



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# DATA ANALYTICS AND DECISION MAKING

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# DATA ANALYTICS AND DECISION MAKING



## PROGRAMME DATES

September 2022  
March 2023



## PROGRAMME FORMAT

On campus (face-to-face)/ 2 days



## LOCATION

QUB campus, Belfast



## LANGUAGE

English



## PRICE

£1700  
Payment options are available



## WHO SHOULD ATTEND

- Small business owners, Mid-to senior-level managers who are in traditional leadership positions – of business units, functions, and products – who want to leverage the value in their data.
- Executives seeking to learn the basics of data management, analytics to confidently make better decisions.
- Business leaders responsible for driving the organisation for the future, seeking to champion innovation and growth in our highly dynamic environment.



# OVERVIEW



Understanding and serving your customers better has become a key differentiator in today's fast paced, digital world. Volatility and the need to adapt quickly to our dynamic commercial environment has meant that the need for fast, effective decision making is a critical component for organisations who wish to thrive in today's world. To compete in today's world company's need to be data driven.

Data Analytics and Decision Making provides managers and leaders with insights into decision making and the opportunity to rethink core business strategies based on their organisation's resources and positioning in the market.

The programme will help executives better use data, understand what the numbers are revealing and identify where the results of those calculations may be falling short.

It will provide an overview into three key areas of the data analytics process (gathering the information you need, analyzing it, and communicating findings to others) and the three key steps (generating options, evaluating your alternatives, and making your choice) of decision making. It provides an array of tools and approaches to help executives analyze data and make decisions.

This immersive two day course will empower managers to prioritise data analysis in their organisation to generate ideas, evaluate options and improve decision making processes. Participants will walk away primed to view data in a new light and equipped to extract the value from their data, driving opportunities and competitive edge.



Through our exceptional online campus platform, will be able to access videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



We shall give you the knowledge and tools to manage your data effectively for better decision making, understand and serve your customers better and gain a competitive edge.



You will have the opportunity to network with like-minded professionals and learn from your peers as well as industry experts and faculty.

## Walk Away With The Skills To

- Understand the commercial benefits of effective data analysis and its impact on better decision making
- Collect, evaluate and use data effectively
- Understand basic data analytics methods
- Understand the groundwork for the decision-making process
- Understand the ways to generate ideas, driving innovation
- Communicate findings and decisions to others
- Utilise data management for better decision making, balancing risks, challenges and opportunities
- 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

The programme is ideal for small business owners, managers and business leaders wishing to learn the basics of data analytics and walk away equipped with the ability and confidence to analyse data and make better decisions.

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

### DAY 1

#### DATA ANALYTICS BASICS FOR MANAGERS

##### Session 1

**Gather the right information**

##### Session 2

**Analyse the data**

### DAY 2

#### MAKING BETTER DECISIONS

##### Session 1

**Generate options and evaluate  
the alternatives**

##### Session 2

**Make your choice**

ON-CAMPUS

According to a survey of more than 1,000 senior executives conducted by PwC, highly data-driven organizations are three times more likely to report significant improvements in decision-making compared to those who rely less on data.



## PROGRAMME FACULTY



### PROFESSOR MIN ZHANG

Min Zhang is a Professor in Management at Queen's Management School and Academic Director at the William J. Clinton Leadership Institute. 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. Min 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.

**RUSSELL  
GROUP**



### CONTACT US

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**Business leaders today must prioritise and harness the value from data within their organizations to compete effectively in today's global marketplace.**

Developed as part of our range of high calibre leadership and management programmes we are proud to offer you the opportunity to develop your future skills and workplace requirements for the digital economy. The Data Analytics and Decision Making programme offers you a comprehensive insight into the power of your own data and the knowledge and skills to leverage its potential. We hope you will find this programme interesting and we look forward to welcoming you in the near future.

**Laith Dajani**

**Executive Director, CLI**



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