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 the value of their Big 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 Big Data based insights and knowledge. Based on practical examples, this programme will help managers to understand the technology behind Big Data and Artificial Intelligence which will enhance communication and collaboration with technologists and Big 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 Big Data into value adding innovation and key components of your business strategy.
Prof. Philippe Baecke is an Associate Visiting Professor at Trinity Business School specialised 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.”

“Philippe is incredibly engaging and knowledgeable, he presented complicated concepts in a totally understandable way but was willing to dig deeper into things when prompted. He used online learning tools flawlessly.”

“This course and teaching was pitched at exactly the right level. There was enough content for thoroughly tech people to discuss the detail but it was kept generally high level enough for non-data specialists to understand the importance. Philippe did a great job of managing the classes in an online environment.”
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.

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.

Duration Dates

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<th>Week 1</th>
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<td>Week 2</td>
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<td>Week 4</td>
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Daily Schedule

Session 1: 9am to 10:30am
Break: 10:30am to 11am
Session 2: 11:00am to 12:30pm
Finish: 12:45pm

Programme Fee

€1850 per participant

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