Business Analytics 2021

Module Code	DA3111	Semester!	Modu	le Title	Text Analytics					
Credits	2	Hours/Week			С	E	0	Evaluation %		Prerequisites
GPA/NGPA	GPA	Lectures	Lab / Tutorials	Self- study				CA	WE	DA2111
		-	4	2.66				100	-	
Module Aim:	This module aims to enable participants to get a hands-on experience on text mining.									

Learning Outcomes

After completing this module, the students should be able to:

- LO-1 Identify the linguistic features of natural languages
- Demonstrate the understanding of principles of various natural language processing and text retrieval techniques
- LO-3 Apply text analytics algorithms for real world problem solving

Syllabus Outline		Learning Outcomes
1	Overview [5 hrs] What is NLP, basics linguistics, ambiguity and uncertainty in language	LO-1
2	Regular Expressions [5 hrs] Regular languages, finite-state automata, morphology	LO-2
3	Basic Text Processing [5 hrs] Tokenization and segmentation, normalization, morphological analysis	LO-2, LO-3
4	Semantics [5 hrs] Representing meaning, semantic analysis, lexical semantics	LO-2, LO-3
5	Topic Modelling [5 hrs] Probabilistic Semantic Indexing, Latent Dirichlet Allocation	LO-2, LO-3
6	Advanced Topics [5 hrs] POS tagging, named entity recognition, machine translation	LO-2, LO-3

Assessments			
Assessment		Weight	Learning outcomes
Continuous	Individual Assessment (Take home)	50% [4 hrs]	LO-1, LO-2
Assessments (CA)	Group Assessment (Report & Presentation)	50% [3 hrs]	LO-2, LO-3
References			