

## Introduction program August 24-28<sup>th</sup> (online)

### Day 1: overall introduction AUAS, Master DDB, mutual introduction students (all)

- Welcome
- Introduction Master team and summary of content lectures
- Introduction Brightspace and Slack
- Master students in (sub)groups
- Mutual introduction Master students

### Day 2: Introduction to R and statistics

by Sjoukje Goldman MSc.

- Install and work on R and R Studio
- Calculate descriptive statistics in R
- Correlation analysis in R

### Day 3: Applied Science Research

by Frederik Situmeang Ph.D.

- Goals, research questions, sub-questions, research plan
- Searching articles, library, literature review
- Writing applied research reports
- Critical thinking

### Day 4: Information System Prototype

by Rob Loke Ph.D

In the reading material that has been provided to you, see pp. 44-84 in Laudon and Laudon (2018), you have been introduced to concepts in information systems. On this day, you will be guided to setup and build such a system yourself:

- Set up your RPI
- Set up a basic recommender system on your RPI using python and postgresql

### Day 5: Business strategy & Marketing/ Professional Development/ Practical

#### 1. Business strategy/ Marketing models

by Daphne Hagen MSc.

- Business strategies, business thinking
- Marketing modelling

#### 2. Professional Development Program

by Leonie Akkerman MSc. and Marcel Wollaert Ph.D.

- Personality, ambitions, goals and activities
- Development of 21<sup>st</sup> century skills
- Reflection by Gibbs/ STARR
- Professional Development Plan

#### 3. Guest lecture

by Bas Paumen, Principal Marketing Manager-Mobile & AR/VR at Amazon Web Services (AWS)