Center for Executive Education

BUSINESS ANALYTICS FOR EXECUTIVES PROGRAM

United States International University-Africa

USIU AFRICA

Education to take you places

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ABOUT THE PROGRAM

The Business Analytics for Executives Program (BAEP) is tailored to empower leaders with the skills to harness data-driven strategies, enabling informed decision-making and a competitive edge in today's fast-paced market. By integrating internal and external data sources, participants will learn to foster innovation, optimize business processes, and enhance productivity, ultimately allowing organizations to reinvent their products and better respond to evolving market demands.

AIM OF THE PROGRAM

The Business Analytics for Executives program aims to equip leaders with the skills to interpret and apply data-driven insights for strategic decision-making, focusing on practical frameworks that address real business challenges. By emphasizing understanding and utilization of data rather than technical details, the program helps executives improve business performance, optimize operations, and maintain a competitive advantage in their industries.

TARGET AUDIENCE

- C-Suite Executives
- Senior Managers
- Decision Makers
- Business Owners
- Employees interested in data-based decision making

LEARNING OUTCOMES

To the Professional

1. You will gain professional experience to enable you to make data-driven decisions that impact organizational success

2. You will develop critical skills for enhanced risk management. By understanding the potential risks associated with various business decisions, executives will be able to mitigate these risks and protect their organizations

3. You will understand how to gain insights from complex datasets

4. Using analytics to enhance operational efficiency and streamline workflows

5. Developing the leadership mindset necessary to drive analytics initiatives within your organization.

6. Applying Artificial Intelligence tools to enhance decision making processes.

To the Organization

Market Competitive advantage:
Your organization will absolutely benefit by leveraging data analytics to get critical insights into customer behaviour, market trends, and operational efficiencies, enabling them to make informed decisions, optimize strategies, and stay ahead of competitors in today's fast-paced, data-driven marketplace.

Improved Organizational Performance:
Leveraging data enables executives to make informed decisions that streamline operations, cut unnecessary expenses, and enhance customer experiences, ultimately boosting organizational performance and competitiveness.

MODE OF DELIVERY & DURATION

The program is delivered in 3 days on campus. The training program combines industry expert-led and faculty instruction with diverse learning methods like case studies, videos, simulations, role plays, and group discussions to provide a dynamic and practical learning experience.

COURSE CONTENT

Describing and Summarizing Data

- Visualizing Data
- Descriptive Statistics
- Relationship Between Two Variables
- Case Study

ADMISSIONS

We admit applicants on a rolling and space-available basis. You are therefore advised to submit your application as soon as possible. The admissions process is based on your professional experience and achievement, your responsibility in the organisation, and the admissions criteria for each program as described in the Target Audience. There are no formal educational requirements for this program offered by the USIU-Africa Center for Executive Education.

INTERNATIONAL PARTICIPANTS

Accommodation:
The university does not run student hostels but will assist you in securing affordable accommodation at your own expense for the short duration of your stay.

Language of Instruction:
United States International University utilizes English as its primary language of instruction, making it essential for students to be proficient in English to effectively engage with academic materials, participate in discussions, and complete coursework successfully.

PROFESSIONAL CERTIFICATION: CERTIFIED BUSINESS ANALYST FOUNDATION (CBAF) (OPTIONAL)

We will issue certificates on the Business Analytics for Executives Program-(BAEP); however, for those who are interested in getting the title Certified Business Analyst Foundation (CBAF) will be required to take a multiple-choice application exam at a separate cost of US$220.

The certification is offered by an American Certifying body in conjunction with United States International University.

Scan for more information

Cost

KSHS/=
45,000

United States
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