

Big data for business

Week 1 - intro

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1. Welcome!

I am Clement Levallois, Associate Professor at em **lyon business school**

Also head of the Data R&D Institute, launched this Summer with colleagues:



My research interests:

- Recent history science (behavioral sciences)
- Gephi software and network visualizations
- Applications to data mining on social networks (using Twitter data and Java programming)

2. What this course is for

- For business students, bring them a **culture** of data and related technologies.
- For engineering students, bring them a **culture** of how tech is applied in a business context

The goal is not to turn you into data scientists - we now have plenty of courses for that!

→ Check <http://data.em-lyon.com> in the "Teaching" section

Rather, the goal is to give you a broad view of **all** these specific topics - so that you understand what they are and you **can join companies where they are central**.

3. How to succeed in this course?

(succeeding = how to get a good grade *and* how to get a job thanks to this course)

Follow the instructions

- Have you read the syllabus?
 - Have you taken the quiz mentioned in the email? (response rate: 31/82 yesterday evening)
- a. read the lectures every week. Pay attention and learn the new vocabulary used.
 - b. read the "essential readings"
 - c. do the weekly quizzes
 - d. come on time and be sharp in class for the speakers
 - e. don't neglect the group project - start working on it now.

3. Quick directions

Brightspace is where you should look for the info. It will point you to:

- Weekly quizzes (also on Brightspace)
- Weekly lectures hosted on <https://seinecle.github.io/mk99/>
- Weekly essential readings hosted on Pinterest
- Group project: described on Brightspace

4. If you need help

Use the office hours

- I am available every Tuesday morning after class, and at other times by appointment

The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

Discover my other courses in data / tech for business: <http://www.clementlevallois.net>

Or get in touch via Twitter: [@seinecle](#)