

Course: Text Mining (M. Sc.)

Winter Term 19/20

Course details:

- Module codes: 02-BWL/VWL:MSc-B11-1
- Lecturer: Prof. Dr. Nicolas Pröllochs (BWL XI)
- Course format: Lecture (6 CP)
- Term: Winter semester 19 / 20
- Language: English
- Grading: Presentation & Term Paper

Course description:

The digital age has ignited a burst in the volume of textual materials available to businesses and the public. Common examples include blog entries, posts on social media platforms, user-generated reviews, descriptions in recommender systems and product advertisements in electronic commerce. Text mining provides computational techniques to derive actionable (managerial) insights from such unstructured data sources.

The **master's course** on “Text Mining” provides students with **an overview of a wide range of text mining methods**: from regular expressions to lexicon-based sentiment analysis, to more complex machine learning approaches and supervised text classification. At the end of the course, participants will be familiar with the most important concepts, principles, and algorithms in text mining. The course includes **practical sessions** focusing on text mining in R. **Basic experience in R programming is desirable but not mandatory.**

The **main objectives of this course** are:

- 1) **Understand the basic concepts of text mining** and its **relevance for business applications**
- 2) Gain an **overview** of different **methods, algorithms** and **software tools** for **extracting knowledge from unstructured text data**
- 3) **Practice the implementation** of text mining applications **in R**

Application:

The number of participants is limited to a maximum number of 24 students. Please register for the course by sending an e-mail to Prof. Dr. Nicolas Pröllochs (nicolas.proellochs@wi.jlug.de). Please attach your current transcript of records (FlexNow printout). If more than 24 students apply, participants will be selected based on their grade in the course "Data Science for Management" and/or their current GPA. **The application deadline is October 6, 2019.** The course is also **opened to interested bachelor students** currently enrolled in the 210- and 240-CP programs.

Schedule

The lecture will take place on the following dates (**Tuesday 16-20h & Thursday 14-18h**):

Date	Slot 1	Slot 2	Note
05.11.19 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	
07.11.19 (Thursday)	14-16h (PC Pool)	16-18h (HS 052)	
19.11.19 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	
21.11.19 (Thursday)	14-16h (PC Pool)	16-18h (HS 052)	
10.12.19 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	Optional
14.01.20 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	
28.01.20 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	
04.02.20 (Tuesday)	16-18h (HS 45)	18-20h (PC Pool)	
06.02.20 (Thursday)	16-18h (HS 052)		