

NOTA: o calendário poderá ter ajustamentos. Pf confirme as datas com o calendário definitivo entregue no 1º dia do curso.

Módulo	Docente	Mês	Dia	Dia Semana	Horário
Program Opening (1h)	Miguel Godinho de Matos	Abril	5	6ª feira	17h00 - 18h00
Environment Setup and Configuration (1h)					18h00 - 19h00
Overview of Big Data, Data Science and Business Analytics (2h)					19h00 - 21h00
Big Data Tools Ecosystem (3h)	Rodrigo Belo		6	Sábado	09h30 - 12h30
Introduction to R Statistical Programming (4h)	Miguel Godinho de Matos		11	5ª feira	17h00 - 21h00
Big Data Tools Hands-On (4h)	Rodrigo Belo		12	6ª feira	17h00 - 21h00
R for Business Analytics Hands-On Part I (4h)	Rodrigo Belo		13	Sábado	9h30-13h30
Review of Statistical Analysis with Applications in R (2h)	Miguel Godinho de Matos	Maio	2	5ª feira	17h00 - 19h00
Descriptive Statistics and Visualization of Large Datasets (2h)					19h00 - 21h00
Basic concepts of Data Mining, Machine Learning, Supervised and Unsupervised Learning (1h)	Miguel Godinho de Matos		3	6ª feira	17h00 - 18h00
Supervised Learning for Predictive Analytics in Business Applications (3h)					18h00 - 21h00
R for Business Analytics Hands-On Part II (4h)	Rodrigo Belo		4	Sábado	09h30 - 13h30
Building our First Predictive Model	Miguel Godinho de Matos		9	5ª feira	17h00 - 21h00
Model Fit, Over Fit and Performance Evaluation (4h)	Miguel Godinho de Matos		16	5ª feira	17h00 - 21h00
Advanced Topics (4h)			17	6ª feira	17h00 - 21h00
Data Science Team Work (3h)			23	5ª feira	17h00 - 21h00
Causality, Correlation and Unobserved Effects (4h)	Pedro A. Ferreira		24	6ª feira	17h00 - 21h00
Causality in Observational Data Part I (5h)			25	Sábado	08h30 - 13h30
Causality in Observational Data Part II (3h)			30	5ª feira	17h00 - 20h00
Randomized Experiments (3h)					20h00 - 21h00
Case Studies (6h)			Miguel Godinho de Matos	31	6ª feira
	Pedro A. Ferreira	19h00 - 21h00			
Data Science Team Work (3h)	Miguel Godinho de Matos	Junho	1	Sábado	09h30 - 13h30
			7	6ª feira	17h00 - 20h00
Sessão de Encerramento e Entrega de Diplomas		Julho	5	6ª feira	A partir das 18h30

Duração Total: 70 horas

Coordenadores:

Miguel Godinho de Matos - Ph.D. in Telecommunications Policy and Management and a M.Sc. in Engineering and Public Policy from Carnegie Mellon University. Assistant Professor of Information Systems and Management at Católica Lisbon School of Business & Economics. He is also a visiting research scientist at the Heinz College from Carnegie Mellon University. Miguel's work has been accepted for publication in top journals such as Marketing Science, Management Science and Management Information Systems Quarterly as well as top peer-reviewed research conferences such as the International Conference of Information Systems, the IEEE Conference on Social Computing and the Economics of Digitization Seminar Series of the National Bureau of Economic Research.

Pedro A. Ferreira - PhD in Telecommunications Policy and Management from Carnegie Mellon University and a Master in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology (MIT). Associate Professor of Economics of IT and Public Policy at the Heinz College and at the Department of Engineering and Public Policy, Carnegie Mellon University (US). Pedro works regularly with major telecommunications firms in Europe, Asia and in the US, in consulting projects focusing on using social media for viral marketing and for active churn management. Prior to joining academia Pedro served as Director of the Portuguese Knowledge Society Agency supervising all public investment in ICTs between 2005-2010. He also worked as a post-doctoral fellow at the School of Information, University of California, Berkeley.