



UniSA | Business



# EXECUTIVE EDUCATION

## BUSINESS ANALYTICS AND BIG DATA FOR BETTER BUSINESS DECISIONS

### OVERVIEW

This course has been designed to enable participants to manage the development and exploitation of business analytics capabilities within their organisation, including the exploration and analysis of data, as well as the application of data analytics in strategy and decision-making. Participants will gain an understanding of Business Intelligence, Business Analytics and Big Data as applicable in an organisational context.

Without the insight and clarity of focus that comes from data, organisations miss the opportunity to thrive in their chosen field. Data can help in dealing with ongoing change by gaining a deeper understanding of external and internal success factors.

### PROGRAM BENEFITS

#### Individual

- Learn how to be more impactful in your role and organisation by leveraging data
- Acquire knowledge and hands on skills in a business discipline with worldwide demand
- Understand how data can enrich existing decision-making processes
- Develop a sought-after set of professional skills that are applicable in any industry
- Gain an understanding of the various types of data and analytics tools and methods
- Understand which analytics tools and methods suit which business problems
- See examples of data and analytics applied in several different settings

- Assess the specific potential for analytics in your organisation
- Develop an initial plan of action for getting started or getting on track

#### Organisational

- Learn where to start in your analytics journey
- Know how to take a stocktake of where your organisation is now
- Understand the investment-benefit-risk ratio of analytics
- Avoid the pitfalls of analytics initiatives, learnt from practitioners in the field
- Learn how data can assist to create products and services that are both nuanced and scalable

### ASSESSMENT

During the program you will be supplied with a dashboarding tool that complements the content on how to build organisational analytical capability.

The assessment requires you to apply your learning from the course to:

- populate the dashboarding tool with requirements specific to your organisation's analytical needs
- generate a high-level analytics roadmap specific to your organisation through using the tool
- record a 5-minute video presentation on the analytics roadmap plan that you came up with

No pre-existing technical skill will be required. The software used will be supplied.

### SNAPSHOT

Program Length.....2 days

Delivery Mode.....Face-to-face

Who is this program suited to?

Emerging, mid-level and senior business leaders and executives

## ENROLMENT

Enrolments for the Business Analytics and Big Data for Better Business Decisions program can be submitted via the online enrolment platform. To learn more or enrol in the program, please visit [unisa.edu.au/business-analytics](https://unisa.edu.au/business-analytics)

## PROGRAM OUTLINE

### Day 1:

- Business Intelligence, Business Analytics and Big Data – what is it? Sorting the reality from the hype
- Case Study 1: Business Analytics in SMEs
- Success and failure
- Developing organisational analytical capability – not your regular IT program
- Case Study 2: Business Analytics in large organisations
- Exercise: Analytical needs for my organisation

### Day 2:

- Business Analytics, Big Data and Digital Transformation initiatives
- Case Study 3: Business Analytics in Health, Utilities, Government
- The data-enriched workforce
- Making the most of data sharing: partners, suppliers and competitors
- Case Study 4: Business Analytics in Manufacturing, Retail, Agriculture
- Emergent and future trends - how to be prepared, where to invest
- Developing and using your own data dashboard

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***“We are living in a world of growing uncertainty which brings both risk and opportunities. What you’ll learn from this course is how your organisation - through using data - can not only survive, but thrive.”***

**Stuart Ainsworth, Course Facilitator**

