Certificate in Business Data and Analytics (CBDA)

Understanding the Leadership and 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 harnessing 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 improve business processes.

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 and practitioners 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/CBDA or contact the Office of Executive Education at ExecEd@merage.uci.edu or 949.824.6610.
Competing with Analytics

- Overview of Big Data: What is Big Data and why do we care?
- Machine learning, artificial intelligence, deep learning, and other tools
- 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

Curriculum Overview:

Program Faculty:

Vidyand (VC) Choudhary, PhD
Senior Associate Dean and Professor, Information Systems
The Paul Merage School of Business, University of California, Irvine

Sanjeev Dewan, PhD
Professor, Information Systems
The Paul Merage School of Business, University of California, Irvine

David Savlowitz
Founder, Competitive Analytics
Lecturer, Information Systems

Padhraic Smyth, PhD
Professor, Department of Computer Science
Director, Center for Machine Learning and Intelligent Systems
University of California, Irvine

To learn more, visit merage.uci.edu/CBDA

About the Paul Merage School of Business

The Paul Merage School of Business at UC Irvine offers four dynamic MBA programs – plus PhD, specialty masters and undergraduate business degrees – that prepare business leaders for our digitally driven world. Through our programs, students acquire the exceptional ability to grow their organizations through strategic innovation, analytical decision-making, digital information technology and collaborative execution. While the Merage School is relatively young, it has quickly grown to rank consistently among the top five percent of all business programs worldwide through exceptional student recruitment, world-class faculty, a strong alumni network and close relationships with both individual business executives and global corporations. Additional information is available at merage.uci.edu.

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