

CENTRUM Research's Industry Outreach

Management Development Program on “Service Innovation and Data Mining”

PROFESSIONAL CERTIFICATE ON NEW SERVICE DEVELOPER

Schedule	Monday, 4 th April	Tuesday, 5 th April	Wednesday, 6 th April
10.00 – 11.30	Session 1: Introduction to data mining and big data	Session 5: Prediction using Neural Network: An example for risk analysis	Session 9: Introduction to 4 ³ Architecture for Service Innovation
<i>Invited Working Coffee Break</i>			
11.30 – 13.00	Session 2: A strategy for data mining process modelling for business and management	Session 6: Mining tools and association rules for data mining	Session 10: Tools to Develop New Services: A bird's eye view
<i>Lunch Break</i>			
14.30 – 16.00	Session 3: Introduction to data mining software, IBM Modeler	Session 7: Clustering and segmentation models	Session 11: Hands-on New Service Development - I: The role of the new service developer
<i>Invited Working Coffee Break</i>			
16.00 – 17.30	Session 4: Examples of data mining projects in service industry	Session 8: Other data mining models and open discussion on delegates' workplace	Session 12: Hands-on New Service Development - II: Here you go!

Ps 1: Venue: Swissotel Lima, Av. Santo Toribio 173, San Isidro, Lima, Peru.

Ps 2: To keep the program highly focused, there will not be any Wi-Fi facility; also, please avoid the usage of any electronic devices except for a personal laptop for hands-on-the-system.

Ps 3. Prior to the course, participants will be provided relevant software to be used throughout the course.

Ps 4: Parking rate: S/ 20 per day (Every day there will be a lucky draw for 4 free parking slots).