UNIVERSITY "UKSHIN HOTI" PRIZREN

INTERNATONAL SUMMER SCHOOL – PRIZREN 2023

Faculty of Computer Sciences

"Data Mining for Business Intelligence: A Coding and Non-Coding Perspective"

The course stage: Bachelor/Master

Language of course: English

Duration: 31th July – 11th August 2023

Working time (hours a day): 3

Number of ECTS credits: 4

Teaching Method: Lectures, Hands-on coding exercises, Project work, Case studies

Module Description:

The aim of the course is to equip students with the knowledge and skills necessary to extract insights and knowledge from large datasets in order to inform business decision-making. The subject covers both coding and non-coding approaches to data mining, providing students with a comprehensive understanding of the techniques and tools available for mining and analyzing data.

Through this course, students will gain a deep understanding of how data mining can be used to improve business intelligence, and will explore the potential applications of data mining across various industries.

By the end of this course, students will gain:
 - A deep understanding of the fundamental concepts of data mining and its applications in business intelligence
 - The ability to preprocess, analyze, and interpret large datasets using both coding and non-coding techniques
 - Proficiency in programming languages commonly used in data mining, such as Python and knowledge of data visualization techniques and tools
 - Knowledge of various data mining algorithms, such as clustering, classification, and association rules, and their applications in different contexts
 - Selecting and assessing the best data mining methods for a business challenge
 - Knowledge of ethical and legal considerations in data mining, including privacy and security issues, regulations, and bias
 - The ability of communicating data mining discoveries and insights to management and clients
 - Exposure to real-world case studies and examples of data mining applications in business, giving students a practical perspective on the subject.