



# International Module: Applied Data Science for Business

Partnership between Pearson College London, PECEGE and IBS Americas

## Data Science for Business Intensive program in London

### Presentation

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PECEGE now offers an opportunity for professionals from different areas to articulate 2 fundamental elements in their curriculum: Advanced knowledge of Data Science applied to Strategic Management and International Experience.

We invite everyone to learn about and participate in this program, designed for professionals and advanced level students in Data Science. This is an unmissable opportunity to make a big difference in your professional career.

Prof. Dr. Luiz Paulo Fávero - USP MBA Coordinator in Data Science & Analytics

Prof. Dr. Ricardo Pitelli de Britto - Director of IBS Americas

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## General Description of the program

July 2022 or January or July 2023

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*“Business Strategy and Data Science in Python language applied to Business” with an intense international experience. This is the aim of our program.*

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Developed in partnership with Pearson College London and PECEGE, this program aims to enable professionals to apply advanced data science tools and concepts to the business context. By developing a complete data analysis and Python programming project under the guidance of the local professor, the group will understand each step of the process and become prepared to carry out similar activities in their companies.

Coordinating classes, extra-class activities and contact with executives, the course provides an opportunity to get in touch with the frontiers of knowledge in the area and with the reality of business in the United Kingdom. The program is offered in London on a full-time basis for 3 weeks, without translation, allowing for an intense development of spoken English in the business context.



See dates and investment on  
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## A program tailored to your needs

The “Applied Data Science for Business” course was developed to allow students to leverage their knowledge in an international program without having to disconnect from their reality in their home country.

*3 weeks of full-time classes and activities in January or July, with weekends off for leisure in London.*

With a duration of 3 weeks in January or July (see next dates on page 4), the program is structured to be taken during your summer or winter vacation, still leaving 3 weekends free in one of the most popular tourist regions in the world.

Equivalent to Postgraduate Extension programs, classes and activities take place full time. January and July classes have classes from Monday to Thursday, from 9 am to 4:30 pm, with Fridays free. The student stays in touch with the reality of business in the UK, taking an important free Business English module, included in the program, so that there is also a gain in their communication skills in business contexts.

The classes are composed of professionals with proven professional experience and technical training in the field of Data Science. To ensure close contact between the teacher and students, each group will have between 20 and 40 participants.

Certificates (see below for details on the certifications issued to participants) are awarded to students upon carrying out the activities provided for in the program. There are no exams, but students present a final work (Capstone Project) at the end of the 3 weeks.

See upcoming dates on page 4



Campus PCL in London

## Program duration

The course can be taken in 3 weeks in January or July.

- 48 h from your subject area of Administration
- 24 h of Business English
- 8 hours of contact with executives (visits to companies or lectures at the university)

## Program Content

### - *Applied Data Science for Business*

1st week: Business English Program.

2nd week: Advanced Data Science Concepts Applied to the Business Decision Making Process; Data Acquisition and Preparation; Exploratory Data Analysis; Business Visits and Executive Presentation.

3rd week: Data Modeling & Evaluation; Deployment & Model Monitoring; Integration between Statistical Predictions and Business Decision Process; Capstone project presentation; Business Visits and Executive Presentation; Graduation Ceremony.

## Program Organization

Pearson College London is one of the most modern and renowned educational institutions in the UK. It is part of the Pearson group, which is now one of the largest companies in the world, with its shares listed on the London Stock Exchange. The faculty consists of Doctors in Administration and Market Specialists with extensive professional and academic experience.

Since 2017, they have been annually receiving Brazilian students in their programs, in the areas of Strategy, Innovation and Emerging Technologies. Under the coordination of Prof. Ricardo Pitelli de Britto and Prof. João Guerreiro, the program will provide assistance to students in their preparation for the trip and courses, aiming at their full use.

Aware of the difficulties for foreign professionals to attend a program in London, we provide a set of information and documents to students, facilitating the process of organizing the trip. In summary, you will receive:

- Background readings and exercises to assess the level of technical knowledge in Data Science, fluency tests in English, aiming at your full preparation for classes.
- Invitations to participate in meetings via WEB with the group, sharing information and getting to know the people with whom you will take the course.
- Guidance on how to obtain airline tickets and stay at very affordable prices (see the Spending Estimates section on page 4).
- Documents and guidelines for obtaining your UK entry visa.
- Suggestions for tours, tourism, shopping and free technical visits on your weekends.



*Programs in various areas of Business Administration, aimed at the reality of the international executive*

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*International education  
focused on the needs of  
foreign students*

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## Investment

The Applied Data Science for Business program costs £5,682.00. Through partnership with Pearson College London, PECEGE students will receive a 70% discount by paying £1,704.60 + £60.00 tuition. The program can be divided into up to 16 installments without addition, depending on your preferred departure date\*.

>Check deadlines for requesting scholarships and availability of places with the course coordination.

### Expense Estimates:

In addition to the course itself, the student will have other expenses. Below is an estimate of these expenses:

**Airfare:** Buying together with the group, students spend between U\$900 and U\$1200 on a round-trip ticket to London.

### Accommodation:

- PCL offers the possibility of accommodation at the University of London's "housing", only in the month of July, at an approximate value of £45.00/day/person, in a simple apartment with breakfast.

**Meals:** Lunch at places close to PCL is approximately £8.00.

\*The course must have been fully paid for before it starts.

### Request Application and Contract:

Av. Paulista 2073 Ed Horsa II conj 103/104  
www.ibs-americas.com  
São Paulo - SP - Brazil

#### Phones:

55.11.3262.2782  
55.11.99139.3429 (whatsapp).

#### E-mail:

joao.guerreiro@ibs-americas.com

## Upcoming dates

The expected travel dates\* for the next groups are as follows:

Period	Boarding in the home country	Start of classes	End of classes	Return
Jul/22	-07/Jul	11/Jul	28/Jul	-31/Jul
Jan/23	-05/Jan	09/Jan	26/Jan	-29/Jan
Jul/23	-06/Jul	10/Jul	27/Jul	-30/Jul

\*Before booking your trip, check for possible scheduling conflicts with your program in your home country, as no absences are allowed.

## Application Process

The first step to participate in the course is the Scholarship application, by submitting your **Application Form**. Fill it out and send it by e-mail to [joao.guerreiro@ibs-americas.com](mailto:joao.guerreiro@ibs-americas.com)

Upon approval of the request and release of a vacancy, made through the evaluation of the student's curriculum and verification of the availability of vacancies, the student can make the Course Agreement with IBS Americas, the institution representing PCL - the vacancy will be available during a period of one week.

## Certification

Program participants receive two certificates issued by Pearson College London:

\* **Certificate in Executive Management:** Applied Data Science for Business

\* **Business English Program:** Issued by PCL regarding the optional free Business English module included in the program

