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DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-014

Certificate in Big Data for Managers

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Course content

Why Attend

Why Attend Big Data has become a strategic asset that helps organizations improve decision-making, enhance customer experience, reduce costs, and identify new growth opportunities. Managers do not need to be data scientists, but they must understand how data creates value, supports strategy, and drives competitive advantage. This course provides participants with practical knowledge of Big Data concepts, business applications, analytics processes, and leadership approaches for data-driven organizations.

Course Methodology This course uses an interactive and practical approach through presentations, business case studies, group discussions, dashboards, strategy workshops, and real organizational examples.

Course Objectives

- Understand Big Data concepts and business relevance
- Learn the data analytics lifecycle from discovery to action
- Identify opportunities for data-driven decision-making
- Understand structured and unstructured data sources
- Explore cloud and digital platforms supporting Big Data
- Apply Big Data use cases across industries
- Address privacy, governance, and ethical considerations
- Build strategies for creating value from data assets

Target Audience

- Managers and Executives
- Department Heads
- Business Leaders
- Strategy Professionals

Course content

Target Audience

- Project Managers
- Digital Transformation Teams
- Anyone involved in data-driven decision-making

Target Competencies

- Strategic Thinking
- Data Literacy
- Decision-Making
- Digital Leadership
- Business Analysis
- Innovation Management
- Data Governance
- Performance Improvement

Course outline

Day 1: Foundations of Big Data for Business Leaders

- Meaning of Big Data and why it matters
- Characteristics of Big Data: volume, velocity, variety, value
- Role of managers in data-driven organizations
- Big Data trends reshaping industries
- Understanding the business value of data
- Challenges and opportunities in Big Data adoption

Day 2: Data Analytics Lifecycle and Business Application

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Course outline

- Stages of the analytics lifecycle
- Discovery and business problem definition
- Data preparation and quality management
- Model planning and analytical thinking
- Model creation and validation concepts
- Communicating insights to decision-makers
- Moving analytics from planning into operations

Day 3: Big Data for Value Creation

- Data-driven decision-making frameworks
- Structured, semi-structured, and unstructured data
- Internal and external data sources
- Cloud computing and scalable data platforms
- Financial value creation through data insights
- Non-financial value: customer service, efficiency, innovation
- Workshop: Identify data opportunities in your business

Day 4: Big Data Use Cases and Industry Lessons

- Big Data applications across sectors
- Marketing and customer analytics
- Supply chain and operational analytics
- HR and workforce analytics
- Risk management and fraud detection
- Lessons learned from successful implementations
- Data as a strategic organizational asset

Course content

Course outline

Day 5: Governance, Privacy, and Future Readiness

- Data storage, sharing, and accessibility strategies
- Data privacy regulations and compliance principles
- Ethical use of analytics and AI
- Monetising data and revenue generation opportunities
- Building a data culture within organizations
- Future trends in Big Data and automation
- Final case study and management action plan

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Big Data for Managers generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.