

Data Analytics Certificate Program

Mannheim Business School & BMI Business School Istanbul

ONLINE

Data Analytics Certificate Program organized by **BMI Business School Istanbul** in cooperation with Germany's #1 Business School, **Mannheim Business School** aims to; enhance business professionals and executives with a robust perspective and skills on "process of value creation from data" by providing necessary know-how and by examining best practices within the industry.

Program content focuses on; internationally recognized principles, methods and techniques of data analytics, as well as best practices and examples within the industry. During this 8 day long online executive education program, participants will develop necessary competencies to deal with complex challenges based on data and broaden their perspective to design, execute and evaluate data strategy of their companies.

Program Methodology

Executive education program will be delivered virtually by 3-hours long live-online sessions, during 8 days. Besides presentations and lectures by the faculty, participants will investigate current practices and examples within the industry, have Q&A and discussion sessions with the faculty and each other, work on exercises – case studies, and attend to experience sharing and networking sessions.

Program Length: 24 Hours (8 Days / 2 Weeks)

Day & Time: Tuesday, Wednesday, Thursday / 16:00 – 19:00 - Saturday / 10:00 - 16:00

Location: Online – Vedubox Education System / Zoom Video Conference

Frequency – Sessions: 2 Times / Year – Q2 and Q4 | **Capacity:** Max. 20 Participants

* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

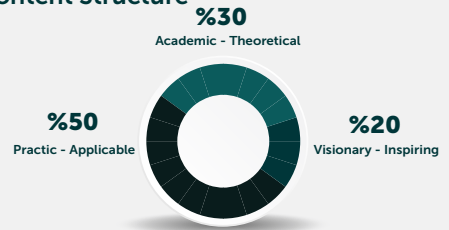
Data Analytics for Manager Certificate Program empowers its participants by;

- Gaining knowledge on key terms, history and current trends of data science,
- Developing strategic perspective on data science and data analytics in today's digital business world,
- Enhancing their competencies on data analytics planning and execution processes and how to carry out data analytics applications within their organizations,
- Enabling to lead your organization and your team in elevating to strategic and innovative perspective on data analytics,
- Enabling to effectively deal with complex challenges based on data science,
- Enlarging your perspective through examination of successful examples of data analytics applications within the industry,
- Learning how to implement data analytics projects in diverse industries for diverse objectives.

Focus Areas



Content Structure



Who Should Attend?

This executive education program is designed to develop business executives experienced or interested in data science, big data, data analytics, data management and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In this respect, participation of managers and executives working in departments such as sales & marketing, technology & digital, and operations & supply chain are highly advised. Besides SME owners, board members, general managers and other department senior managers, who wish to develop themselves on data science, are also accepted as suitable profiles for this program.

Lead the development of your organization and contribute to its success, with this Executive education program that provides you a strategic perspective on data science and its current applications within the business world.

- Data Science for Manager - What You Need To Know?
- Analytical Thinking and Data Literacy
- Causality versus Correlation
- Increasing Business Performance through A/B Tests
- Value Creation with Big Data
- How Data can be transformed into Corporate Values
- Data Monetization
- Data-Driven Business Models
- Data-Driven Value Proposition
- Change in Competition through Data
- Developing a Data Strategy
- Data Management as a Strategic Priority for Companies
- Company Strategy, Digital Strategy, Data Strategy
- Data Science and Best Practices
- Digital Transformation – Business World – Place of Data?
- Investing into Data & Benefiting from Data

During this 8-half day program, participants through online sessions, work with Mannheim Business School's Chair of Quantitative Marketing and Consumer Analytics, Prof. Dr. Florian Stahl, to discover internationally recognized principles, methods and techniques of data analytics and data science. Besides, they will participate into experience sharing sessions, networking sessions, examine best practices within the industry through guidance of leading executives of reputable companies of Turkey and management consultants experienced in data science.

Lecturer

Prof. Dr. Florian Stahl ————— Mannheim Business School – Chair of Quantitative Marketing and Consumer Analytics

Guest Speakers

Bora Sezen ————— Tanı Pazarlama - Data Science Consultancy Services Manager

Mehmet Emre Demir ————— System Optima – General Manager

Didem Şekerel Erdoğan ————— Nielsen – SVP Intelligent Analytics APAC & EEMEA Region

Gökhan Mataracı ————— KPMG – Director, IT Advisory & Data Analytics Leader

Elif Yıldırım Oktar ————— Coca Cola Turkey – Chief Data Officer

Hakan Yılmaz ————— Yapı Kredi Bankası - Chief Data & Analytics Officer

Vedat Arslan ————— Groupe Renault – Chief Information Officer

Bariş Karakullukçu ————— Türk Telekom – Chief Strategy and Digital Officer

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official **“Corporate Risk Management & Analysis” Certificate by Mannheim Business School** and a second participation certificate by BMI Business School.

On leaving this executive education program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, **BMI Alumni Community Members** can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

Pricing & Registration

For the academic year of 2020 – 2021, program tuition fee is determined as 1.600 Euro + VAT,

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %25 discount rate for participation to program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor. Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program. Candidates admitted to the program, then will be directed to complete the payment and registration process.

Further Information & Contact Us

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