Text Mining and Low-Tech Fundamentals of NLP

A Short Course Tailored for Tomorrow's Business Leaders

by

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Learning Outcomes

1. **Module 1:** Reasoning and Proof Models
2. **Module 2:** Foundations of Text Mining
3. **Module 3:** Text Preprocessing
4. **Module 4:** Exploratory Text Mining
5. **Module 5:** Applied Low-Tech NLP
6. **Additional Material:** (If time allows).
   - Exploring the nltk package in Python.
   - NLP best Practices in Business.

Lesson Plan

Our Approach: *Scaffolding*, i.e., some part theory and some part practical/guided lab sessions.

- These lectures are designed to be intensive and impactful.
- Spend $\pm$ 36 minutes per module.
- ± 20 minutes for theoretical foundations of each module.
- ± 15 minutes for practical examples and lab guided coding exercises that emphasize real-world applications.
- ± 1 minute of rest between modules.

Of course, this is just a rough outline, and we may adjust this based on the needs and requirements of the class; we may spend more time in certain modules and sections, and less time in others.

Classroom Discipline

- You must abide by all the rules and regulations set out by your institution. This includes upholding the moral, ethical, and behavioral standards outlined when registering.
- Please do not disturb your fellow classmates by having conversations with your mic on, as it will disrupt the flow of the delivery of the lesson.
- Feel free to mute and switch off your camera for any comfort breaks (using the washroom, or stretching), or attending to any emergencies.
- This is a conversational style lesson, so feel free to unmute your mic at any point and ask me questions or seek clarification on anything.

Course Material

- **Where can I access the material for this course?**
  https://github.com/MuhammadAlZafarKhan/
  Text-Mining-and-Low-Tech-Fundamentals-of-NLP.