



Leading with Business Analytics and Big Data

Overview

Today, a good knowledge of Big Data and emerging technologies such as Artificial Intelligence is crucial in developing a clear analytical strategy that enhances the creation of business value.

Most organisations realise that Big Data is an important asset that can deliver competitive advantage. However, in practice, few organisations fully exploit this value. This programme provides a roadmap to successfully exploit Analytics, Big Data & AI opportunities for your organisation. It aims to bridge the gap between analytical concepts and the business value that can be created from the implementation of Big Data based insights and knowledge. Based on practical examples, this programme will help you to understand the technology behind Big Data and Artificial Intelligence which will enhance communication and collaboration with Data Scientists and Data Engineers. However, the success of data driven projects goes beyond the application of analytical techniques. This programme also demonstrates how strategy, people and cultivation of Big Data projects is essential in turning large amounts of data into value adding innovation and key components of your business success.

Modules

- ✓ **Data & Analytics Strategy**
- ✓ **Business Analytics**
- ✓ **Artificial Intelligence**
- ✓ **Big Data Technology**

Benefits

- ✓ **Practical guidelines to assess the data driven maturity of your organisation.**
- ✓ **Roadmap to improve data driven maturity.**
- ✓ **Close the gap with big data and A.I. experts.**
- ✓ **Learn from an interactive environment.**

Who should do this course

This programme is designed for Innovators, Senior Managers & Business Leaders who want to grasp opportunities with Big Data Analytics. In addition, technical profiles such as Business Analysts and Big Data engineers who are moving to a managerial role or want to expand their business view will also benefit from this programme.



What does the course cover:

Data & Analytics Strategy

This course discusses the development of a data & analytics strategy and provides a roadmap to improve your organisation's data driven maturity.

Business Analytics and Artificial Intelligence

This programme should help participants understand the potential of multiple analytical and AI techniques. This will help them identify new business opportunities with these technologies. The programme will discuss, in a managerial understandable way, the power of machine learning and predictive analytics; automation opportunities with prescriptive analytics; how big data sources can be exploited using network analyses and natural language processing. Further, cases are discussed that are based on advanced AI techniques, such as deep learning and deep reinforcement learning.

Big Data Technology

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 Data & Analytics

Culture is the secret sauce for successful data driven innovations. 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 AI initiatives to stakeholders and customers, taking into account new regulations.

Faculty



Prof. Philippe Baecke
Associate Visiting Professor

Prof. Philippe Baecke is an Associate Visiting Professor at Trinity Business School specialising in Big Data Strategy and management. He teaches on MBA and Executive programmes in Belgium, the Netherlands, Ireland, and Hong Kong.

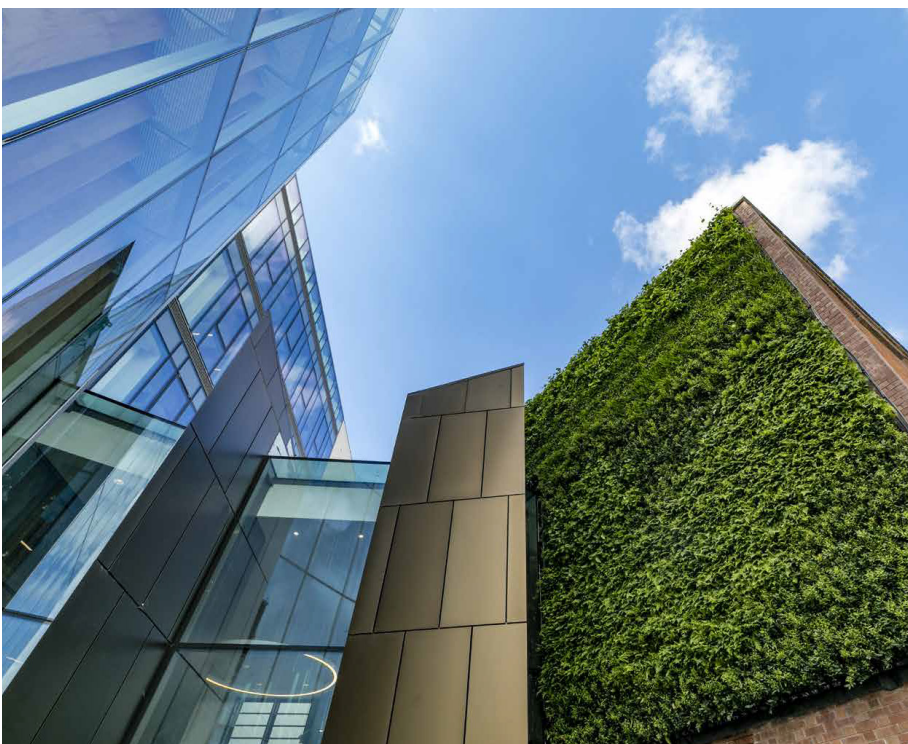
From a research perspective, Philippe focuses on improving business insights by creatively incorporating new Big Data types, such as geographical and social network Big Data. His research has been published in several peer reviewed journals. Across industry he actively assists companies, both on a strategic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



About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

How to Apply

Visit www.tcd.ie/business/executiveeducation/ for more information and to apply for this programme.

Online Learning Experience

Trinity Business School - Executive Online makes high-quality business education available to learners online through our virtual learning environment.

Our online programmes provide cutting-edge executive education to help professionals around the globe progress in their careers, unlock their entrepreneurship abilities, develop new skills and lead change. They involve action-based learning, which participants apply for a long term impact. Our online programmes are delivered through live interactive lectures and workshops providing access to lifelong learning opportunities globally.

CONTACT US

PHONE +353 1 896 2538

EMAIL trinity.exed@tcd.ie