



**QUEEN'S
UNIVERSITY
BELFAST**

**WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE**

BUSINESS ANALYTICS ESSENTIALS

**SHAPING
A BETTER
WORLD
SINCE 1845**



**QUEEN'S
UNIVERSITY
BELFAST**

**WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE**

BUSINESS ANALYTICS ESSENTIALS



PROGRAMME DATES

Autumn
Spring



PROGRAMME FORMAT

On campus (face to face) 2 days



LOCATION

Belfast



LANGUAGE

English



PRICE

£1700
Payment options are available



WHO SHOULD ATTEND

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

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

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. Analytical methods have been widely applied to better understand, manage, and strategically exploit the complex dynamics of customer behaviour, develop new products and processes, and optimize operations and supply chains. To compete in today's business world, managers must improve data literacy across organizations.

Business Analytics Essentials is an entry level course that introduces the applications of business analytics in the business environment. 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.



Our exceptional campus platform will give you access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



Gain the knowledge and tools to exploit the value in data, make better decisions and drive your organisations competitive edge. Improve your performance and boost your career advancement your with market-driven business skills.



Network with like-minded professionals and learn from your peers as well as industry experts and faculty.

Learning outcomes:

- Understand basic business analytics methods and applications
- Conduct simple business analytics tasks using Knime
- Develop business analytics thinking
- Approach business problems analytically
- 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, functions, and products – who want to understand and harness the value in their data.

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 or product development, executive with general management responsibilities and those who wish to understand, innovate and embrace the opportunities presented from leveraging data. Our immersive on campus classes provide real world insights for executives 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 organisation's 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.

PROGRAMME STRUCTURE AND CONTENT

DAY 1

SESSION 1
Introduction to Business Analytics

SESSION 2
Business analytics methods and tools

DAY 2

SESSION 1
Applications of business analytics I

SESSION 2
Applications of business analytics II

ON CAMPUS

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 Queens 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.

RUSSELL
GROUP



CONTACT US

The William J. Clinton Leadership Institute
Queen's University Belfast
Riddel Hall, 185 Stranmillis Road
Belfast, BT9 5EE

Hannah Costello

Programme Advisor

T: +44 (0) 28 9097 4665

E: leadershipinstitute@qub.ac.uk



We are proud to offer you a new series of Innovation, Strategy, Transformation programmes 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



SHAPING
A BETTER
WORLD
SINCE 1845



**QUEEN'S
UNIVERSITY
BELFAST**

**WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE**