

NOVA Information Management School

NOVA IMS

Course	Web Analytics
Coordinator	Rui Gonçalves
ECTS	4
Objectives:	1- Understand the role of web analytics in organizations 2- understand the web analytics process 3 - identify sources of information 4 - Available analytics 5 - Integrating data and analysis 6 - The impact of the results in the organization strategy
Curricular Unit Contents:	<ol style="list-style-type: none"> 1. Introduction to Web Analytics 2. Web Analytics strategies 3. Web Analytics objectives 4. Examples 5. Data sources 6. Quantitative analysis 7. Data interpretation 8. Web Analytics tools 9. Integrating results in organizations management
Teaching methods:	Theoretical presentation of each topic with case studies to support explanation; Presentation and discussion of papers presented by students
Grading methods:	One written test (25%); two group presentations (75%)
Bibliography:	Scientific papers supplied by the professor of the course.