



**Schulich**  
School of Business  
Executive Education Centre

UPCOMING PROGRAM DATES  
Sept. 18, 2017 - Jan. 19, 2018  
15 days over 3 months

# Masters Certificate in **Analytics for Leaders**

Make smarter business decisions

## Program Leadership Insights

Analytics understanding is the filter you need to stay afloat in the current and future explosion of data.

Leveraging data is critical to identifying new market opportunities and maintaining competitiveness.

Implementation is highly idiosyncratic to an organization's specific circumstances and requires a diverse skill set.



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# Why Implement Data Analytics?

Decisions based only on gut feeling or spreadsheet level analysis are increasingly a recipe for extinction.

While many organizations collect data as a basis for decision making, **seeing patterns in the exploding volumes of data being generated by customer and client interactions with services and products quickly becomes impossible.** While collecting big data is simple, analyzing it properly to **extract and distill the insights it contains** in order to **make better and more profitable business decisions** requires some specialized skills.



## What Does Predictive Analytics Entail?

Leveraging analytics involves collecting data and a technical process of analyzing it to “open a window into the future” for **experimentation with different courses of action to assess the potential outcomes.**

There are lots of applications across all sectors and functional areas, but at the heart of them all is **a fundamental understanding of core business parameters.** Analytics works when somebody has **fully aligned the technical aspects with the specific business details of the organization.** There is no out-of-the-box software which will give you immediate answers.

## Communication Skills Are Critical

A simultaneous understanding of technical and business dimensions is necessary in order to unearth meaningful business insights. **Shaping those insights into an understandable form and effectively communicating them to executives across the organization** for business decision-making is a critical part of sustained analytics success. Those working in the field also need the **interpersonal skills to interact effectively with personnel all across the organization** who may be involved in analytics projects.



# Masters Certificate in Analytics for Leaders

Whether your organization is looking to implement a data analytics program from scratch, take your use of data to the next level, or simply learn how to do it more effectively, this course will **increase your fluency in the domain, and round out your knowledge of the skills necessary** to successfully analyze, interpret, communicate and present data with confidence.

The program is structured in **standalone modules which can be taken individually** by managers from any sector or functional department.

The first two modules allow participants to quickly **get to the heart of business applications for data analytics, and to learn the communication and presentation skills required** to ensure its successful integration into the organization's managerial processes. The final module offers a **deep dive into the foundations of predictive and data analytics**. Participants must take all three modules to receive their Masters Certificate.

## Key Program Take Aways

The program has been designed to give participants knowledge of:

- Different analytical approaches to **enhance strategic business decision-making** for increased performance or profitability.
- The role of data in customer acquisition and retention to **create competitive advantage and improve marketing and sales strategies**.
- **The softer skills critical to successfully leading analytics projects** in organizations, including communication, presentation, negotiation and exerting influence.
- The ability to **summarize, interpret and derive insights from data**, and incorporate uncertainty in decision-making.



## Overview of Course Modules

Modules may be taken individually. All three modules must be taken in order to receive your Masters Certificate.

MODULE 1 • SEPTEMBER 18 - 22, 2017

### Marketing and Data Science

Opens the eyes of participants to the full range of business applications which can benefit from analytics.

**Topics include:** Consumer Behaviour; Data Science I + Data Science II; Digital Marketing Analytics; Enhancing Interpersonal Effectiveness

MODULE 2 • OCTOBER 23 - 27, 2017

### Analytics & Leadership

Covers the full range of softer skills and knowledge required to successfully integrate data analytics into an organization.

**Topics include:** Governance, Privacy and Big Data; Data Visualization I + Data Visualization II; Negotiating and Influencing Skills; Making Compelling Presentations

MODULE 3 • JANUARY 15 - 19, 2018

### Predictive Analytics and Big Data

A hands-on deep dive into the tools, technologies, and methodologies of predictive analytics.

**Topics include:** Introductions to Big Data; Predictive Modelling; Advanced Topics in Decision Trees; Regression Analysis; Logistics Regression



See detailed module content and additional program information at [seec.online/11382](https://seec.online/11382)





# Masters Certificate in Analytics for Leaders

Program Director  
Murat Kristal, PhD

## Find Out More Today!

Visit [seec.online/11382](http://seec.online/11382)

1. Watch a brief **video introduction** by Program Director Murat Kristal.
2. Join Murat for a **free 1-hour online information session**. Once you register, you will be sent your login details.
3. For **program content related questions**, ask Murat directly:  
Tel: 416.736.5079  
Toll free: 1.800.667.9380  
e-mail: [mkristal@schulich.yorku.ca](mailto:mkristal@schulich.yorku.ca)

## Participant Profile

This program has been designed for **executives and professionals with diverse needs** from any sector or functional area, including managers who:

- Want to learn data analytics **tools and techniques** and leverage insights from big data to allow their organization to make better business decisions
- Are tasked with implementing, enhancing or **expanding the role of analytics** in their organization
- **Currently work on analytics projects** or are involved with a data team, and want to increase their fluency in the domain and their command of its tools and techniques

## Unique Program Features Include

- **Comprehensive, in-depth coverage** of material for an actual understanding of how to do real analytics
- **In person, hands on training** by high quality professors and leaders in the field – not available online
- Derived from Schulich's MBA Business Analytics concentration; incorporates **content and skills most requested by industry leaders**
- Only open enrolment analytics program with **data visualization and machine learning** components
- INFORMS CAP® (Certified Analytics Professional) recognized program



## How technically demanding is the program?

The modules have been developed for non data scientists, and do not require a high degree of prior technical knowledge. Some topics make use of math but only for explanation or demonstration purposes. All participants require is an openness to learning.

## Registration Details

### Program Dates

Upcoming Session:  
Sept. 18, 2017 - Jan. 19, 2018  
15 days over 3 months

### Program Location & Time

The Miles S. Nadal Management Centre,  
222 Bay St., 5th Floor, Ernst & Young  
Tower, Toronto, Ontario M5K 1K2  
Sessions run: 9:00 a.m. - 4:30 p.m.

### Masters Certificate Program Fee:

\$9,850 CDN + applicable taxes

**Per module:** \$4,000 + applicable taxes

- Fee includes program tuition, teaching materials, lunches and refreshments.
- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable upon notification of acceptance, prior to start of program.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about multiple registration discounts from one organization, or a convenient tuition payment plan.
- Modules, speakers, topics, dates, fees, and locations are subject to change.

### Optional Accommodations

Participants receive a special corporate rate at the Fairmont Royal York Hotel. For details please visit the **Contact and Locations** section of our website.

### Administrative Inquiries

Tel: 416.736.5079  
Toll Free: 1.800.667.9380  
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For more information, or to  
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