



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# BUSINESS ANALYTICS ESSENTIALS

SHAPING  
A BETTER  
WORLD  
SINCE 1845



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# BUSINESS ANALYTICS ESSENTIALS



## PROGRAMME DATES

February 2023  
October 2023



## 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.

The programme will help you better use data, and understand fundamental concepts and principles that underlie techniques for extracting useful knowledge from data.

This immersive two day course will empower you to use the data resources in your organisation to generate ideas, evaluate options and improve 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 competitive edge.



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 tools
- Improve data literacy
- Understand how business analytics fits in your organization
- Develop business-analytics thinking
- Approach business problems analytically
- Forge a data driven focus in your organisation
- Implement a plan to drive a competitive edge from your organisation's valuable data asset

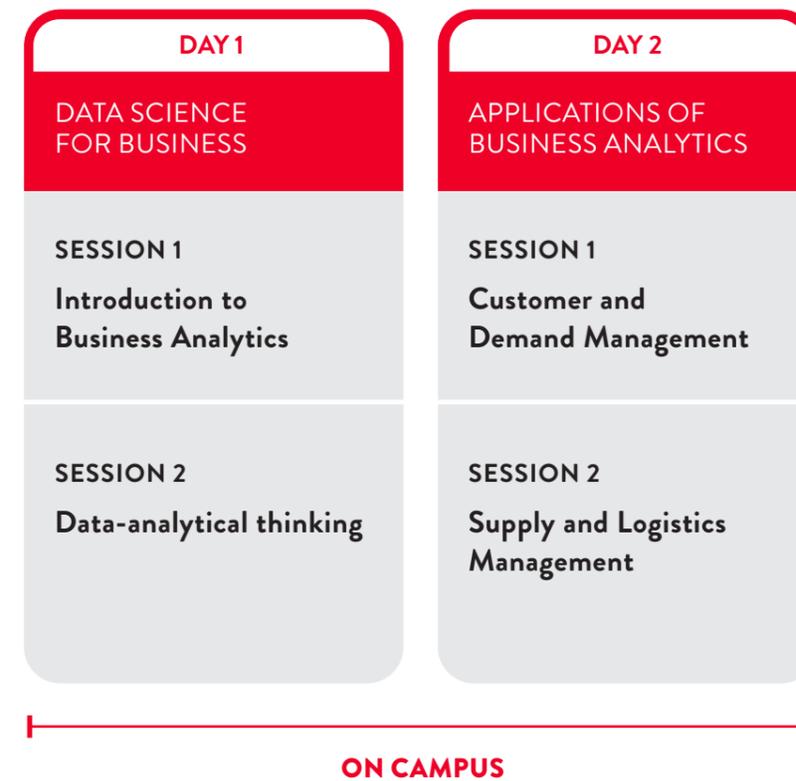
## WHO IS THIS PROGRAMME FOR

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 - 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



## PROGRAMME FACULTY



### PROFESSOR MIN ZHANG

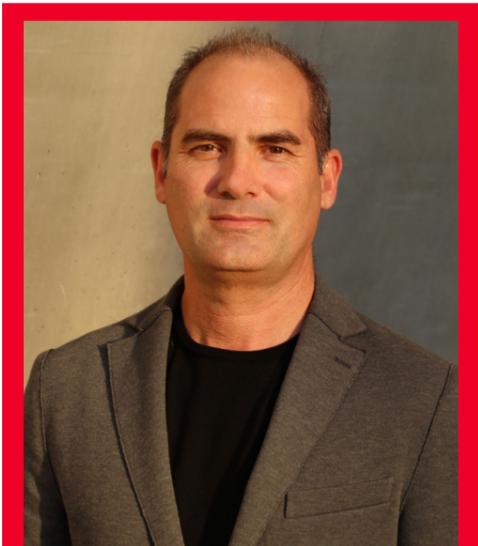
Min Zhang is a Professor in Management at Queen's Management School. Professor Zhang is highly regarded as a specialist in the areas of Data and Business Analytics, Operations Management, Supply Chain Management and Innovation Management.

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 Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, while addressing future work skills and workplace requirements, is to empower and develop leaders and future generations of leadership to create positive social and economic impact for a better world. 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 Management 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.



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. As part of this series the Business Analytics Essentials programme offers a unique opportunity to gain the knowledge and tools to exploit the value in data, make better decisions and drive your organisations competitive edge.

Throughout this on campus programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our experienced faculty. I look forward to welcoming you to this programme in the near future.

**Laith Dajani**  
Executive Director, CLI

### CONTACT US

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