

## Introduction to Management Analytics in Industry: Quantitative Methods and Data Analytics

15.07.2019 - 19.07.2019

Lecturer: H.P. Bakker (Rhodes University, South Africa)

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### Week 29

Weekend		
Time	Activity	Description
12:00-18:00	Key pick up	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

Monday, 15-07-19		
Time	Activity	Description
10:00-12:00	Lecture	Course introduction, overview of how data is changing the world of work and business and introduction into key principles of research.
12:00-13:00	Lunch break	
13:00-17:00	Seminar	Getting started with MS Excel Analytics using a practical assignment covering the principles introduced in the morning

Tuesday, 16-07-19		
Time	Activity	Description
10:00-12:00	Seminar	Measuring relationships (correlation vs causation) and differences and data management in the world of Big Data
12:00-13:00	Lunch break	
13:00-17:00	Seminar	Practical assignment covering the principles on relationships and differences introduced in the morning session

Wednesday, 17-07-19		
Time	Activity	Description
10:00-12:00	Seminar	The research process in practice: briefing a research company, assessing a research report and introducing marketing recommender systems
12:00-13:00	Lunch break	
13:00-17:00	Seminar	Practical and critical assessment of a research report and building a simple recommender system

Thursday, 18-07-19		
Time	Activity	Description
10:00-12:00	Seminar	Basic Introduction to the world of Artificial Intelligence and Machine Learning
12:00-13:00	Lunch break	
13:00-17:00	Seminar	Practical application of clustering, dimension reduction and regression

Friday, 19-07-19		
Time	Activity	Description
10:00-12:00	Course wrap up	Presentations, assessment and final wrap-up
10.00(!)	Key hand-in	If you are leaving the summer school you must hand in your keys before class on Friday. Make sure you read the instructions given to you on arrival.

Please take note that this course ends on Friday at 12! Students who want to leave early might not receive (full) credits for this part of the program.

Also note that lunch is not included in the fee.

For information about the Social Programme, please have a look at the last page of this document or visit the [Utrecht Summer School website!](#)