No title

Technology, Information Technology

Big Data, in my understanding is the worldwide technology in data services, which grows very fast in size over a short span of time. It also implies large sets of data whose size exceed the capacity and the ability of the commonly used software tools. Big data is also very much dynamic, hence, complicating matters even further if they were to be stored and managed by an organization. Big Data is important in the sense that it allows the otherwise cumbersome capturing, curate and managing of data by organization. Also, Big Data enables the acquisition of important data about clients through cards such as debit and credit cards and trail customers' purchases. Apart from the basic client information, using the cards enable an organization to obtain other derivable information about the client geography, which is essential in making the policy decisions.

My concentration is Entrepreneurship, and application of Big Data in the field of entrepreneurship is in the analysis of Big Data to aid in decision-making process. Another application of Big Data analysis that would help me in my concentration is building a corporate culture in an organization that I will work for. From the key business processes to major decisions, the organizations have become more data driven and apply insights from the very analytics. In this connection, the organizations do not merely rely on the employee's subjective feeling about various aspects of operations, but incorporate the data analytics to inform decisions. This helps in develop in the work force, an evidence-based culture. Furthermore, Big Data analysis is instrumental in an organization in terms of the provision of insights into the security, privacy and the administration issues. These aspects of a business organization can be analyzed and responded to using the Big Data.

The company-wide big data platforms provide solutions to challenges of the business big data. For instance, past trends of the customer purchases, provided by the Big Data are also useful in discerning the tastes and preferences of the customers in various places and making investment decisions to satisfy such needs. The investment decision pertaining to the products to avail to which section of the global or regional clients would be much effective if the Big Data informs such decisions. Finally, big data analysis in engineering will help me infusion of cognitive intelligence with the generational apps. Innovation, creativity and the entrepreneurial spirit is highly boosted especially in the area of cognitive computing. It is from this tat a new class of applications with the capacity relates the past experience is built. This would help to enhance the interaction and solve some of the most complex problems tat business organizations face.

Some of the courses offered at the CSUF which have something to do with the Big Data include the ones in Business administration, computer engineering, computer science, accounting, medicine, in which it can be used to diagnose illnesses, finance and the criminal justice. These courses have a lot to do with the online data storage and management and also a lot of transactions involved. The data can be used to by the financial institution in detection and prevention of crime.