

MANAGEMENT ANALYTICS IN PRACTICE CERTIFICATE

For specialists and managers from companies, freelancers and startup-founders. For decision makers, project and data managers and business development managers. Understand the relevance of management analytics for strategic decision making. Get to know methods and tools for data analysis. Learn how to spot new business opportunities and create value for your own company.

OVERVIEW

 <p>PROGRAM STRUCTURE 4 courses, 1 tutorial, 1 individual coaching session & electives</p>	 <p>FORMAT Online, virtual classroom</p>	 <p>LANGUAGE 100% English</p>
 <p>DURATION 9 weeks (1-2 days per course)</p>	 <p>REQUIREMENTS • at least 1 year of work experience • good English language skills</p>	 <p>TIME INVESTMENT Live Sessions every other Friday 4-6 PM and Saturday 9 AM-3 PM, Self-paced learning inbetween</p>
 <p>CREDITS Certificate of completion</p>	 <p>PRICES € 3,900 € for the certificate, Early Bird discount of 20% until June 30, electives are €1,200 each</p>	

PROGRAM DESCRIPTION

Data is one of the most important and valuable company resources. In order to be able to work meaningfully with their data, companies should not only rely on the competence of experts. The ability to define data analysis, perform and communicate them, is increasingly becoming a management task. With participation in the Management Analytics in Practice Certificate you lay the foundations for this and get to know important tools and methods using practical examples.

COURSE OVERVIEW AND SCHEDULE

9 weeks, 4 courses, 1 tutorial – blended learning		Management Analytics in Practice Certificate
Oct 6	Kick-off Session	
Self-paced learning	Understanding Analytics in Management	
Oct 13-14	Understanding Analytics in Management	
Self-paced learning	Python Q&A	
Oct 27	Python Q&A	
Self-paced learning	Data Science Lab	
Nov 10-11	Data Science Lab	
Self-paced learning	European GDPR Session	
Nov 24	European GDPR Session	
Self-paced learning	AI and Machine Learning Lab	
Dec 8-9	AI and Machine Learning Lab	
tba	Submission of Final Assignment	

OCTOBER 2023

MO	TU	WE	TH	FR	SA	SU
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
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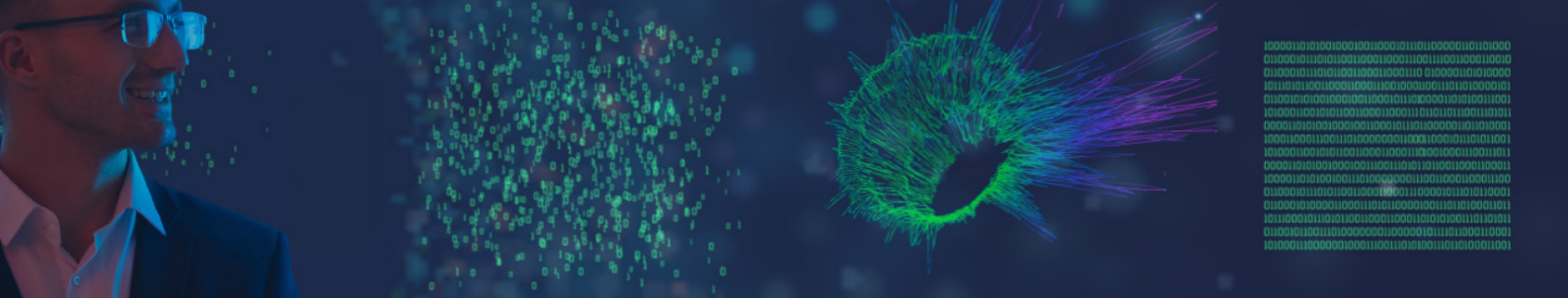
NOVEMBER 2023

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DECEMBER 2023

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Live Sessions



HIGHLIGHTS OF THE COURSE

- Excellent teaching: Fundamentals of data analysis, data science, predictive analytics, AI and machine learning taught by leading experts from research and business practice
- Versatile perspectives: Exchange of experiences among the participants from different industries and functions
- Part-time online format: Live sessions alternating with recorded learning content every 14 days, fixed times only every second Friday afternoon and Saturday

LEARNING GOALS

- You will learn to use Big Data and Analytics to make management decisions and transform your company into a data-driven organization.
- You will gain insights into how organizations can use Big Data and artificial intelligence to create and expand competitive advantages and train your analytical thinking.
- You will learn cutting-edge Data Science methods and how to apply them in your daily work.
- You will acquire fundamental knowledge of a wide range of machine learning methods.
- You will apply what you have learned in practice and to example cases from day one.

COURSES

<p>UNDERSTANDING ANALYTICS IN MANAGEMENT</p> <ul style="list-style-type: none"> • Big data and artificial intelligence are an important driver for the digital transformation of companies and today's society. Therefore, the first module introduces the perspective of digitization and business transformation that runs through the entire program – how to create growth and business value, such as more sales or profits, with big data and artificial intelligence. 	<p>DATA SCIENCE LAB</p> <ul style="list-style-type: none"> • In this course, participants will be introduced to the most modern data science methods. The overarching goal of the course is for participants to learn how to analyze and gain insights from data using various data science methods and to feel comfortable incorporating (big) data into day-to-day work. 	<p>AI AND MACHINE LEARNING LAB</p> <ul style="list-style-type: none"> • AI and Machine Learning is changing the way companies do business. In particular, unstructured data such as images, texts and videos are rapidly gaining in importance. In this course, you will acquire fundamental knowledge of a wide range of AI and machine learning methods.
<p style="text-align: center;">EUROPEAN GDPR SESSION</p> <ul style="list-style-type: none"> • In this module you will get an introduction to the legal framework concerning the use of data and you will be shown that companies have far greater freedom to use data for analysis, growth and value creation. 		

TUTORIAL

ELECTIVES

<p>PYTHON TUTORIAL</p>	<p>MARKETING ANALYTICS PEOPLE ANALYTICS</p>	<p>FINANCIAL ANALYTICS SUPPLY CHAIN ANALYTICS</p>
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