

| Módulo  | Docente                 | Formato    | Mês   | Dia | Dia Semana | Horário       |
|---|-------------------------|------------|-------|-----|------------|---------------|
| Welcome & Program Opening (1h)  | Miguel Godinho de Matos | Presencial | abril | 26  | 2ª feira   | 17h00 - 18h00 |
| Present and future trends in data and machine learning (3h)                               |                         |            |       |     |            | 18h00 - 21h00 |
| Supervised, Unsupervised, Self-Supervised and Reinforcement learning (1h30)               |                         |            | maio  | 3   | 2ª feira   | 18h00 - 21h00 |
| Supervised Machine Learning for Classification and for Regression (1h30)                  |                         |            |       |     |            |               |
| The concepts of model generalization, model fit and model overfit (1h30)                  |                         |            |       | 10  | 2ª feira   | 18h00 - 21h00 |
| Out of sample validation and performance metrics to assess machine learning models (1h30) |                         |            |       |     |            |               |
| Linking the performance of machine learning models to value generation in business (1h30) |                         |            |       | 17  | 2ª feira   | 18h00 - 21h00 |
| Building, evaluating and deploying supervised machine learning models (1h30)              |                         |            |       |     |            |               |
| Solving a Practical Case Study (4h)   | João César das Neves    |            |       | 24  | 2ª feira   | 09h00 - 13h00 |
| The Ethical Challenges of Artificial Intelligence (1h30)                                  |                         |            |       |     |            | 15h00 - 16h30 |
| Artificial Intelligence and the Economy (1h30) *  | Sérgio Rebelo           |            |       |     |            | 17h00 - 18h30 |
| Sessão de Encerramento e Entrega de Diplomas  |                         |            | março |     |            |               |

\* O docente irá lecionar a sessão remotamente, a partir de Chicago (EUA). Os participantes poderão assistir à sessão em sala, nas instalações da CATÓLICA-LISBON, ou ligarem-se diretamente à sessão online.

**Duração  
Total  
20H**

**Diretor de Programa**



## Miguel Godinho de Matos

Miguel received both a Ph.D. in Telecommunications Policy and Management and a M.Sc. in Engineering and Public Policy from Carnegie Mellon University. Associate 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, Information Systems Research, Management Information Systems Quarterly, and the Journal of Management Information Systems. Miguel is also a regular presenter in top peer-reviewed research conferences such as the International Conference of Information Systems, the Economics of Digitization Seminar Series of the National Bureau of Economic Research, and the Conference on Digital Experiments at MIT.