executive education | Staying Ready for What's Next

USC Marshall

LIVE VIRTUAL

Managerial Decision-Making with Big Data

Data is everywhere, and understanding what it means is vital for strategic decision-making in organizations. This program is designed to give leaders the framework to judge what good data science looks like so that you can identify where data projects can add value and lead with confidence.

During this program, suitable for non-specialists, you will learn about both the capabilities and limitations of big data, AI and data analytics. You will be taught a framework from which to understand big data and analytics and leave with a toolbox that you can use to lead effective business analytics initiatives and make fact-driven decisions based on analysis. Big Data and Managerial Decision-making was designed to give decision makers the framework to understand and implement data projects that generate actionable insights to help them make fact-driven decisions. The fact is that the hardest parts of implementing a big data analytics strategy or project do not involve data science or technology. Rather, the real challenges are ones of leadership and management.

Program Faculty

Tom Chang
Associate Professor of Finance and Business Economics

Key Takeaways / Curriculum:

- Understand what big data/AI can and can't do (abilities and limitations)
- Learn how to use experiments and predictive analysis to improve decision-making
- Learn to develop strategies to integrate data analytics for fact-based decision-making processes across an organization
- Judge what "good" looks like in data science
- Identify where analytics provides value add and where it doesn't
- Lead with confidence in a data-driven world

Who Should Attend:

This course is designed for executives who are interested in implementing big data initiatives, area leaders whose operational areas would benefit from increased use of data analytics (e.g., marketing), managers who want to understand/ deploy/scale analytics and AI in their organization, and anyone who wants to understand the benefits and limits of big data/AI and data-driven decision-making.

DATES

First Dates –July 25 - July 29 2022

TIME REQUIREMENT

10 live hours total, 5 live sessions of 2 hours each. There are at least 20 hours of reading and exercises.

PROGRAM COST

$2,250

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