



**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

# Business Analytics and Big Data



Today, a good knowledge of Big Data and emerging technologies such as Artificial Intelligence is crucial in developing a clear analytical strategy that enhances the creation of business value.

Most organisations realise that Big Data is an important asset that can deliver competitive advantage. However, in practice, few organisations fully exploit the value of their Big Data. This programme provides a roadmap to successfully exploit Analytics and Big Data and aims to bridge the gap between analytical concepts and the business value that can be created from the implementation of Big Data based insights and knowledge. Based on practical examples, this programme will help managers to understand the technology behind Big Data and Artificial Intelligence which will enhance communication and collaboration with technologists and Big Data engineers. However, the success of Big Data projects goes beyond these analytical techniques. This programme also demonstrates how management, operationalisation and cultivation of Big Data projects is essential in turning large amounts of Big Data into value adding innovation and key components of your business strategy.

Executive Education  
**Trinity Business School**

“Data is the new Oil, Analytics is the Refinery, and Intelligence is the Gasoline which drives Growth.”



Tiffani Bova,  
Salesforce

## Taught Modules

The programme explores four key business that are drivers important for creating value with Big Data



Big Data Analytics



Big Data & strategy



Operationalizing Big Data



Cultivating Big Data



This programme is designed for Organisational leaders, Operations Managers, IT Managers, Innovation Managers, Project Managers and Business Managers



No strong technical or analytical expertise is required, just a desire to understand and use data more effectively



The programme will discuss cases from a wide variety of industries and several functional areas such as marketing, finance, operations and human resource management



## Who should do this course:

This programme is designed for IT Innovators and all business leaders who want to grasp opportunities with Big Data Analytics.

In addition, technical profiles such as business analysts and Big Data engineers who are moving to a managerial role or want to expand their business view will also benefit from this programme.

## What does the course cover:

### Big Data Management:

This course looks at the development of a Big Data strategy and the methodology in understanding and creating business value from Big Data.



### Big Data Analytics:

This programme should help participants identify opportunities with Big Data and artificial intelligence. It will discuss the power of predictive analytics and how this can be applied in several business fields and how an organisation can enhance their analytical maturity by exploring new Big Data sources such as text and network Big Data. In addition, the course will cover the automation of certain business processes using prescriptive analytics and artificial intelligence.

### Operationalising Big Data:

The course will discuss how to align a Big Data strategy with technology requirements. The data architecture and technology needed to successfully operationalise Big Data projects will be discussed on a level understandable for managers.

### Cultivating Big Data:

Culture is the secret sauce for successful Big Data projects. Business value will only be realised if the solutions are also accepted internally, by your employees, and externally, by customers. Hence, the course will focus on how to navigate your organisation towards more Big Data driven decision making and how to communicate Big Data initiatives to stakeholders and customers, taking into account new Big Data protection regulations.

## Benefits:

The programme provides practical guidelines that allows participants to assess the Big Data driven maturity of their organisation and provides a roadmap for leaders to get more from Big Data in their organisation.

The programme provides practical guidelines that allows participants to assess the Big Data driven maturity of their organisation and a roadmap to improve their level of maturity. Lastly, this course is interactive with participants not only learning from the teaching team, but also from the experiences of other participants.

## Faculty:

Prof. Philippe Baecke is an Associate Visiting Professor at Trinity Business School specialised in Big Data Strategy and management. He teaches on MBA and executive programmes in Belgium, the Netherlands, Ireland, and Hong Kong.

From a research perspective, Philippe focuses on improving business insights by creatively incorporating new Big Data types, such as geographical and social network Big Data. His research has been published in several peer reviewed journals. Across industry he actively assists companies, both on a strategic and operational level with the development of Big Data Strategy.



Prof. Philippe Baecke  
Associate Visiting Professor  
Trinity Business

## What participants say:

“It is the combination of analytical explanations and business applications that makes this programme unique”

“Before the course we had put off engaging with Data and the opportunities and challenges it brings. Now we have a clear vision and have implemented our first proof of concepts.”



## Fees

Course fees are €2,000



## Apply

Applications are currently open for the 2019 course, which will run over 4 days May 28, 29, 30 and 31.

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