
| Analisi e gestione dei costi* | SECS-P/07 | 9 | AGC | 265PP | 2 |
| Fundamentals of business management | SECS-P/07 | 9 | FBM | 627PP | 1 |
| Economia aziendale II* | SECS-P/07 | 9 | EA2 | 018PP | 1 |
| Economia e gestione delle imprese* | SECS-P/08 | 9 | EGI | 049PP | 2 |
| Management practice | SECS-P/08 | 6 | MP | 629PP | 2 |
| Organizzazione aziendale* | SECS-P/10 | 9 | OA | 357PP | 2 |
| Pianificazione e controllo gestionale* | SECS-P/07 | 9 | PCG | 278PP | 1 |
| Project design & management for data science | ING-IND/35 | 6 | PDM | 1075I | 1 |
| Strategic and competitive intelligence | ING-IND/35 | 6 | SCI | 787II | 2 |
| Business Law area | | | | | |
| Diritto dell'informatica* | IUS/01 | 6 | DIR | 058NN | 1 |

Table 2.2 GR2 Group of choices.

2.1. STUDY PROGRAM

Elective courses from the *Business Economics, Business Law, Mathematics and Informatics* areas (12 ECTS)

- Elective courses from Table 2.2 and/or Table 2.3 (12 ECTS)

| Course | Description | | | | |
|--|-------------|------|-------|-------|------|
| | Area | ECTS | Abbr. | Code | Sem. |
| Informatics area | | | | | |
| Ingegneria del software* | INF/01 | 6 | IS | 271AA | 1 |
| Programming for data science | INF/01 | 12 | PDS | 667AA | 1-2 |
| Mathematics area | | | | | |
| Decisioni in situazioni di complessità e di conflitto* | MAT/09 | 6 | DSC | 636AA | 2 |
| Logistics | MAT/09 | 6 | LOG | 255AA | 2 |
| Model-driven decision making methods | MAT/09 | 6 | MDD | 666AA | 2 |
| Business Law area | | | | | |
| Legal issues in data science | IUS/02 | 6 | LDS | 381NN | 1 |

Table 2.3 GR3 Group of choices.

Elective subjects (9 ECTS)

- The student can choose one or two courses among the ones from GR1, GR2, GR3 or from Table 2.4 to reach 9 ECTS. Suggested courses depend on the Bachelor degree program of the student.

| Course | Description | | | |
|---|-------------|------|-------|------|
| | Area | ECTS | Code | Sem. |
| Informatics area | | | | |
| Artificial Intelligence fundamentals | INF/01 | 6 | 643AA | 1 |
| Continual learning | INF/01 | 6 | 791AA | 2 |
| ICT risk assessment | INF/01 | 9 | 303AA | 2 |
| Peer to peer systems and blockchains | INF/01 | 6 | 261AA | 2 |
| Intelligent systems for pattern recognition | INF/01 | 9 | 760AA | 2 |

Table 2.4 GR4 Group of choices.

2.2 Precedences

There is no formal precedence between courses. However, the following order should be respected to be able to attend subjects with profit:

- for **Algorithms and data structures for data science** to have attended (or to attend in parallel): **Programming for data science**;
- for **Analisi e gestione dei costi** to have attended: either **Fundamentals of business management** or **Economia aziendale II**;
- for **Decision support systems - Laboratory of data science** to have attended: **Data mining**.
- for **Distributed data analysis and mining** to have attended: **Data mining**;
- for **Geospatial analytics** to have attended: **Data mining**;
- for **Information retrieval** to have attended: **Algorithms and data structures for data science** (if in the study plan);
- for **Model-driven decision making methods** to have attended: **Optimization for data science**;
- for **Pianificazione e controllo gestionale** to have attended: **Fundamentals of business management** or **Economia aziendale II**;
- for **Statistics for data science** to have attended: **Optimization for data science**;
- for **Strategic and competitive intelligence** to have attended: **Fundamentals of business management** or to have a Bachelor in Economics.

This guidelines are especially relevant for students enrolled late in the first semester.

2.3 Study plan

A recommended pattern of study follows, based on the program requirements above.

The allocation of elective courses by each year/semester is only an indication. The 120 ECTS credits required for graduation can be earned in less than two years.

Student are required to submit the study plan within one month from enrollment. The study plan may be updated annually from 1st September to 31st January.

Draft study plans specifically tailored to a few Bachelor degrees are available at the web site of the Master degree.

2.3. STUDY PLAN

| Year | First semester | CFU | Second semester | CFU |
|----------------|---|-----------|--|-----------|
| First | <i>from GR2:</i> | 9 | <i>from GR1:</i> | 12 |
| | <i>from GR2 or GR3:</i> | 6 | <i>from GR2 or GR3:</i> | 6 |
| | Optimization for data science | 6 | Statistics for data science | 9 |
| | Data mining Module I: Fundamentals | 6 | Data mining Module II: Advanced topics and applications | 6 |
| | Total | 27 | | 33 |
| Secondo | Business Process Modeling | 6 | Thesis | 27 |
| | Decision support systems Module I: Decision support databases | 6 | | |
| | Decision support systems Module II: Laboratory of data science | 6 | | |
| | <i>from GR1:</i> | 6 | | |
| | <i>from Elective subjects:</i> | 9 | | |
| | Total | 33 | | 27 |

Teaching and service organization

The website of Master degree programme contains the updated information on the overall organization as well as news and announcements:

<https://www.di.unipi.it/en/education/mds>

Some information related to course and services offered by the Department of Economics and Management are described at the website:

<https://www.ec.unipi.it/didattica/>

3.1 Teachings

Academic calendar, timetable, and rooms

The academic calendar is organized over two semesters (September-December and February-May), including each at least 12 weeks of teachings. The courses from Table 3.1 may have a slightly different organization from the others, because they are offered by the study programmes of the Department of Economics and Management.

| Course |
|--|
| <i>Business Economics area</i> |
| Analisi e gestione dei costi* |
| Economia aziendale II* |
| Economia e gestione delle imprese* |
| Organizzazione aziendale* |
| Pianificazione e controllo gestionale* |
| <i>Business Law area</i> |
| Diritto dell'informatica* |

Table 3.1 Courses offered by the Department of Economics and Management.

Timetable of courses is published on the website before the beginning of the semester. Teaching rooms are located as follows:

- for the courses from Table 3.1 at the Department of Economics and Management, via C. Ridolfi 10, Pisa;

- for all other courses, at Polo Didattico L. Fibonacci, Largo B. Pontecorvo 3, Edificio B, Pisa.

Please, notice that the time slots for the courses from Table 3.1 (8:45-10:15, 10:30-12:00, 12:15-14:00, 14:15-15:45, 16:00-17:30-17:45-19:15) are different from all the other courses (9-11, 11-13, 14-16, 16-18).

Attendance

No course requires mandatory attendance.

Course program and teaching material

The VALUTAMI web portal provides a list and several information on courses:

esami.unipi.it

For each course, there is a description of the learning objectives and course program, which is a detail of the syllabus reported in Appendix A and B of this document. Moreover, there may be a link to the course home page, maintained by the teacher of the course, with additional informazione, such as: calendar of lessons, slides, teaching material, exercises, audio-video recordings, etc. Course home pages are normally hosted by one of the following portals:

- DidaWiki of the Department of Computer Science: didawiki.di.unipi.it
- Teams or Meet channel of the course (see later about virtual rooms)
- Moodle of the Department of Economics and Management: moodle.ec.unipi.it
- Moodle of the “Polo Informatico 2 del SID” (an IT Department of the University of Pisa): elearning.di.unipi.it

The VALUTAMI web portal allows for searching virtual rooms where classes are live-streamed (if this is the case) and/or for accessing recorder streams.

The official final program of a course is available at the website unimap.unipi.it, by searching for the surname of the teacher, then the link “Attività didattica” and then the link “Registro delle lezioni”.

Exams and mid-terms

Exams consist typically of a written test and/or a project and an oral test. Sometimes, the written test can be passed during the semester through mid-term tests, typically one at the mid of the semester and one at the end of the semester. The academic calendar states the periods when mid-terms can take place. The grades for passing an exam are on a scale from 18 to 30 cum laude. The given grade can be declined by the student: in such a case, the exam must be repeated from scratch. The enrollment to an exam session (“appello”) must be done on the VALUTAMI web portal esami.unipi.it. For a few categories of students, there are two additional exam sessions (“appelli straordinari”), scheduled around the mid of each semester. Such categories are: students enrolled from third year on (“fuori corso”), parents with children below eight year old, pregnant students. See the following link for the procedure to apply for the additional exam sessions: <https://didattica.di.unipi.it/en/appelli-straordinari/>.

Student questionnaire

In the last weeks of each semester, students must fill a questionnaire for each course attended during the semester (for courses over the whole academic year, this is required only in the second semester). Questionnaire can be filled on the web portal VALUTAMI esami.unipi.it.

When enrolling to an exam session, the system will check if the questionnaire has been filled. If not, before enrolling, the student will be forced to fill the questionnaire.

The answers are anonymized and no link is left between the student and the answers. The questionnaire is extremely relevant to understand the feelings of the students about the course contents, materials, and teacher(s). They will be thoroughly considered for taking actions to improve the course in the following years.

3.2 International mobility: Erasmus+ and double degree

Students can apply for the Erasmus+ programme for a period (one semester, one year) in a European university both for taking exams or for doing the thesis. Incoming Erasmus+ students also regularly come to Pisa to attend the courses of the Master degree programme in Data Science and Business Informatics.

A double degree program consists of a study program designed by two Universities. The graduated student will have two titles of study, given by each of the Universities. Students can enroll to a double degree program with the University of Paris-Dauphine (France), offering the *Master in Informatique des Organisations (parcours Informatique pour la Décision de la 1ère année de Master et parcours MIAGE Informatique Décisionnelle de la 2ème année de Master)*. There is a quota of five students per year admitted to the double degree program.

For more information: <https://didattica.di.unipi.it/en/master-programme-in-data-science-and-business-informatics/studying-abroad-msc-in-data-science/>.

3.3 Service organization

Office hours and tutoring

Contacts, office addresses and office hours (weekly or on appointment) of teachers are available at the website unimap.unipi.it or directly at the web pages of courses. Students are strongly suggested to take advantage of office hours for clarifying any doubt about the topics of a course and the contents of each class, or for any other inquiry about a course.

By the first semester of each year, each newly enrolled student is assigned a tutor teacher, who can be contacted for general inquiries about teaching. The assigned tutor is published on the web site, and the tutor remains the same for the following years.

In the first semester, there also will be an au-pair tutoring service, in which students of the second year provide information and guidance to newly enrolled students.

Computer labs, Wi-Fi and software licences

The computer labs at the Polo Didattico L. Fibonacci can be accessed outside of the scheduled classes. For logging in to computers or for connecting to the Wi-Fi (name “Unipi”), students can use the credentials of Alice. Computer and information services of the labs are managed by “Polo Informatico 2 del SID” (an IT Department

of the University of Pisa), whose home page is: www.sid.unipi.it/polo2. Several agreement allows for obtaining an academic licence of software and cloud services (click on the name to be redirected):

- Microsoft Office 365
- Azure dev tools (OS, Visual Studio, SQL Server, etc.)
- MathWorks MatLab
- IBM on the hub
- Google GSuite (to active it click [here](#)).

Student secretariats

The student secretariat is located at Largo B. Pontecorvo 3, Edificio E. It is the primary reference for enrolling (through the International Office), for taxes, for obtaining formal certificates, for applying for graduation. Most of such services can be done online on the student web portal Alice: www.studenti.unipi.it.

The didactic unit of the Master Programme is located at Dipartimento di Informatica, Largo B. Pontecorvo 3, Edificio C, II piano. It is the primary reference for the admin papers for doing an internship, and for applying for graduation (you have to apply both online and at the didactic unit).

Centro Linguistico Interdipartimentale

The Centro Linguistico Interdipartimentale (CLI) offers language courses, including course of Italian for foreigner students.

Students with disabilities

Students with disabilities can be supported in several ways. Please contact USID - Ufficio Servizi per l'Integrazione di studenti con Disabilità. The USID offices offer technical and IT aids, tutoring, and other support facilities.

Students with Specific Learning Disorders can contact the sportello DSA, which offers assistance, tutoring, and support to them.

The Servizio di Ascolto e Consulenza per Studenti Universitari aims at supporting any student who need psychological assistance while studying at the University of Pisa.

Questionnaire for the evaluation of services and organization

Students shall fill once a year a questionnaire about the quality of services and organization. The questionnaire is available at the VALUTAMI portal esami.unipi.it. The VALUTAMI portal will prompt for filling the questionnaire (if not already filled) when registering to an exam session.

3.4 Internship project and graduation

Internship project (“Progetto formativo”)

An internship project (“Progetto formativo” in Italian) consists of an agreement among the Department of Computer Science of the University of Pisa, a student preparing for doing the thesis, and a company or public institution that is willing to host the student for some period and with shared objectives. Students become part of a project team in a company project focusing on topics of Data Science and Business Informatics that have the potential to provide enough material for a Master thesis document. The internship can be done in Italy or abroad, in private companies or in public institutions. The student is supervised by a company tutor and by an academic tutor, who will act as the thesis supervisor as well.

See <https://didattica.di.unipi.it/en/master-programme-in-data-science-and-business-informatics/internship/> for the ruling of the internship, for the list of companies with an agreement, and for the list of available positions.

Graduation (“Laurea”)

Deadlines for graduation and instructions for applying are available at the web site of the Master programme.

The final grade is determined as follows. First, the average of exam grades (30 cum laude considered as 32), scaled to 110 and rounded to the nearest integer is computed. Then an increment from 1 to 7 points is added, based on the evaluation of the thesis defense by the defense committee (“Commissione di Laurea”). The 110 cum laude might be attributed by the defence committee if the above sum is at least 112 and the increment is at least 5.

Courses in English for AY 2022/23

This appendix reports the syllabus of the courses offered in English as well as the links to the official program page (see esami.unipi.it) and the web page of each course.

A.1 Compulsory subjects

Business process modeling (295AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Roberto BRUNI (roberto.bruni@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/magistraleinformaticaeconomia/mpb/

Objectives

The course presents techniques for Business Analytics according to the process-driven view of Business Process Modeling. It presents the main concepts and problematic issues related to the process management, where processes are understood as workflow over some basic activities, and to show some of the languages, conceptual models and tools that can help to handle the main problems in a proper way. During the course, the students will become acquainted with the technical terminology of the area, with several rigorous models that can be used to structure and compose processes, with the logical properties that such processes can be required to satisfy and with specific analysis and verification techniques. Moreover they will be given the possibility to experiment with some advanced tools for the design and analysis of business processes.

Syllabus

- Introduction to Key Issues in Business Process Management.
- Terminology and Classification.
- Process Modeling. Conceptual Models and Levels of Abstraction.
- Rigorous Workflow Models: Petri Nets and Workflow Nets.
- Tool-supported Workflow Design and Analysis: Experimentation with Integrated Tools for Business Process Design, Analysis and Verification.

Data mining (420AA) (12 ECTS)

Semester: 1, 2

Contact Person (1st sem.): Prof. Dino PEDRESCHI (dino.pedreschi@unipi.it)

Contact Person (2nd sem.): Prof. Riccardo GUIDOTTI (riccardo.guidotti@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/dm/

Objectives

Recent tremendous technical advances in processing power, storage capacity, and interconnectivity are creating unprecedented quantities of digital data. Data mining, the science of extracting useful knowledge from such huge data repositories, has emerged as an interdisciplinary field in computer science. Data mining techniques have been widely applied to problems in industry, science, engineering and government, and it is believed that data mining will have profound impact on our society. The course is divided into two modules. The first presents an introduction to the basic concepts of data mining and the knowledge discovery process, and associated analytical models and algorithms. The second module provides an account of advanced techniques for analysis and mining of novel forms of data, and the main application areas and prototypical case studies.

Syllabus

Module 1: Foundations

- Concepts of Data Mining and the Knowledge Discovery Process.
- Data Preprocessing and Exploratory Data Analysis.
- Frequent Patterns and Associations Rules.
- Classification: Decision Trees and Bayesian Methods.
- Cluster Analysis: Partition-based, Hierarchical and Density-based Clustering.
- Experiments with Data Mining Toolkits.

Module 2: Advanced topics and applications

- Mining Time-Series and Spatio-Temporal Data.
- Mining Sequential Data, Mining Large Graphs and Networks.
- Advanced Association, Correlation and Frequent Pattern Analysis.
- Advanced Classification, Cluster Analysis and Outlier Detection.
- Data Mining Languages, Standards and System Architectures.
- Ethical aspects of data mining.
- Privacy-Preserving Data Mining.
- Applications: Retail Industry, Marketing, CRM, Telecommunication Industry, Financial Data Analysis, Risk Analysis, Fraud Detection, Mobility and Transportation, Public Administration and Health.

Decision support systems (801AA) (12 ECTS)

Semester: 1

Contact Person (Module I): Prof. Salvatore RUGGIERI (salvatore.ruggieri@unipi.it)

Contact Person (Module II): Prof. Anna MONREALE (anna.monreale@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/dss/start

Objectives

The course presents the main methodological and technological approaches to the design and implementation of decision support systems based on business intelligence (datawarehousing, data mining, data science). The first module covers themes such as conceptual and logical Data Warehouses design, data analysis using analytic SQL, algorithms for selecting materialized views, data warehouse systems technology (indexes, star query optimization, physical design, query rewrite methods to use materialized views). The second module presents technologies and systems for data access, for building and analyzing data warehouses, for reporting, and for knowledge discovery in databases. The accent of the module is on the use of tools and on the analysis of application problems by means of non-trivial samples and case studies.

Syllabus

Module I: Decision support databases

- Information systems and computer-based information systems in organizations.
- Decision Support System Based on Data Warehouses.
- Data Models for Data Warehouses and On-line Analytical Processing.
- Conceptual and logical design in Data Warehouses.
- Algorithms for Selecting Materialized Views.
- Data Warehouse Systems Technology: Indexes, Star Query Optimization,
- Physical Design, Query Rewrite Methods to Use Materialized Views.
- Case studies.

Module II: Laboratory of Data Science

- Introduction: Tools for data science and Business Intelligence.
- Data Access. Location, Format and API for Accessing Data in Text Files. Standards for Data Connectivity.
- Extract Transform and Load. Tool for ETL. Case studies.
- Data Warehousing and OLAP. Tools for Dimensional Modeling. Case Studies.
- Tools for Reporting and Multidimensional Browsing. Case Studies
- Data Mining. Tools for Knowledge Discovery. Case Studies.

Important notice: this course merges the old courses *Decision support databases* (662AA, 6 ECTS) and *Laboratory of Data Science* (664AA, 6 ECTS).

Optimization for data science (784AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Antonio FRANGIONI (antonio.frangioni@unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=301

Objectives

The course aims at familiarising the students with the mathematical optimization methodologies underpinning many Data Science approaches, as well as with their use in combination with Data Science techniques to address relevant practical problems. The course will therefore carefully balance the methodological aspect, i.e., the theory of constrained and unconstrained optimization and of the corresponding solution algorithms, and the applicative aspect, i.e., the use of these methodologies to address Data Science issues.

Syllabus

- Basics of optimization and modelling techniques.
- Unconstrained optimization: theory and algorithms.
- Constrained optimization: theory and algorithms.
- Applications to data science and business informatics.

Statistics for data science (628PP) (9 ECTS)

Semester: 2

Contact Person: Prof. Salvatore RUGGIERI (salvatore.ruggieri@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/sds/

Objectives

The course presents the main concepts and techniques of probability, statistics, and time series, which can be useful for the data analysis and data science. After consolidating the knowledge in probability theory, the course is aimed at presenting the main methods and concepts of estimation theory and hypothesis testing. The second part of the course focuses on statistical inference and validation of core data processing tasks and machine learning models. Advanced topics will cover stochastic processes and time series, focusing on the ARMA framework and Markov chains. The theoretical notions are interleaved with exercises and project work using the R programming language.

Syllabus

- Brief review on probability theory, random variables and convergence theorems for sequences of random variables.
- Exploratory data analysis: graphical and numerical summaries.
- Basic statistical models.
- The bootstrap method.
- Estimation: unbiased estimators, efficiency and mean squared error, maximum likelihood, expectation maximization.
- Least squares estimation and regression.
- Confidence intervals and hypotheses testing.
- Sampling and imputation methods.
- Categorical data and inference for contingency tables.
- Classifier error rate estimation and calibration.
- Noise and robust statistics.
- Bayesian inference.
- Causal inference: structured causal model, potential outcome model.
- Brief introduction to stochastic processes and linear time series analysis.
- Markov Chains and Monte Carlo Markov Chain.

A.2 Elective subjects from the GR1 group

Advanced databases (641AA) (9 ECTS)

Semester: 2

Contact Person: Prof. Giorgio GHELLI (giorgio.ghelli@unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=293

Objectives

The course provides advanced technical knowledge of the main issues related to the implementation and performance optimization of both classical centralized relational database systems for operational and OLAP processing and of recent advances in non-relational data models (columnar, document, key-value, graph) and scalable distributed architectures.

Syllabus

- Internals of relational database management systems.
- Optimizations of Data Warehousing management systems and On-Line Analytical Processing.
- Extract-Transform-Load and query/reporting in OLAP systems.
- Beyond SQL: NoSQL data management systems for big data.
- Distributed data processing and the Map-Reduce paradigm.

Algorithms and data structures for data science (751AA) (9 ECTS)

Semester: 2

Contact Person: Prof. Rossano VENTURINI (rossano.venturini@unipi.it)

Program Page: esami.unipi.it

Web Page: rossanoventurini.github.io/teaching/

Objectives

The course introduces basic data structures and algorithmic techniques that allow students to solve computational problems on the most important data types, such as sequences, sets, trees, and graphs. The lectures will be complemented by an intensive activity in laboratory. Students will experiment with algorithms and data structures by writing their own implementations or by using third-party libraries. The goal of the class is to enable students to design and implement efficient algorithms, choosing the most appropriate solutions in their future projects.

Syllabus

- Introduction and basic definitions: algorithm, problem, instance.
- Computational complexity analysis of algorithms.
- Sorting: Mergesort, Quicksort and Heapsort.
- Searching: Binary Search, Binary Search Tree, Trie, and Hashing.
- Algorithms on Trees: representation and traversals.
- Algorithms on Graphs: representation, traversals, and most important problems.
- External memory model: sorting and searching.

Databases (765AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Giorgio GHELLI (giorgio.ghelli@unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=286

Objectives

The management of information is the main use of computers in organizations of all types and sizes. Information management is mostly based on data base technology. The aim of the course is to present the features of these systems, in particular the relational ones, their architecture and the principles they are inspired by, from the point of view of application designers.

Syllabus

- Data base and database management system: definition and functionalities.
- Database design: conceptual modeling using the object-oriented data model.
- The relational data model.
- Mapping of conceptual schemas onto relational logical schema.
- The SQL language, with a special emphasis on the query sublanguage and its relationship with first order logic.
- Theory of relational database normalization.
- Database implementation: access plans and transaction management.
- NoSQL systems.

Distributed data analysis and mining (687AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Roberto TRASARTI (roberto.trasarti@isti.cnr.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/ddam/

Objectives

Mining with big data or big data mining has become an active research area. Running current analytical methodologies and software tools on a single personal computer cannot efficiently deal with very large datasets. Distributed computing platforms are a scalable solution for big data mining, obtained by dividing a large problem into smaller ones that are concurrently solved by many single processor/machine. This course aims at teaching the basic theoretical concepts behind the MapReduce distributed computing paradigm, and Hadoop in particular, and at building expertise in the practical usage of high performance computing tools for data engineering, analysis and mining. In particular the students will learn how the classical data mining algorithms can be applied on Big Data using Hadoop (Spark). Real (and open source) datasets will be used to present examples and to let the students build their own projects. Half of the lessons will consists of practice (Lab), and half of lectures.

Syllabus

- Motivations: Distributed Data Mining in a Big Data Scenario
- Recall parallel and distributed computing notions
- Introduction to Hadoop
- Hadoop Ecosystem
- Interacting with HDFS (LAB)
- Map-Reduce Programming Patterns
- Recall Python programming (LAB)
- Basic Spark (LAB)
- Data Analysis with Spark (LAB)
- Data Mining and Machine Learning with Spark (LAB)
- SparkSQL (LAB)
- Example on how to prepare a project
- Real Case Studies

Geospatial analytics (783AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Luca PAPPALARDO (luca.pappalardo@isti.cnr.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/geospatialanalytics/gsa/

Objectives

The analysis of geographic information, such as those describing human movements, is crucial due to its impact on several aspects of our society, such as disease spreading (e.g., the COVID-19 pandemic), urban planning, well-being, pollution, and more. This course will teach the fundamental concepts and techniques underlying the analysis of geographic and mobility data, presenting data sources (e.g., mobile phone records, GPS traces, geotagged social media posts), data preprocessing techniques, statistical patterns, predicting and generative algorithms, and real-world applications (e.g., diffusion of epidemics, traffic simulation, urban dynamics). The course will also provide a practical perspective through the use of advanced geoanalytics Python libraries.

Syllabus

- Spatial Reference Systems
- Data formats
- Trajectory and Flows
- Spatial Tessellations
- Open-source tools for geospatial analysis
- Digital spatial and mobility data
- Preprocessing mobility data
- Individual and collective mobility laws
- Next-location prediction
- Flow generation
- Applications

Important notice: this course is renamed from *Big data analytics (599AA, 6 ECTS)*. Students that have Big data analytics in their study program should contact the teachers for information about the exam.

Information retrieval (289AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Paolo FERRAGINA (paolo.ferragina@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/magistraleinformatica/ir/

Objectives

Study, design and analysis of IR systems which are efficient and effective to process, mine, search, cluster and classify documents, coming from textual as well as any unstructured domain. In the lectures, we will:

- study and analyze the main components of a modern search engine: Crawler, Parser, Compressor, Indexer, Query resolver, Query and Document annotator, Results Ranker;
- dig into some basic algorithmic techniques which are now ubiquitous in any IR application for data compression, indexing and sketching;
- describe few other IR tools which are used either as a component of a search engine or as independent tools and build up the previous algorithmic techniques, such as: Classification, Clustering, Recommendation, Random Sampling, Locality Sensitive Hashing.

Syllabus

- Search engines.
- Crawling, Text analysis, Indexing, Ranking.
- Storage of Web pages and (hyper-)link graph.
- Results processing and visualization.
- Other data types: XML, textual DBs.
- Data processing for IR tools.
- Data streaming.
- Data sketching.
- Data compression.
- Data clustering (sketch).

Machine learning (654AA) (9 ECTS)

Semester: 1

Contact Person: Prof. Alessio MICHELI (micheli@di.unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=302

Objectives

We introduce the principles and the critical analysis of the main paradigms for learning from data and their applications. The course provides the Machine Learning basis for both the aims of building new adaptive Intelligent Systems and powerful predictive models for intelligent data analysis.

Syllabus

- Computational learning tasks for predictions, learning as function approximation, generalization concept.
- Linear models and Nearest-Neighbors (learning algorithms and properties, regularization).
- Neural Networks (MLP and deep models, SOM).
- Probabilistic graphical models.
- Principles of learning processes: elements of statistical learning theory, model validation.
- Support Vector Machines and kernel-based models.
- Introduction to applications and advanced models.
- Application project: implementation and use of ML/NN models with emphasis to the rigorous application of validation techniques.

Programmatic advertising (634AA) (6 ECTS)

Semester 1

Contact Person Prof. Nicola CIARAMELLA (ciaramella@noesis-research.com)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/pa/

Objectives

The course aims at providing students with a conceptual framework and a toolbox for optimization of online advertising campaigns (inside sites, apps, games). At the end of the course the student should be able to design and possibly implement real-life systems for optimization of campaigns performance, intended in financial and marketing terms. The required mathematical background is limited to basic differential calculus and probability theory. The treatment is quantitative and concepts will be translated in formulas and algorithms. Nevertheless, focus will be on intuition and business meaning more than on formal rigor.

Syllabus

- The online advertising ecosystem. Advertisers, publishers, business intermediaries, technology providers, data providers. Trends and Programmatic Advertising.
- Online advertising campaign management: design, targeting, creation, monitoring, optimization and reporting.
- Data about people and their behavior. Classical segmentation, micro-segmentation, one-to-one relationships. Data management platforms.
- The publisher problem. Basic micro-economic concepts and decision theory: expected utility, marginal utility, pricing, decision trees, value of information, risk and uncertainty, opportunity cost, equilibrium and optimality.
- The advertiser problem. Market segmentation, customer profiling. The advertisers-publishers game.
- Forecasting visitors and campaigns behavior. Classical methods: linear regression, logistic regression, time series analysis. Factorization methods. Markovian methods.
- Learning and optimization. Facing uncertainty. The Exp-Exp dilemma. Multi-armed bandits. Reinforcement learning.

Important notice: this course will NOT be given in A.Y. 2022/23. It will restart in A.Y. 2023/24.

Social network analysis (668AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Dino PEDRESCHI (pedre@di.unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=289

Objectives

Over the past decade there has been a growing public fascination with the complex “connectedness” of modern society. This connectedness is found in many contexts: in the rapid growth of the Internet and the Web, in the ease with which global communication now takes place, and in the ability of news and information as well as epidemics and financial crises to spread around the world with surprising speed and intensity. These are phenomena that involve networks and the aggregate behavior of groups of people; they are based on the links that connect us and the ways in which each of our decisions can have subtle consequences for the outcomes of everyone else. This short course is an introduction to the analysis of complex networks, with a special focus on social networks and the Web - its structure and function, and how it can be exploited to search for information. Drawing on ideas from computing and information science, applied mathematics, economics and sociology, the course describes the emerging field of study that is growing at the interface of all these areas, addressing fundamental questions about how the social, economic, and technological worlds are connected.

Syllabus

Graph theory and social networks

- Graphs.
- Social, information, biological and technological networks.
- Strong and weak ties.
- Networks in their surrounding context.

The World Wide Web

- The structure of the Web.
- Link analysis and Web search.
- Web mining and sponsored search markets.

Network dynamics

- Information cascades.
- Power laws and rich-get-richer phenomena.
- The small-world phenomenon.
- Epidemics.

Technologies for web marketing (537AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Lucia PASSARO (lucia.passaro@unipi.it)

Program Page: esami.unipi.it

Web Page: luciacpassaro.github.io/teaching/twm.html

Objectives

Web analytics is the collection, measurement, analysis and reporting of Internet data (web, mobile, social media, email) for purposes of deep customer and market understanding and for digital service optimization. The course presents web analytics methods, algorithms, strategies and tools with applications to web personalization for improving user experience, to web marketing and advertising for improving visibility, to search engine optimization for improving ranking, and social media analysis for improving reachability and understanding opinions. Students are required to know basic data mining and data warehousing concepts.

Syllabus

- The mobile web.
- Tools: Google analytics.
- Web personalization and user segmentation.
- Recommender systems: collaborative filtering, content based, hybrid.
- Controlled experiments on the web.
- Search engine optimization and marketing.
- Social media analysis.
- Social media scoring and marketing.
- Real time analytics.
- Privacy, profiling and regulations.

Text analytics (635AA) (6 ECTS)

Semester: 1

Contact Person: Prof. Lucia PASSARO (lucia.passaro@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/txa/

Objectives

The course targets text analytics systems and applications to respond to business problems by discovering and presenting knowledge that is otherwise locked in textual form. The objective is to learn to recognize situations in which text analytics techniques can solve information processing needs, to identify the analytic task/process that best models the business problem, to select the most appropriate resources methods and tools, to collect text data and apply such methods to them. Several applications context will be presented: information extraction, sentiment analysis (what is the nature of commentary on an issue), spam and fake posts detection, quantification problems, summarization, etc.

Syllabus

- Disciplinary background: Natural Language Processing, Information Retrieval and Machine Learning.
- Mathematical background: Probability, Statistics and Algebra.
- Linguistic essentials: words, lemmas, morphology, PoS, syntax.
- Basic text processing: regular expression, tokenisation.
- Data gathering: twitter API, scraping.
- Basic modelling: collocations, language models.
- Libraries and tools: NLTK, Keras.
- Applications:
 - Classification/Clustering
 - Sentiment Analysis/Opinion Mining
 - Information Extraction/Relation Extraction
 - Entity Linking
 - Spam Detection: mail spam & phishing, blog spam, review spam.

Visual analytics (602AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Salvatore RINZIVILLO (rinzivillo@isti.cnr.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/magistraleinformaticaeconomia/va/

Objectives

The availability of large data sources provides new opportunities for understanding patterns and behaviors of modern society. The information from these sources requires effective visualization methods to extract meaningful information from the data and facilitate the interpretation of very complex phenomena. The objective of the course is to present an overview of basic methods and visualization techniques for effective presentation of information from different sources: structured data (relational hierarchies, trees), relational data (social networks), temporal data, spatial data and data space-time. We will present and discuss several case study scenarios with the existing methods and tools.

Syllabus

Visual Metaphors for Information

- Hierarchical and structured data.
- Relational and graph-based data.
- Temporal Data.
- Spatial data.
- Spatio-temporal data.
- Unstructured information (text).

Methods and Tools

- Overview of existing visual analytics environments.

Visual Analytics Process

- Definition of a Knowledge Discovery process.
- Framework for VA.
- Visual exploration and analytics of data.
- Case studies.

A.3 Elective subjects from the GR2 group

Fundamentals of business management (627PP) (9 ECTS)

Semester: 1

Contact Person: Prof. Mariarita PIEROTTI (mariarita.pierotti@unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.di.unipi.it/course/view.php?id=321

Objectives

The course is designed to introduce students from different backgrounds (especially from STEM disciplines) to the most relevant topics and concepts characterizing business management, and to provide them with the ability to apply business management knowledge to practical tasks. The topics proposed are relevant to a variety of application sectors, and cover both theoretical concepts and relevant managerial implications. The course will also introduce students to the basic concepts of financial and managerial accounting, including concepts of costs, volumes and profits, and their relationships, budgeting, performance measurement and evaluation. Students will increase their familiarity with the accounting process, and will learn to read and understand financial statements. The course will also discuss the economics and management of strategic decisions and human capital.

Syllabus

- The firm and the market
- What is a firm?
- Theories of the firm
- The firm as a sustainable system
- Where does a firm work, interact and evolve?
- Value creation and firm's objectives
- The competitive advantage and the entry strategies
- The firm's functions
- Production, Research & Development, Accounting, Finance, Innovation
- Processes and techniques of marketing
- Operations management
- Procurement and logistics
- Finance
- Principles of financial accounting and budget
- Firm's value, finance and capital structure
- Resources management, strategy, business models
- Economics and management of strategic decisions
- Governance, networking and strategic collaboration
- Human resources management practices

Notice: this course and *Economia Aziendale II* cannot be both present in the study plan. Moreover, this course cannot be chosen if the student bachelor is from the *Economics* area.

Management practice (629PP) (6 ECTS)

Semester: 2

Contact Person: Prof. Paola CANTARELLI (paola.cantarelli@santannapisa.it)

Program Page: esami.unipi.it

Objectives

This advanced course aims at providing students with knowledge of the main topics and management practices characterizing today's competitive environment. A special emphasis will be put on the role of enabling technologies and on management practices in innovative firms. The course will also introduce students to entrepreneurial practices in information science (how to develop and bring to the market new products and services based on embedded systems and high-tech solutions).

Syllabus

- 1) The innovative firm: theoretical concepts and management implications
 - Knowledge, invention and innovation.
 - Technological paradigms: nature and evolution.
 - Sources of innovation.
 - Innovation typologies and dynamics.
 - Innovation diffusion and market barriers.
 - The innovative firm: resources, competencies and boundaries.
 - Quantitative indicators of innovative activities.
 - Innovation and firm growth.
 - The geography of R&D: knowledge and innovation.
 - Entrepreneurial practices in information science.
- 2) Management practices and enabling technologies
 - Technological paradigms in information science.
 - Architecture machine (r)evolution and firms' organization.
 - Software (r)evolution and firms' key competencies evolution.
 - Network (r)evolution and firms' boundaries.
 - AI (r)evolution and Industry 4.0.

Project design & management for data science (1075I) (6 ECTS)

Semester: 1

Contact Person: Prof. Filippo CHIARELLO (filippo.chiarello@unipi.it)

Program Page: esami.unipi.it

Objectives

The goal of the course is to introduce students to practical tools and methods to design and manage data science driven projects. Students will learn and apply tools coming from design theory, to be used in every DS phase, from problem understanding to results communication. The course will fill the existing gap in students' competences, to be able to structure unstructured problems, similarly to what they will be asked in their future job positions. Each topic will teach the students a clear tool to be used from day 1 in their projects. The course will end with a series of "Design for" lessons to place the content in a specific context (i.e. I4.0, sustainability, equality).

Syllabus

Project design module:

- Soft Skills: what they are and why are they important for a DS project.
The concept of not-so-soft skills.
- Business Problem Identification: Types of business problems, sources for business problems identification.
- Research Questions Design: Types of RQs, writing proper RQs.
- Problem Setting: From questions to problems.
- Problem Solving: Tools and techniques for problem solving.
- Project Scoping: Define the scope of the analysis. Definition of stopping criteria.
- Goal Design: How to define goals.
- Measures Design: Process Indicators VS Result Indicators.
- Information Retrieval: Find the right information [Query Design].
- Team Design: Find and mix the right competencies for a DS Project [Bloom's Taxonomy].
- Design for I.4.0: what is industry 4.0, the main technologies, future developments.
- Design for Sustainability: how data can be used to design green products.
- Design for Gender Equality: avoid gender biases in DS.
The case of biased AI systems.
- Design for post COVID-19 world: How COVID-19 is reshaping DS.

Project management module:

- Fundamentals: projects and processes.
- Project planning and WBS.
- Scheduling techniques [GANTT, PERT, CPM].
- Project costing estimation.
- SCRUM & Agile methodologies for data science projects.

Strategic and competitive intelligence (787II) (6 ECTS)

Semester: 2

Contact Person: Prof. Filippo CHIARELLO (filippo.chiarello@unipi.it)

Program Page: esami.unipi.it

Objectives

CI programs have goals such as proactively detecting opportunities or threats, eliminating or reducing blind-spots, risks and/or surprises; and reducing reaction time to competitor and marketplace changes. The end product of any worthwhile CI activity is what practitioners term *actionable intelligence*, i.e. intelligence that management can act upon. It is more than analysing competitors: it is a process for gathering information, converting it into intelligence (about products, customers, competitors, and any aspect of the environment) and then using it in decision making. In this sense, big data brings big change to CI. The course includes in-class seminars that introduce the fundamentals of competitive intelligence, including systems and strategic thinking. It provides many tools and techniques. Students will apply these tools in groups when analysing a preselected case company. They are expected to present early stage versions of their reports and, in the final workshop, they will present the results of their CI analysis, which is then discussed in plenary.

Syllabus

Part 1: Foundations of competitive intelligence

- Systems thinking for management.
- CI process.
- Sources and collection techniques.
- CI professionals.

Part 2: Competitor and Market intelligence tools

- Competitive benchmarking (to assess competitive cost of operations, to analyze the true capabilities of a rival, as well as its immediate future actions).
- Early warnings and blindspots.
- Business ecosystems (value network analysis).
- Advanced tools: scenario analysis, war gaming.

Part 3: Technology intelligence tools

- Intellectual Property Rights and patenting activity.
- Patent analysis and Bibliometrics analysis.
- Technology foresight.

A.4 Elective subjects from the GR3 group

Legal issues in data science (381NN) (6 ECTS)

Semester: 2

Contact Person: Prof. Giovanni COMANDÈ (giovanni.comande@sssup.it)

Program Page: esami.unipi.it

Objectives

The digital economy and the digital society harness the power of big data, computational capacity, innovation and interconnection. Every human activity is mediated by information technologies. Today's technologies enable unprecedented exploitation of information, being it small or big data, for any thinkable purpose, but mostly in business and surveillance with the ensuing legal and ethical anxieties and constraints. Algorithms are regularly used for mining data, offering unexplored patterns and deep non-causal analyses to those businesses able to exploit these advances. Yet, these innovations need to be properly framed in the existing legal background, fit in the existing set of guarantees of fundamental rights and freedoms, coherently policy related to reap the richness of big and open data and administration while empowering equally all players. For these aims data protection plays a significant role. The course aims at enabling students to work on algorithms and data mining techniques in ways that are compliant to the applicable legal framework and aware of the interplay between techniques and normative rules.

Syllabus

The Algorithmic Society: the Classifying Society

- Background and Overview, Surveillance Society
- Big Other, Networks of Control, Predicting Behavior
- People Analytics, Behavioural “Nudging”
- New Emerging Human Rights in the age of Behavioral Data Science and Neurotechnologies
- Towards “Mental Privacy” and “Decision Integrity”
- Legal and ethical implication of computational capacity.

Building Legally-Compliant Algorithms:

- Legal Pitfalls of Algorithms, The Problems of Personalization, Data Handling & Sharing,
- Deploying Algorithms for Human Rights: Complications & Challenges
- Classification of Algorithms in the Information Society
- Legal Implications and Business Applications, Exploitation of Public Sector Data
- Competition Law in the Age of Algorithms, Transparency
- Accountability and traceability of algorithm based decision-making
- Accountability in the Machine Learning Context
- Technical and Legal Options to Enhance Transparency & Accountability
- Legal Liability for Algorithm Autocomplete (ISP Liability)
- Open Data Governance, Data Ethics.

General principles of privacy law: The American approach, The European approach.

The General Data Protection Regulation:

- Notions and principles, GDPR global reach and compliance
- Google Spain Decision
- Invalidation of Data Retention Directive (US Safe Harbour Decision)/Schrems.

Privacy in operation

- Privacy-by-Design, GDPR Solutions: The Right to an Explanation, etc.
- Notions of Privacy in the Algorithmic Age, Privacy from the Government
- Surveillance Capitalism, Governance by Proxy, Privacy from Private Entities
- Privacy from Platforms, Privacy from Employers, Privacy from our Devices (IoT).

Comparative Perspectives & Crossborder Issues:

A.4. ELECTIVE SUBJECTS FROM THE GR3 GROUP

- Comparative Privacy and security Regimes: GDPR vs. USA
- Comparative Privacy and security Regimes: GDPR vs. China.

Logistics (255AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Maria Grazia SCUTELLÀ (maria.grazia.scutella@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/magistraleinformaticaeconomia/log/

Objectives

The course presents the structure and functions of logistics systems, analyzing major decision problems arising in the medium/long term (tactical/strategic decisions). After an introduction to the main characteristics of logistics systems, with emphasis on distribution logistics, optimization models for decision support are discussed. Some relevant models and methods are then illustrated with the aid of appropriate software tools, and logistics case studies are presented.

Syllabus

- Introduction to Supply Chain.
- Models and Methods for Location Problems.
- Models and Methods for Transportation Problems.
- Models and Methods for the Design and Management of Distribution Centers.
- Models and Methods for Inventory Management.

Model-driven decision-making methods (666AA) (6 ECTS)

Semester: 2

Contact Person: Prof. Bartosz FILIPECKI (bartosz.filipecki@unipi.it)

Program Page: esami.unipi.it

Objectives

The course will enable the student to produce and/or appropriately use software tools for the support to complex decisions (mainly at the corporate/industrial level) based on mathematical optimization techniques. The course is focussed on practical aspects of these tools. The main aim is to familiarize the students with the specific computer science aspects of these activities, such as data preparation and validation, the development of complex mathematical models, the knowledgeable use of the corresponding solution algorithms, the impact on this process of data uncertainty and the available methodologies to tackle this problem.

Syllabus

- Decision theory, decision processes.
- Architecture of decision support systems.
- Reminds to the theory of Linear Programming and Integer Linear Programming problems.
- Solvers of Linear Programming and Integer Linear Programming problems.
- Methodologies for improving performances of the algorithms.
- Data uncertainty issues within optimization methods.

Programming for data science (667AA) (12 ECTS)

Semester: 1-2

Contact Person (1st sem): Prof. Salvatore TRANI (salvatore.trani@isti.cnr.it)

Contact Person (2nd sem): Prof. Laura SEMINI (laura.semini@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/mds/pds/

Objectives

This is an introductory course to computer programming and related mathematical/logic background for students without a Bachelor in Computer Science or in Computer Engineering. The objective is to smoothly introduce the student to the programming concepts and tools needed for typical data processing and data analysis tasks. The course consists of lectures and practice in computer labs.

Syllabus

- Sets, relations, functions, combinatorics, grammars, automata.
- Propositional and first order logic.
- Induction and recurrence relations.
- Imperative programming.
- Object oriented programming.
- Programming stack and development tools.

A.5 Elective subjects from the Table 2.4 group

The subjects from Table 2.4 of the *Informatics* area are offered by the Master Degree program in Computer Science. Detailed information will be available at the website:

www.di.unipi.it/en/education/mcs

Important notice: the timetable of these subjects will not be included in the official timetable of the Data Science and Business Informatics programme. Please, check the website above for timetables.

Corsi in Italiano per l'AA 2022/23

This appendix reports the syllabus of the courses offered in Italian as well as the links to the official program page (see esami.unipi.it) and the web page of each course.

B.1 Attività formative a scelta del gruppo GR2

Analisi e gestione dei costi* (265PP) (9 ECTS)

Title in English: Cost Analysis and Management

Semester: 2

Contact Person: Prof. Riccardo GIANNETTI (riccardo.giannetti@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

Il corso ha lo scopo di approfondire alcuni aspetti della determinazione dei costi e di trattare le principali logiche e tecniche per la gestione dei costi a supporto delle decisioni.

Syllabus

- L'analisi e la gestione dei costi e il processo decisionale.
- Approfondimenti sull'ActivityBased Costing.
- L'ActivityBased Management.
- La gestione della profittabilità del cliente.
- I costi ambientali.
- I costi della qualità'.
- Il target costing.

Diritto dell'informatica* (058NN) (6 ECTS)

Title in English: Law and Computer Science

Semester: 1

Contact Person: Prof. Francesca CRISTIANI (francesca.cristiani@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

L'avvento delle tecnologie informatiche ha sollevato problemi per la regolamentazione giuridica delle attività compiute loro tramite. Il corso si propone di analizzare queste problematiche, considerando sia le regole giuridiche specifiche per l'era digitale sia la possibilità di impiego del diritto generale. In particolare, il corso si propone di esaminare, tra alcune grandi tematiche del diritto nell'era digitale, quelle più proprie del contesto aziendale, ossia la contrattazione telematica, il documento informatico, il trattamento dei dati personali e le responsabilità in Internet.

Syllabus

- Il commercio elettronico. Conclusione, validità, forma e prova del contratto concluso via email e tramite point and click: applicabilità delle regole generali, deroghe e regole speciali. La Direttiva europea sul commercio elettronico e la sua attuazione: il d.lgs. n. 70/2003. I contratti ad oggetto informatico.
- La tutela del consumatore e il regime delle informazioni in rete: informazioni generali, commerciali e pubblicitarie non sollecitate ("spamming"). Le informazioni pubblicitarie nelle professioni regolamentate.
- La disciplina del trattamento dei dati personali (d.lgs. n. 196/2003). Il trattamento dei dati personali: nozione di trattamento, dato personale, titolare, responsabile, incaricato, interessato. L'informativa e il consenso. Il trattamento effettuato con l'ausilio degli strumenti elettronici. La sicurezza dei dati: il documento programmatico sulla sicurezza e il disciplinare tecnico. Il regime sanzionatorio civile, amministrativo e penale. Il trattamento in outsourcing dei dati personali.
- Firma digitale, firma elettronica e documento informatico: questioni di forma, validità e prova. La posta elettronica certificata. La trasmissione telematica dei documenti. I certificatori.
- I domain names. I nomi di dominio aziendali. Le regole della Registration Authority.
- Gli illeciti in Internet e la responsabilità dei providers.
- La tutela del software. Software libero e software proprietario. Il diritto di autore all'epoca di Internet.
- L'elaboratore e l'adempimento dell'obbligazione: la moneta elettronica e i mezzi di pagamento in Internet.

Economia aziendale II* - Corso A - (018PP) (9 ECTS)

Title in English: Business Administration

Semester: 1

Contact Person: Prof. Riccardo GIANNETTI (riccardo.giannetti@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

L'obiettivo formativo è di favorire l'acquisizione di conoscenze di base mirate alla costruzione ed all'interpretazione del bilancio di esercizio, nonché al controllo della gestione aziendale.

Syllabus

- Bilancio di esercizio: ruolo e finalità, normativa civilistica, schemi di redazione,
- criteri di valutazione, informazioni integrative diffuse agli stakeholder.
- Dinamiche dei processi di pianificazione e controllo.
- Il ruolo, le finalità e le caratteristiche essenziali dei principali strumenti
- di programmazione e controllo della gestione aziendale, come il budget, i costi,
- l'analisi delle performance.

Note

Questo corso e *Fundamentals of Business Management* non possono essere entrambi presenti nel piano di studi.

Economia e gestione delle imprese* - Corso B - (049PP) (9 ECTS)

Title in English: Business Management

Semester: 2

Contact Person: Prof.ssa Antonella ANGELINI (antonella.angelini@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

Il corso fornisce gli elementi analitici di base per comprendere il comportamento d'impresa. Tratta le principali tematiche economicomanageriali, le logiche di base e gli strumenti relativi alla gestione strategica delle imprese e all'analisi dell'ambiente competitivo. Gli obiettivi formativi sono:

- Conoscere le principali teorie che spiegano i fattori che influenzano la redditività di impresa.
- Acquisire una conoscenza introduttiva delle dinamiche di organizzazione della produzione industriale, e di come essa sia cambiata nel tempo.
- Acquisire conoscenze di base degli strumenti di marketing che le imprese hanno a disposizione per aumentare la propria competitività.
- Sviluppare o rafforzare la capacità critica e di pensiero individuale. Il corso intende infatti evitare l'apprendimento passivo e acritico dei temi oggetto di studio.

Syllabus

Parte I (L'analisi di settore e del sistema competitivo)

- L'analisi di settore.
- L'analisi dei concorrenti.
- I gruppi strategici.
- Le risorse e le competenze nella formulazione strategica.
- L'analisi del vantaggio competitivo (il vantaggio di costo e di differenziazione).

Parte II (L'analisi dell'impresa e delle sue funzioni.

Un focus su produzione e marketing)

- Produzione.
- Strategia innovativa e flessibilità dell'impresa.
- Il modello di flessibilità dei sistemi tecnicoproductivi.
- Marketing.
- Il processo di marketing management.
- La segmentazione del mercato.
- Il marketing mix (prodotto, promozione, distribuzione e prezzo).

Organizzazione aziendale* - Corso A - (357PP) (9 ECTS)

Title in English: Business Organization

Semester: 2

Contact Person: Prof. Marco GIANNINI (marco.giannini@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

Lo scopo di questo corso è di fornire una spiegazione realistica di come funziona una moderna organizzazione. L'obiettivo formativo è di sviluppare un pensiero critico, un atteggiamento interrogativo e una capacità analitica riguardo ai problemi organizzativi.

Syllabus

- Strategia e risposte all'incertezza ambientale.
- Variabili strutturali per la progettazione organizzativa in differenti contesti empirici.
- Relazioni interorganizzative.
- Impatto della tecnologia sull'organizzazione.
- Ciclo di vita di una organizzazione.
- Meccanismi di controllo organizzativo.
- Cultura ed etica organizzativa.

Pianificazione e controllo gestionale* (278PP) (9 ECTS)

Title in English: Management Control

Semester: 1

Contact Person: Prof. Nicola Giuseppe CASTELLANO (nicola.castellano@unipi.it)

Program Page: esami.unipi.it

Lesson Log: unimap.unipi.it

Obiettivi

Il corso si propone di approfondire le caratteristiche della pianificazione e controllo evidenziando tanto l'evoluzione nella dottrina che nella strumentazione operativa a supporto del management.

Syllabus

- Il sistema di controllo.
- Il processo, i meccanismi operativi e lo stile di controllo.
- Le variabili del controllo.
- Il processo di budgeting.
- L'analisi degli scostamenti.
- I contenuti ed il processo di reporting.
- L'analisi reddituale e patrimoniale.
- La leva operativa e la leva finanziaria.
- La simulazione economico-finanziaria.
- Il processo di simulazione: le simulazioni di efficienza e di struttura.
- Gli aspetti evolutivi del budget.
- Il modello di previsione, simulazione e pianificazione SISMA.
- Casi aziendali.

B.2 Attività formative a scelta del gruppo GR3

Decisioni in situazioni di complessità e di conflitto* (488AA) (6 ECTS)

Title in English: Decisions, complexity and conflicts

Semester: 2

Contact Person: Prof. Laura GALLI (laura.galli@unipi.it)

Program Page: esami.unipi.it

Web Page: elearning.humnet.unipi.it/enrol/index.php?id=3229

Lesson Log: unimap.unipi.it

Obiettivi

Fornire strumenti formali, di tipo sia quantitativo che qualitativo, per affrontare problemi decisionali e gestionali in sistemi complessi di tipo sociale, politico, ambientale o economico. Ci si propone di sviluppare negli studenti e studentesse che seguiranno il corso la capacità di formulare e strutturare, utilizzando un approccio sistemico, un problema, di costruirne dei modelli, di analizzare e valutare le possibili soluzioni alternative, e di gestire le attività necessarie alla messa in atto delle decisioni prese.

Syllabus

Problemi e loro strutturazione

- Processi decisionali
- Analisi dei sistemi e pensiero sistemico
- Analisi dinamica dei sistemi.
- Cicli causali, variabili di flusso e di livello.

La Dinamica dei Sistemi

- Il linguaggio della dinamica dei sistemi.
- Livelli, flussi e ritardi.
- Esempi (sostenibilità ambientale, processi di azione-reazione, un modello di "guerra dei prezzi", ...).

Cooperazione, competizione e sfruttamento

- Un modello di produzione ed allocazione di risorse.
- Cenni di teoria dei giochi, equilibrio di Nash.
- Il dilemma del prigioniero.
- La tragedia dei Commons.
- "Social Choice" e votazioni
- Ordinamenti e preferenze.
- Metodi di Condorcet e di Borda e loro varianti.
- Il teorema di impossibilità di Arrow e sue conseguenze.
- Il metodo del consenso.

Sistemi elettorali

- Distribuzione dei seggi fra liste e distretti (metodi dei resti, metodi del divisore, ...).
- Definizione dei distretti elettorali.
- Alcuni paradossi.
- Analisi di alcuni sistemi elettorali.

Valutazione di progetti

- Analisi costi benefici: varianti e limiti.
- Analisi costi efficacia.
- Analisi multicriteria.
- Metodo ELECTRE.

Indici e misure

- Qualità, incertezza e soggettività nelle misure.
- Indici di sviluppo.
- Indici di disuguaglianza.
- Indice dello sviluppo umano.

Note. L'insegnamento è erogato dal Corso di Laurea Triennale in Scienze per la Pace. Il calendario accademico delle lezioni e degli esami potrebbe differire lievemente.

Ingegneria del software* (271AA) (6 ECTS)

Title in English: Software Engineering

Semester: 2

Contact Person: Prof.ssa Laura SEMINI (laura.semini@unipi.it)

Program Page: esami.unipi.it

Web Page: didawiki.di.unipi.it/doku.php/informatica/is-a

Obiettivi

Fornire le metodologie e strumenti per la progettazione, realizzazione, verifica, validazione e misurazione di sistemi software.

Syllabus

- Processo di sviluppo software: problemi della produzione del software, modelli di ciclo di vita.
- Analisi del dominio: modelli statici (classi e associazioni) e dinamici (attività, macchine a stati).
- Analisi dei requisiti: modello statico (casi d'uso) e dinamici (narrative, diagrammi di robustezza).
- Progettazione architetturale: modelli statici (viste strutturali e logistiche) e dinamici (vista componenti/connettori).
- Progettazione di dettaglio: modello statico delle componenti (strutture composite) e modello dinamico (interazioni).
- Verifiche e prove: obiettivi e pianificazione delle verifiche, progettazione e valutazione delle prove.