

Course Number **MGMT639-002**
Course Title **Data and Text Mining**
Semester & Year **Spring 2015**
Classroom **ASM 2141**
Meeting Time/Days **Wednesdays 4pm**

Instructor: **M Peter Jurkat**
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Office Hours: **Tuesday Afternoons,
Wednesdays 3pm & by appointment**

PURPOSE AND METHOD

- Gain a conceptual and practical understanding of the key technical issues and trends in the computer based analysis of large data and document collections to “learn” their content.
- Course will be conducted by classroom lectures, laboratory work sessions, and a Blackboard Learn site supporting Mail, Discussion, and Chat.

COURSE OBJECTIVES

- Understand the major information formats for representing what can be learned from data and document collections.
- Gain familiarity with the algorithms for extracting patterns (data and text mining) useful to support business decisions and the software implementing such algorithms. Among these are population segmentation, dimension reduction, clustering, predicting categories to which new data might belong, and association analysis.

TEXT AND/OR OTHER READINGS

- Witten, Frank, and Hall (2011) *Data Mining Practical Machine Learning Tools and Techniques, 3rd Edition, Morgan Kaufmann Publishers, ISBN 978-0-12-374856-0*
- Papers, reports, and materials available from the course’s Learn site.

PREREQUISITE

MGMT501 or equivalent.

PERFORMANCE MEASURES and GRADING

Points awarded to individual and team exercises and assignments listed in the Schedule.

GRADING SCALE

90-100%.....A
80-89%.....B
70-79%.....C
60-69%.....D

< 59%.....F

TENTATIVE CLASS SCHEDULE

See separate file.

ACADEMIC INTEGRITY

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ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.