



MANAGEMENT ANALYTICS CERTIFICATE

For decision-makers, project and data managers as well as 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 identify new business opportunities and create value for your own business.

KEY FACTS

 STRUCTURE 11 modules (can also be booked individually) courses from Monday to Friday, 2 tutorials	 LOCATION Mannheim	 LANGUAGE English
 PROGRAM LENGTH 10 weeks: October 5 - December 11, 2020	 APPLICATION REQUIREMENTS <ul style="list-style-type: none">• An academic degree• Fluency in English	 TIME COMMITMENT Full-Time
 COURSE FEE <ul style="list-style-type: none">• Complete Certificate Course: €12,000 (+19 % VAT) €9,000 (+7% VAT) for MBS alumni• Individual Course Day: €800 (+19 % VAT) €500 (+7% VAT) for MBS alumni	 APPLICATION DEADLINE Register by 28 August, 2020	 CREDITS Certificate of Completion
		 PARTICIPANTS Limited to 60

PROGRAM DESCRIPTION

Data is becoming one of the most important and valuable resources of companies. In order to create value from their data, it is no longer enough for companies to monopolize data analysis skills among data scientists, but it is becoming a core management task to define, perform and communicate the results of data analysis. Only management and business owners know the markets and their customers and are therefore able to analyze the right data for the right questions. The MBS Certificate in Management Analytics offers MBA participants, MBA and EMBA alumni as well as external participants with a solid understanding of business, markets and customers the opportunity to acquire profound data analysis skills.

WHAT YOU WILL LEARN

- Develop profound skills in methods and tools for data analysis
- Gain insights into analytical thinking and decision-making under uncertainty
- Acquire sound knowledge of data management or data visualization
- Understand the relevance of Management Analytics for strategic decision-making
- Acquire and practice data science methodological skills in the field of statistics, computational statistics, machine learning and applied methods for unstructured data such as text analysis or image analysis
- Learn how to identify new business opportunities and create value for your own business

COURSES

- Analytical and Critical Thinking
- Data Management
- Data Science for Business I
- Data Science for Business II
- Data Visualization and Storytelling
- Decision-Making Under Uncertainty
- Machine Learning
- Marketing Analytics
- Blockchain and FinTech
- Computer Vision and Image Mining
- Text Analysis