QUEEN'S UNIVERSITY BELFAST

WILLIAM J. CLINTON LEADERSHIP INSTITUTE

BUSINESS ANALYTICS ESSENTIALS

SHAPING A BETTER WORLD SINCE 1845

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PROGRAMME DATES

Autumn
Spring

PROGRAMME FORMAT

Blended

LOCATION

Live online and on campus

LANGUAGE

English

PRICE

£1450
Payment options are available

WHO SHOULD ATTEND

Small business owners, mid-to senior-level managers who are in leadership positions of business units and functions who want to understand and harness the value in their data.

Professionals seeking to learn the basic fundamentals of data management and business analytics to confidently make better decisions.

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OVERVIEW

Data is everywhere. With vast amounts of data now available, companies in almost every industry are focused on exploiting data for their competitive advantage. To compete in today's business world, managers must improve data literacy across organisations. As data is becoming ubiquitous across companies and departments, learning to handle and analyse data appropriately is a critical skill for all professionals.

This is an is an entry level course that introduces to the basics of data, data processes and data analytics. Business Analytics Essentials core focus is on applied learning, using the Alteryx Designer platform and understanding conceptual learnings including descriptive statistics. Participants will work with a wide variety of data sets, encountering common data cleansing, parsing, joining, and transformation scenarios. An emphasis will also be placed on drawing appropriate conclusions from data and analysing examples of common errors that can occur when performing analyses. It focuses on the basic, fundamental principles of business analytics and walks you through the business analytics thinking necessary for extracting useful knowledge and business value from data.

This immersive, entry level course encourages you to explore the data resources in your organisation and shall empower you to generate ideas, evaluate options and improve your decision-making processes. You will walk away primed to view data in a new light and equipped to extract the value from data, driving opportunities and your competitive edge.

It will help you better use data and understand the methods and tools for extracting useful knowledge from data.

Walk away with the skills to;

- Understand fundamental data and analytics concepts
- Be able to perform basic data analyses and draw reasoned conclusions from their analyses using Alteryx
- Be able to recognize and correct flaws in data, data processes, and interpretations of analyses
- Develop business analytics thinking
- Approach business problems analytically
- Network with like-minded professionals and learn from your peers as well as industry experts and faculty.
- Implement a plan to drive a competitive edge from your organisation's valuable data asset

WHO IS THIS PROGRAMME FOR

This entry-level programme is ideal for small business owners, mid-to senior-level managers who are in leadership positions – of business units and functions – who want to understand and harness the value in their data.

Professionals seeking to learn the basic fundamentals of data management and business analytics to confidently make better decisions.

Developed with the busy executive in mind, this programme is suitable for professionals from any industry, especially those who work with data, mid-to senior-level managers, leaders of a functional department, head of a business unit, executives with general management responsibilities and those who wish to understand, innovate and embrace the opportunities presented from leveraging data. Our immersive on-line and on campus classes provide real world insights for professionals to explore how to extract value from data and align your organisation to compete and thrive in our fast-paced environment.

This programme is essential for organisations and executives keen to drive value from their data and wishing to gain the knowledge, expertise and tools to successfully innovate and differentiate from the competition.

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PROGRAMME STRUCTURE AND CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
HALF DAY ONLINE	HALF DAY ONLINE	HALF DAY ONLINE	HALF DAY ONLINE	HALF DAY ON CAMPUS
Introduction to Business Analytics & Data Cleansing	Data Organisation and Reduction & Summarization	Functions and Formulas & Combining Data	Data Parsing & Transforming Data	Automation and Dynamic Processes & Case Studies

ONLINE — ON CAMPUS

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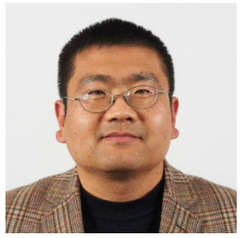
PROGRAMME FACULTY



PROFESSOR MIN ZHANG

Min Zhang is a Professor in Management at Queen's Business School. Professor Zhang is highly regarded as a specialist in the areas of Data and Business Analytics, Operations Management, Supply Chain Management and Innovation Management.

Min is particularly interested in university-industry collaborations and the transfer of academic research output to the benefit of the organisational environment and society. He is passionate about adding value through innovation and empowering professionals to make informed knowledge based decision utilising measurable analytical tools. Professor Zhang leads our collaborative Intertrade Ireland Fusion programme.

Min was previously a Research Fellow (Operations Management) at the University of Nottingham and Lecturer and Senior Lecturer in Operations Management at the University of East Anglia. He gained his Ph.D. in Operations Management from The Chinese University of Hong Kong and Bachelor and Master degree from Nankai University.

EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queen's Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

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CONTACT US

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We are sure the Business Analytics Essentials programme will support digital transformation goals, helping to develop your future skills and workplace requirements in the digital economy.

Throughout this programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

Professor Ashish Malik, PhD
Director of Executive Education

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