Big Data for Managers

Creating Competitive Advantages with Big Data
A 2-day overview course in Big Data & Business Analytics for Managers
According to a recent McKinsey report, Big Data is at the centre of many disruptive innovations. This 2 day course is intended for people that have to lead business changing Big Data initiatives in their organization.

Day 1
- An introduction to Big Data and Analytics
- Different stages of Analytics Maturity
- An interactive session to assess your company’s maturity
- Analytics methods
- Added value for your organization
- Case story
- Drinks & diner (optional)

Day 2
- Approach and Implementation
- Big Data technology
- Law & Ethics
- Talent search and people development
- Analytics Workshop

Course dates in 2017:
March 27 + 28, 2017
June 19 + 20, 2017
November 6 + 7, 2017

Venue: Amsterdam Business School
Plantage Muidergracht 12
1018 TV Amsterdam

Cost per participant: €1.950,-

For more information and in-company opportunities please mail us at TAA.abs@uva.nl. call us on +31 (0)20 525 6134 or visit our website: www.theanalyticsacademy.com

The best of both worlds
Taught by Amsterdam Business School professors and ORTEC’s top Business Analytics consultants, The Analytics Academy covers both theory and practice. Our programs are tailored to your company’s specific needs. Course dates, duration and curriculum may vary depending on the entry level of participants.

The Analytics Academy is a cooperation between Amsterdam Business School of the University of Amsterdam, ORTEC and Amsterdam Data Science.