

Summer programme: AI Business

FOUR AI BUSINESS COURSES



- DATA SCIENCE FOR BUSINESS
- AI BUSINESS INTELLIGENCE
- BUSINESS TEXTUAL LEARNING
- BUSINESS NETWORK INTELLIGENCE



Earn a **CERTIFICATE IN AI BUSINESS** and take credit giving modules.

Develop competences from basics to advanced in Python application of the new business tools of data science.

Apply machine learning and deep learning to business data analysis.

Create business intelligence through application and visualization.

Learn from automated analysis of text and networks.

Develop AI business projects to showcase your skills to future employers.

Build a deeper understanding of complex environments and how to derive an advantage from them.



Summer programme: Data Science for Business



17TH JUNE / 21ST JUNE 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

DATES

Monday 17th June - Friday 21st June 2019. Students will be expected to arrive in Rennes on Sunday 16th at the latest and leave on the 21st evening at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Strong command of spoken and written English



Programme 30 teaching hours / 3 ECTS (1.5 US credits)

This module starts with the very basics of Python coding and works up modern advanced techniques such as machine learning and deep learning.

The field of data science for business is the context for the class, and so applied business examples are the focus.

The module is very practical - you will follow the lessons using shared Python codebooks and implement the techniques along with the professor.

TOPICS COVERED

- Learn Python from the very beginning
- Master machine learning for business
- Understand AI deep learning techniques
- Apply learning to real business datasets

ASSESSMENT METHODS

Assessment by means of a group project developed within the class, and daily assessment sheets.

FACULTY

A team of multicultural professors with AI expertise from Rennes School of Business.

INCLUDED IN THE PROGRAMME:

- 30 hours of classroom teaching
- Teaching material
- WiFi access inside school
- Tour of Rennes
- Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance

Application

REGISTRATION DEADLINE

15th April 2019

FEES 1 050€ for one course

Other courses: AI Business Intelligence, Business Textual Learning, Business Network Intelligence (1 900€ if 2 courses, 2 500€ if 3 courses, 3 000€ if 4 courses)

APPLY

laura.meunier@rennes-sb.com



Summer programme: AI Business Intelligence



24TH JUNE / 28TH JUNE 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

DATES

Monday 24TH June - Friday 28TH June 2019. Students will be expected to arrive in Rennes on Sunday 23TH at the latest and leave on the 28TH evening at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Coding experience or attend the «Data Science for Business» class before
- Strong command of spoken and written English

Programme 30 teaching hours / 3 ECTS (1.5 US credits)

In business data science we take business data and create business intelligence. This module focuses on the creation and presentation of that business intelligence. You will work primarily on Tableau (for which a personal license will be provided to you), the leading intelligence generation and visualization platform in modern business.

TOPICS COVERED

- Develop expert Tableau knowledge
- Apply Python for data visualization
- Understand business intelligence needs
- Generate automated BI reporting

ASSESSMENT METHODS

Assessment by means of a group project developed within the class, and daily assessment sheets.

FACULTY

A team of multicultural professors with AI expertise from Rennes School of Business.

INCLUDED IN THE PROGRAMME:

- 30 hours of classroom teaching
- Teaching material
- WiFi access inside school
- Tour of Rennes
- Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance



Application

REGISTRATION DEADLINE

15th April 2019

FEES 1 050€ for one course

Other courses: Data Science for Business, Business Textual Learning, Business Network Intelligence (1 900€ if 2 courses, 2 500€ if 3 courses, 3 000€ if 4 courses)

APPLY

laura.meunier@rennes-sb.com



Summer programme: Business Textual Learning



1ST JULY / 5TH JULY 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

DATES

Monday 1ST July - Friday 5TH July 2019. Students will be expected to arrive in Rennes on Sunday 30TH June at the latest and leave on the 5TH July evening at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Coding experience or attend the «Data Science for Business» class before
- Strong command of spoken and written English

Programme 30 teaching hours / 3 ECTS (1.5 US credits)

How to automate creating knowledge from written documents is still in its infancy. Largely people still manually read documents in order to extract intelligence from them. But data science, through its natural language processing field, offers fascinating new techniques to automate generating knowledge from text. This module brings you on a journey through the practical application of the most business relevant of the techniques in this area.

TOPICS COVERED

- Extract knowledge from text
- Apply natural language processing
- Learn new science of topic modelling
- Measure text sentiment and complexity

ASSESSMENT METHODS

Assessment by means of a group project developed within the class, and daily assessment sheets.

FACULTY

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- Teaching material
- WiFi access inside school
- Tour of Rennes
- Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance



Application

REGISTRATION DEADLINE

15th April 2019

FEES 1 050€ for one course

Other courses: Data Science for Business, AI Business Intelligence, Business Network Intelligence (1 900€ if 2 courses, 2 500€ if 3 courses, 3 000€ if 4 courses)

APPLY

laura.meunier@rennes-sb.com



Summer programme: Business Network Intelligence



8TH JULY / 12ST JULY 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

DATES

Monday 8TH July - Friday 12TH July 2019. Students will be expected to arrive in Rennes on Sunday 7TH July at the latest and leave on the 12TH evening at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Coding experience or attend the «Data Science for Business» class before
- Strong command of spoken and written English



Application

REGISTRATION DEADLINE

15th April 2019

FEES 1 050€ for one course

Other courses: Data Science for Business, AI Business Intelligence, Business Textual Learning (1 900€ if 2 courses, 2 500€ if 3 courses, 3 000€ if 4 courses)

APPLY

laura.meunier@rennes-sb.com

Programme 30 teaching hours / 3 ECTS (1.5 US credits)

The best businesses make effective use of their networks - such as their workforce and their external connections including customers and social media networks. They might crowdsource intelligence, customers, and funding. In this module we show how new data science techniques allow the extraction of business intelligence from the firm's diverse networks.

TOPICS COVERED

- Understand connectivity of today's society
- Analyze social and business networks
- Learn network visualization techniques
- Apply big data techniques and analytics

ASSESSMENT METHODS

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FACULTY

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