MASTERS CERTIFICATE IN
Analytics For Leaders

Grow your career.
Level up for the future.

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Analytics For Leaders

Learn how to see patterns in your data as a leader of an organization. Analyze it properly in order to make better business decisions. Be prepared to learn about the tools you need and the team you need to develop. Learn who your next hire should be and what data you need to add value to your role and the organization.

| Grow your career. | Level up for the future. |

Mastery in 9 days.

Book this course online: seec.online/13211
Program Highlight

- **9 weeks**: Monday-Friday
- **6 modules**: 1-2 modules per week
- **Online**: Entirely virtual and live
- **Flexible Schedule**: Modules available as standalone options
OVERVIEW

Course Modules

1. Analytics & Leadership
2. Introduction to Analytics
3. Business Insights with Data
4. Managing Data
5. Data Science in Action
6. Digital Transformation
Program Faculty

Murat Kristal, PhD
Program Director,
Centre of Excellence in Big Data
and Analytics Leadership

David Elsner
MBA
DHE Consulting

Victor Garcia
ABC Live Corporation

George Georgopoulos
PhD

Diana Kawarsky
MA, CPP

Keith Loo
CTO Boost

Taran Rihal
MBA, MSc, SSBB
Ontario’s public service

Eugene Roman
BA, MBA, CPA
Design AI Ltd.

Hemant Sangwan
PhD

Shane Saunderson
MBA

Catherine Truxillo
PhD
SAS Institute
It’s critical for executives and leaders today to have a good understanding of data and analytics beyond just using the buzzwords. This program gives participants a well-rounded perspective of the subject and positions them to have more influence in changing or transforming their organizations with data.

- Dominic Parent, Canadian Coast Guard
Excellent course with lot of insights on how to manage the Analytics project efficiently and effectively.

- Nidhi Sethi, Scotiabank
Program Content

10-HRS Analytics & Leadership
Learn, practice and perfect the softer leadership skills which have proven critical for successfully engaging with human factors when implementing analytics-based projects.

Leading with Analytics
- Pair your business expertise with data science's capabilities
- Identify the best corporate analytical strategy for success
- Frame business problems for data and analytics answers
- Overcome communication barriers

Negotiating and Influencing Skills
- Influence people on the conversational or interpersonal level
- The art and science of negotiating
- Strategies for persuading consistently
- Attain win/win outcomes with conflict resolution

8-HRS Introduction to Analytics
An exploration of the underlying principles, this module will familiarize you with the reasons why it’s possible to trust data to make better decisions compared to intuition or experience.

Data vs. Intuition + Data-Driven Decision Making
- Decision-making strategies based on data vs. intuition
- Use data skills to build effective intuitions and vice versa
- Use data-driven strategies for better decision making
- Drive up ROI with data driven approaches

Understanding Variation + Correlation vs. Causation
- Consistency of process through measuring variability
- Measures of variability that determine outcome fluctuations
- Distinguish correlation from causation for better insight
- Variables and relationships relevant to business problem

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8-HRS BUSINESS INSIGHTS WITH DATA
“Moneyball” insights are real! Locate the Moneyball instances within your organization by asking the right data questions, and then successfully present insights using data visualization.

Finding “Moneyballs” with Analytics
- Explore Applied Moneyball Theory as a unique value multiplier
- Unlock thinking and skills for identifying high value moneyballs
- Create predictive measures and questions to ask of the data
- Convince decision makers to invest in Moneyball opportunities

Data Visualization with Tableau
- Ask the right questions to reveal patterns and trends
- Illustrate actionable insights with data visualizations
- Empower decision makers with management dashboards
- Apply design principles, visual theory and data storytelling

8-HRS MANAGING DATA
Learn the fundamentals of an analytics infrastructure: what’s required to store, access, manipulate and manage data from technical, regulatory, privacy and cybersecurity perspectives.

Data Governance & Privacy
- Modern macro and micro drivers for effective data governance
- Organizational alignment and cross-functional engagement
- Internal/external roles and responsibilities
- Effective data leadership within an organization's value network

Overview of Databases and Big Data Tools
- Big data and data science for more informed business decisions
- Organizational growth through more effective data analytics
- How big data analytics can drive competitive advantage
- Cloud, mobility, security, social media and online business

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**8-HRS MODULE**

**Data Science in Action**
Envision the practical predictive analytics applications most suited to your organization now, and explore the additional possibilities afforded by data science technologies.

- **Introduction to Predictive Analytics**
  - Explore the past to predict advantageous future outcomes
  - Apply tools and methods to your business decisions
  - Differing science and data needs across industries
  - Understand and communicate knowledge gained

- **A Map of the Terrain and Technologies**
  - The difference between supervised and unsupervised learning
  - Common and useful data science algorithms in practice today
  - Technologies most useful in enabling workplace data science
  - How AI algorithms enable powerful data-driven insights

**8-HRS MODULE**

**Digital Transformation**
This module provides participants with strategies and techniques to enable the digital transformation which analytics represents to gain and maintain traction in their organization.

- **Entrepreneurial Thinking for Tech Strategies**
  - Data & AI challenges prevalent in the enterprise today
  - Compare disruptive start-up vs. enterprise tech strategies
  - Methodologies to execute like a tech-enabled start-up
  - Processes to maintain rigor, security and compliance

- **Design Thinking in the Age of Big Data**
  - Create organizational value through internal design thinking
  - Maximize value with design solutions based on insights
  - Frame internal challenges to deliver new benefits
  - Apply design thinking through an analytics lens
Participant Profile

This program has been designed for managers who:

• Need to make important business decisions backed by insightful data.

• 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.

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