Certificate in Business Data and Analytics (CBDA)

Understanding the Managerial Implications of Using Big Data and Analytics

As data and the use of data continues to change the business landscape, now is the time to position yourself and your organization to be more competitive by putting the vast amount of information to work. Effectively managing data requires the ability to harness the immense volume of data and the quick influx of new information available, accurately determining the quality of the data collected, and understanding how the data should be applied to the business process.

With all the buzz surrounding “big data,” the real excitement lies in the opportunity to better leverage the vast amount of data and information that a company has access to, and in understanding which tools and techniques are best for the organization. The Certificate in Business Data and Analytics (CBDA) Program is taught by thought-leaders and experts in the area of business information systems from the top-ranked Paul Merage School of Business at UC Irvine, and provides participants with the knowledge and tools needed to take full advantage of information and resources available to make their organizations more competitive.

PARTICIPANT PROFILE:
- Middle to high-level managers and executives tasked with identifying and interpreting industry and company specific raw data for use in gaining a competitive advantage
- Individuals with little to no computer science background who want to gain insight into how best utilize data and data analytic tools/techniques for their organization

PROGRAM STRUCTURE:
- World-class Merage School faculty who are thought leaders and experts in business information systems
- Full two-day program (with two interactive instructional modules per day)
- Course materials, parking permits, meals, valuable networking opportunities and UC Irvine Certificate of Completion

“The use of big data will become a key basis of competition and growth for individual firms. From the standpoint of competitiveness and the potential capture of value, all companies need to take big data seriously.”
- McKinsey Global Institute

For program dates, to request more information, or to register, visit merage.uci.edu/go/CBDA or contact the Office of Executive Education at ExecEd@merage.uci.edu or 949.824.6610.
ABOUT THE PAUL MERAGE SCHOOL OF BUSINESS
The top-ranked UC Irvine Paul Merage School of Business combines the academic strengths and best traditions of the University of California with the cutting-edge, entrepreneurial spirit of Orange County in the heart of America’s Tech Coast. Four dynamic MBA programs, PhD, undergraduate business, several specialized Masters degrees, and Executive Education programs, deliver the School’s thematic approach to business education: sustainable growth through strategic innovation. The Merage School consistently ranks among the top 5% of AACSB-accredited business schools in the U.S., and boasts a world-class faculty, strong alumni network, and close corporate relationships.

The CBDA program is offered by the Office of Executive Education in partnership with the Center for Digital Transformation.

ABOUT THE CENTER FOR DIGITAL TRANSFORMATION
The Center for Digital Transformation (CDT), a Center of Excellence at The Paul Merage School of Business at UC Irvine, has been built on the belief that digital technologies are transforming the strategy and structure of business enterprises. The Center’s vision is to be an influential voice and catalyst for advancing the competitiveness and productivity of businesses in the digital economy by providing executives with a better understanding of the dynamics of this profound technological shift and of what these forces mean for their industries and organizations.

For more information, visit merage.uci.edu/go/cdt.

ABOUT THE OFFICE OF EXECUTIVE EDUCATION
The Office of Executive Education leverages the best the Merage School has to offer, and provides numerous and varied opportunities for the business community to enhance their education experience and update their professional expertise through open enrollment, custom, and international programs.

Programs and services are offered in the following areas:
- Open Enrollment Programs
- Custom Programs
- International Programs

For more information, visit merage.uci.edu/execed.

CURRICULUM OVERVIEW:

Competing with Analytics
- Overview of Big Data: What is Big Data and why do we care?
- Key learnings and best practices from successful firms
- Identifying opportunities to leverage Big Data and overcome common challenges

Data Mining Methods
- Overview of dashboards
- Data pre-processing; testing and training data
- Weka – open source data mining tool
- Predictive analytics: classification using decision trees

Web and Mobile Analytics
- Social analytics: customer sentiments, engagement, and conversion
- Clickstream and search engine analytics
- A/B testing and experimentation

From Methods to Application
- Understanding the process of data analysis
- The differentiation between statistical applications and techniques
- Which data analytics tool is right for your organization and understanding how to put it in practice

Contact us at ExecEd@merage.uci.edu or 949.824.6610 to learn more about how Executive Education programs from the Merage School can benefit you, your career and your organization.