



# Big Data for Managers

**In this two day masterclass “Big Data for Managers” you will learn about the terms, techniques and challenges of an analytics strategy from experienced data science experts and university professors. This masterclass is designed for people that have to lead business changing big data initiatives in their own organisation.**

Are you looking to gain a strategic overview of big data and analytics? Wondering if your organisation or your clients are ready to embrace a big data strategy or boost its analytical capabilities? Join our 2-day introduction course for management and executives to discover what you need to help your company or team become more data-driven. Apart from the theory and workshop sessions, we offer a chance to share experiences with like-minded professionals who are also ambitious to grow their analytics strategy.

## What will you learn in these two interactive days?

- Demystification and explanation of terminology like: AI, Data Science, Robots, Cloud, Big Data etc.
- Perspectives on data analytics infrastructure, technology, tools and architecture
- Get a managerial understanding of machine learning algorithms (classification, regression, clustering, text mining)
- Understand how data science projects should be approached
- Understand the implications of GDPR for your team/organisation
- The ethics, pitfalls and possibilities of (machine learning) algorithms
- How and where to find data science talent
- What are the levels of analytics maturity and how to reach this in your organisation
- Understand how big data can strategically benefit your organisation and how you can help accelerate this

## Facts & Figures

Dates	Monday 28 & Tuesday 29 October 2019 Monday 3 & Tuesday 4 February 2020 Monday 15 & Tuesday 16 June 2020 Monday 5 & Tuesday 6 October 2020
Schedule	9:00 - 17:00 including networking drinks & dinner on the first day
Location	Amsterdam Business School
Fee	€ 1,950 UvA-alumni will receive 10% discount
Language	English
PE-hours	14 (for chartered accountants)

## Learn from your peers

During this interactive masterclass, we offer a chance to share best practices and pitfalls with like-minded professionals, that are also ambitious to grow their analytics strategy.

A part of this masterclass is a group assignment, in which you will apply your newly acquired knowledge. On the second day the groups will present to your peers:

- lesson’s learned during the course
- initial business case ideas and application
- project approach and envisioned challenges

## Participant profile

This course is designed for executives, directors, managers, auditors, consultants and other professionals who wish to develop a high-over understanding of a data-driven strategy and its broad implications on a company level.

## Participants from previous courses have the following profile:

**Jobs:** Accountant, Business Controller, Business Development Manager, CEO, COO, CFO, Data Analyst, Finance Manager, Head of Regulatory Reporting, ICT Manager, Legal Council, Manager Customer Intelligence, Manager Strategy & Innovation, Marketing Manager, Managing Director, Risk Manager, Product Manager, Senior Audit Manager, Digital and Privacy Council, Strategy Manager.

**Companies:** ABN AMRO, Accenture, Achmea, Aegon, Air France KLM, Akzo Nobel, ANWB, DAS, De Goudse, De Jong & Laan, Dynniq Group, Evides Waterbedrijf, Fontys, Gemeente Amsterdam, ING Bank, Jumbo, KAS Bank, KPN, Lidl, Ministerie van Defensie, NAM, NN, Nuon, PostNL, RAI Amsterdam, Randstad, Rijksmuseum, Seatrade Reefer Chartering, Shell, SNS Bank, Staples, SVB, TomTom, UWV, Vodafone Ziggo, Yarden, Zilveren Kruis.

## Collaboration

This masterclass is organised by The Analytics Academy, which is a collaboration between Amsterdam Data Science, ORTEC and the Amsterdam Business School of the University of Amsterdam. To meet the demands for educated data scientists and business analysts these three partners started the academy in 2015. The Analytics Academy is offering end-to-end solutions for data science and business analytics education to commercial, governmental and non-profit organisations, both open enrolment and in-company. The three founding partners of the academy bring a vast experience in data science education, for audiences ranging from senior management to hands-on data scientists in a wide variety of sectors and industries, including transport and logistics, energy, retail, ICT and healthcare.



Besides open programmes, The Analytics Academy develops tailored in-company training programmes on Data Science. With this broad range of Data Science trainings, The Analytics Academy helps organisations to grow and sustain knowledge at each stage of the data driven transformation.

Our training sessions go through all layers of the organisation and range from creating basic understanding at board level in order to develop a data strategy to acquiring hands-on skills enabling your staff to deliver value in data oriented projects. A unique benefit of our partnership for our clients is the ability to combine tailored classroom training with on-the-job coaching leading to better adoption and implementation of the capabilities within the organisation. Previous in-company clients are ASR, CPB, Essent, De Goudse, Havenbedrijf Rotterdam, ING, KLM, Philips, PostNL, Tata Steel, TomTom and more.

## Contact

For more information on The Analytics Academy and its programmes, please contact: Susan Nuijten, Manager Executive Education, [info@theAnalyticsAcademy.com](mailto:info@theAnalyticsAcademy.com), 020-525 6134.

## A selection of responses from our participants:

“A great turbo lecture about big data from A to Z. Excellent!”

“Nice to meet other people struggling with big data.”

“Good overview of data analytics and in-depth examples from really experienced people.”

“This course gives you a good overview of everything involving big data: from vision and change management to techniques, to legislation, including attracting and keeping the right talent!”

“A great way to catch up with the idea of big data. The subject is explained in all its facets in just two days.”

University of Amsterdam

Amsterdam Business School

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