In this two day programme “Big Data for Managers” you will learn about the terms, techniques and challenges of Big Data by experienced data-consultants and university professors.

Are you looking to gain a strategic overview of big data and analytics? Wondering if your organization or team is ready to embrace a big data strategy or boost its analytical capabilities? Join our 2-day introduction course for (project)managers and consultants to discover what you need to help your company or team become more data-driven. Next to the theory and workshop sessions, we offer a chance to share experiences with like-minded professionals who are also ambitious to grow their analytics strategy.

Faculty & speakers
The programme will be lectured by professors of the University of Amsterdam and by experienced consultants of ORTEC Data Science.

Programme content
According to a recent McKinsey report, big data is at the center of many disruptive innovations. This two-day course is intended for people that have to lead business changing big data initiatives in their organization.

### Facts & figures

| Dates               | 19 & 20 June 2017  
|                    | 6 & 7 November 2017  
|                    | 19 & 20 March 2018  
|                    | 18 & 19 June 2018  
|                    | 5 & 6 November 2018  

| Schedule            | 9:00 - 17:30 including networking drinks & diner on the first day  

| Location            | Amsterdam Business School  

| Fee                 | € 1,950 – UvA-alumni will receive 10% discount  

| Language            | English  

| FE-hours            | 14 (for chartered accountants)  

### What will you learn in these two interactive days?

- What are big data and business analytics?
- Disruptive innovations in your industry
- How to make analytics work for your business questions
- Overview of business analytics techniques
- Structured and unstructured data
- Infrastructural requirements
- Data visualisation
- Machine Learning
- Law and ethics
- Talent and skills
- Approach and implementation
Key benefits

What you will gain in the course:

• An in-depth understanding of big data terms and definitions
• A basic understanding of analytics methodologies, such as:
  + Forecasting
  + Machine learning
  + Segmentation
• An overview of big data technology, including:
  + Data storage
  + Analytical engines
  + Resource management
• An understanding of how big data can strategically benefit your organization
• An understanding of analytics maturity and next steps for your organization
• Learn what it takes to get your organization more data-driven, implementing an analytics vision/strategy
• A clearer view of what you need to define and implement towards a big data vision and strategy

Participant profile

This course is designed for managers, consultants and other professionals with a beginner to intermediate-level understanding of big data concepts. Join us and uncover how your company can gain a competitive advantage with big data

Participants from previous courses have the following profile:

Jobs: Accountant, Business Controller, Business Development Manager, CEO, COO, CFO, Data Analyst, Finance Manager, Head of Regulatory Reporting, ICT Manager, Legal Council, Manager Customer Intelligence, Manager Strategy & Innovation, Marketing Manager, Managing Director, Risk Manager, Product Manager, Senior Audit Manager, Digital and Privacy Council, Strategy Manager.


Collaboration

This programme is organized by The Analytics Academy, which is a collaboration between Amsterdam Data Science, ORTEC Data Science and the Amsterdam Business School of the University of Amsterdam. To meet the markets demands for educated data scientists and business analysts these three partners started the academy in 2015. The Analytics Academy is offering end-to-end solutions for data science and business analytics education to commercial, governmental and non-profit organizations, both open enrolment and in-company. The three founding partners of the academy bring a vast experience in data science education, for audiences ranging from senior management to hands-on data scientists in a wide variety of sectors and industries, including transport and logistics, energy, retail, ICT and healthcare.

A selection of responses from our participants:

“A great turbo lecture about big data from A to Z. Excellent!”

“Nice to meet other people struggling with this topic.”

“Good overview an in-depth examples from really experienced people.”

“This Big Data course for managers gives you a good overview of everything involved: from vision and change management to techniques, legalisation and attracting and keeping the right talent!”

abs.uva.nl/bigdataformanagers