

Big Data Challenge (340111) Fall 2015

Assignment 1: Graduate Project

– Given 13. Oct. 2015, Due 22. Jan. 2016 –

Problem 1.1 (Ma:DE/Ja:DE Market Study)

Your assignment is to research and write a “market study” for Ma:DE (Master Program in Data Engineering) which you are attending and the prospective JA:DE (Jacobs Academy of Data Engineering) programs. The latter is a program for executive education for industry, which we are developing at the moment.

The market study should collect information on education needs and make well-reasoned suggestions on courses (2-day, one-week, semester-long), industry workshops, and internship opportunities in a particular industry segment.

Concretely, you should

1. choose an industry segment where you have access to information, persons, or literature.
2. collect information on education needs and opinions of your contact persons.
3. generate suggested a set of courses with short descriptions.
4. aggregate all this information in a market study report; target size is about 20 pages.
5. Presentation of your results to MA:DE and JA:DE steering committee.

You will work in groups of two, each group addressing different market segments.