UAEU كلية الإدارة والاقتصاد College of Business and Economics | جامعة الإمارات العربية المتحدة United Arab Emirates University

From Data to Action - Big Data and Analytics

OVERVIEW

Digital technologies have made data prevalent and more accessible. “Data is the new oil,” but how to reap the benefit of big data is far from obvious. How to harness the power of big data is increasingly not an option for organizations to compete or even to survive. What are the technical and organizational capabilities an organization needs to develop in order to leverage the advantages and to capture more value? Organizations need to not only understand the challenges and potential in big data, but also integrate big data into the future strategies for sustained competitive advantage.

COURSE DESCRIPTION AND MAIN OBJECTIVE

This course is designed to help decision makers navigate through the complexity in big data and analytics and enable them to capture the value of big data and effectively drive business transformation. Participants will master the fundamental concepts in big data and analytics, examine the challenges and opportunities associated with big data, and explore roadmaps for big data capability development.

LEARNING OUTCOMES

By the end of the course, participants will be able to understand basic concepts in big data and business analytics; critically examine the challenges and opportunities presented by big data and apply them to local organizations; understand and develop strategies enabled by big data and analytics; and implement data-focused initiatives that create/ capture more value and enhance organizational capabilities

CONTENTS

The content is dealt with in four modules:

Module One: Essentials of Big Data and Analytics: Concepts in the field of big data and business analytics; Exploring the “four Vs” of big data – variety, velocity, veracity, and volume; Types of data analytics and analytical capabilities; Comparing big data analytics with traditional small data approach; Putting concepts into action.

Module Two: Big Data Strategies: Evidence-driven decision making and data-driven transformation; Developing a value proposition of data and analytics; Typical challenges in adopting data and analytics; Assessing the organizational gaps; Developing big data strategies; Putting concepts into action.

Module Three: Using Data Projects to Deliver Business Impact: Business benefits of data and analytics; Getting stakeholders buy-in: Challenges and strategies; Designing big data architecture; Issues related to data governance – integration, sharing, and security; Putting concepts into action.

Module Four: Organizational Capabilities for Big Data and Analytics: Establishing the right organizational structure and incentive systems; Attracting and developing data analytics teams and capabilities; Building a learning organization; Putting concepts into action.

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FACULTY MEMBER

Dr. Kathy Ning Shen, an Associate Professor at the College of Business and Economics, UAE University,received her PhD in Information Systems at the City University of Hong Kong and her Bachelor and Master Degrees in Information Management at Peking University in Beijing, China.

Her main research areas include human-computer interaction and user experience, digital transformation, digital marketing, big data applications and business analytics, and internationalization. She has published more than 80 refereed journal and conference articles and received 12 research grants. Her work has appeared in top refereed journals such as Information & Management, Journal of Business Research, and top conferences in the field, e.g., ICIS, PACIS, ECIS and AMCIS. Her research has been funded by the Emirates Foundation, National Research Foundation and rewarded as “Top 10 Paper” in international business by World Economy. Since 2008, she has served as an Associate Editor of the Information Systems Journal and was promoted to Senior Editor (2015-2020).

Dr Shen has extensive industrial experience in entrepreneurship, digital transformation, and big data applications and has provided strategic consultancy services to big organizations and government agencies, such as Abu Dhabi International Airport and Dubai Duty Free. She has been actively promoting the knowledge exchange between the MENA and international academic communities. In 2016, she was the founding Vice President – Academia for the MENA chapter of the Association for Information Systems. Her leadership in bidding for several international conferences in Dubai (ICIS, PACIS and ICEB, IEEE affiliated conferences) led to her being awarded as “Dubai Conference Ambassador” by Dubai Tourism. She has served as the Conference Chairs for IEEE affiliated conferences, PACIS (2020 & 2021 in Dubai) and ICEB 2017.

TARGET GROUP

This course is aimed at decision makers and leaders for data strategy development; senior managers involved in data projects as solution providers, users, and stakeholders and those in diverse business functions who want to refine their skills in strategic data management, digital transformation, and evidence-based decision-making; and data scientists who want to sharpen their business understanding of data projects.

ADMISSION REQUIREMENTS

It is assumed participants will be able to follow and participate discussions in English, as well as write assignments on Big Data and Analytics.

TEACHING METHODS

- Synchronous teaching on MS Teams.
- Class discussion, case studies, articles, and relevant videos.

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a “Certificate of Successful Completion” by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a “Certificate of Attendance” and will not be required to complete any assessment.

DATES

16 hours: TBC 2021 (4 days of 4 hours each)
Time: 09h00 – 13h00

FEES

Certificate of Successful Completion – AED4500 (excluding VAT)
Certificate of Attendance – AED4000 (excluding VAT)

ENQUIRIES

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