



EXECUTIVE WORKSHOP IN BIG DATA ANALYTICS

Leverage Big Data. Improve Decision Making.

PARTNERING FOR PROSPERITY

HALIFAX CHAMBER OF COMMERCE AND DALHOUSIE UNIVERSITY



“The business world is in the midst of a data revolution. Humans are leaving digital footprints of things previously impossible to observe or measure.”

Companies are struggling to manage the opportunities and challenges created by big data. Buried within the data sources are new insights about customers, products, and operations that can drive revenue, profit growth, innovation, and productivity. Taught by award winning faculty from Dalhousie University, the Executive Workshop in Big Data Analytics is an intensive 3-day experience intended to help companies understand and define where and how big data and advanced analytics can transform their business.

Program Overview and Dates

- Day 1: Big Picture on Big Data
- Day 2: Focus on Analytics
- Day 3: Understanding the Landscape and Navigating the Ecosystem

Please visit our [website](#) for program dates and detailed course descriptions.

- **Cases will be used to demonstrate the cross-functional organizational impact of big data uses**
- **Demos include state of the art analytic tools such as IBM Watson Analytics and SAP Predictive Analytics**
- **Popular methods explored include descriptive, predictive and prescriptive analytics**

Key Take-Aways

Upon completion of the 3 -Day workshop participants will be able to:

1. Demonstrate an improved data literacy and an understanding of what is big data
2. Recognize the potential that data offers
3. Recognize and evaluate opportunities for collecting new data
4. Understand the critical role played by senior managers in creating a data-driven organization
5. Know how to ask the right questions to drive effective and efficient decision-making using data

Who should attend this workshop:

Small business owners and founders of innovative start-ups; Corporate directors and officers; Divisional vice-presidents; Experienced public administrators in federal, provincial and municipal government; National, regional and international business unit managers; General managers and branch managers; Executive directors of associations and NGOs; Senior managers of crown corporations; Professional services executives; CMOs and Marketing Managers or Directors.

More info:  dal.ca/execed/big-data



THE DALHOUSIE FACULTY OF MANAGEMENT

We graduate leaders and managers in the business sector, public sector, and civil society from a diverse suite of programs serving undergraduate, graduate, mid-career and executive students. We have been recognized for our innovative, values-based approach to management education and research. Our Faculty of Management's professors are award-winning industry experts who bring real-world knowledge and practice to a learning experience that is truly world class, from right here in Halifax.

Invest in your most important asset - your People!

Tuition: \$2,750* per Participant

Course Descriptions:

Day 1: Big Picture on Big Data

Participants will learn what is big data, what do you do with it, and how it can be used to discover insight and to add value. Emphasis will be on what big data means to organizations. Participants will learn managerial issues around sourcing and using big data, including legal, technical and ethical perspectives. Different big data use cases from various organizational functions will be used to develop a shared understanding of the strategic value of big data.

Day 2: Focus on Analytics

Day filled with demos of various state of the art tools to show what can actually be done with big data. Participants will learn what types of analytics are good for which scenarios and come away with an understanding of popular methods for descriptive, predictive and prescriptive analytics. Best and worst practices for presenting data in organizations using dashboards and visualizations will be covered through interactive activities.

Day 3: Understanding the Landscape and Navigating the Ecosystem

Leave equipped with a vocabulary and understanding of the underlying technologies for storing and analyzing big data. Participants will learn about latest trends in technologies offered by leading vendors and products. Talent and human resource issues around data analytics will be discussed, with an organizational self-assessment on data literacy. We will conclude with options for increasing organizational big data readiness and best practices around emerging technologies.

Faculty

Dr. Hossam Ali-Hassan is a Professor of Management Information Systems in the Rowe School of Business and his research interests include the study of emergent technologies and trends, and their impact on employee's social capital and job performance. His current focus is on business analytics, social media, crowdsourcing and open innovation.

Dr. Michael Bliemel is a Professor of Management Information Systems in the Rowe School of Business. He is a researcher and award winning teacher, interested in the strategic application of analytics technology in organizations.

Dr. Mike Smit is a Professor in the School of Information Management. He has the enviable and challenging opportunity to conduct research and teach classes around any points where people, information, and technology intersect, putting his three degrees in Computer Science to good use.



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