Today, a good knowledge of Analytics and Big Data is crucial in developing a clear Strategy that creates both business value and competitive advantage.

Most organisations realise that Data is an important asset that can deliver competitive advantage. However, in practice, few organisations fully exploit the value of their Data. This programme provides a roadmap to successfully exploit Analytics and Big Data and aims to bridge the gap between Analytical concepts and the business value that can be created from the implementation of Data based insights and knowledge. Based on practical examples, the programme will help managers to understand the technology behind Big Data and Artificial Intelligence which will enhance communication and collaboration with technologists and Data engineers.

However, the success of Big Data projects goes beyond these Analytical techniques. This programme also demonstrates how management, operationalisation and cultivation of Big Data projects is essential in turning large amounts of Data into value adding innovation and key components of your business Strategy.
Who should do this course:
This programme is designed for finance and business leaders who want to grasp opportunities with Big Data Analytics.

The course is designed and delivered specifically for ACCA members and will provide CPD credit.

What does the course cover:

**Big Data Management:**
This course looks at the development of a Big Data Strategy and the methodology in understanding and creating business value from Big Data.

**Big Data Analytics:**
This programme should help participants to identify opportunities with Big Data Analytics and artificial intelligence. It will discuss the power of predictive Analytics and how this can be applied in several business fields and how an organisation can enhance their Analytical maturity by exploring new Data sources such as text and network Data. In addition, the course will cover the automation of certain business processes using prescriptive Analytics and artificial intelligence.

**Operationalising Big Data:**
The course will discuss how to align a Big Data Strategy with technology requirements. The Data architecture and technology needed to successfully operationalise Big Data projects will be discussed on a level understandable for managers.

**Cultivating Big Data:**
Culture is the secret sauce for successful Big Data projects. Business value will only be realised if the solutions are also accepted internally, by your employees, and externally, by customers. Hence, the course will focus on how to navigate your organisation towards more Data driven decision making and how to communicate Big Data initiatives to stakeholders and customers, taking into account new Data protection regulations.

Benefits:
This programme is not a deep dive into statistics or programming software, but rather finds a balance between business cases and technicalities so that leaders can effectively communicate with Big Data engineers and recognise the opportunities and limitations presented by Big Data.

The programme provides practical guidelines that allow participants to assess the Big Data driven maturity of their organisation and provides a roadmap for leaders to get more from Big Data in their organisation. This course is interactive with participants not only learning from the teaching team, but also from the experiences of other participants.

Faculty:
Prof. Philippe Baecke is an Associate Visiting Professor at Trinity Business School, specialised in Data driven Strategy and management. He teaches on MBA and executive programmes in Belgium, the Netherlands, Ireland, and Hong Kong.

From a research perspective, Philippe focuses on improving business insights by creatively incorporating new Data types, such as geographical and social network Data. His research has been published in several peer reviewed journals. Across industry he actively assists companies, both on a strategic and operational level with the development of Big Data Strategy.

What participants say:
“...It is the combination of Analytical explanations and business applications that makes this programme unique”

“...Before the course we had put off engaging with Data and the opportunities and challenges it brings. Now we have a clear vision and have implemented our first proof of concepts.”

Fees
Course fees are €2,000

Apply
Applications are currently open for the 2018 course, which will run over 4 days.

This Course will take place on November 12, 13, 14 and 15

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www.tcd.ie/business/executive-education/