



JACOBS
UNIVERSITY



DIGITAL TRANSFORMATION

DATA-DRIVEN BUSINESS

Data Literacy for Decision Makers

**Interactive Live Online-Program
for Managers and High Potentials**



GERMANY'S MOST
INTERNATIONAL CAMPUS

[JACOBS-UNIVERSITY.DE/DATA-DRIVEN-BUSINESS](https://www.jacobs-university.de/data-driven-business)

DATA-DRIVEN BUSINESS

Evaluate your data and make better decisions

Do you want to make the most out of your data? Do you want to optimize processes and drive evidence-based decision making?

Learn how to create added value for your organizational success out of already existing business and customer data.

Data literacy has become an essential skill for management and leadership positions. Organizations which adopt “data-driven decision making” have a notable advantage in productivity over their competitors. Get introduced to the right tools and techniques to make better decisions in your business and learn how to develop a data-driven culture in your company.

This program focuses on building the relevant skills needed to become an informed and empowered data-driven decision maker. Participants will be provided with the fundamental skill set and understanding to implement data strategies and to identify data quality. Learn how to develop appropriate framework conditions to drive a successful digital transformation.



INTERACTIVE LIVE ONLINE TRAINING PROGRAM – FREE INTRODUCTORY eSEMINAR AND 4 SPECIALIZED MODULES

FREE INTRODUCTORY eSEMINAR
MANDATORY FOR ALL PARTICIPANTS

SELECT YOUR SESSION MAY 16, 4 PM – 6 PM (GMT)
MAY 19, 8 AM – 10 AM (GMT)

Data-Driven Decision Making

To realize the full potential of data, an organization needs to fully embrace the usage of facts, metrics, and data to develop strategic goals. Get introduced to the subject matter and discuss opportunities and challenges of data-driven decision making and how to create a data-driven culture that encourages critical thinking and curiosity amongst your team.

MODULE THU, JUNE 09 // 2 PM – 6 PM (GMT)

1 Data Literacy and Data-Driven Culture

A new data mindset can bring about real-time decision making. Align your approach to data with your overall business strategy. Guide all stakeholders towards a data-driven culture. This module focuses on the challenges of building a data-literate workforce and the prospects of linking data-driven decision making with business goals.

MODULE MON, JUNE 27 // 2 PM – 6 PM (GMT)

3 Predictive Modeling of Data

Using predictive modelling techniques is a great way to accurately predict outcomes and steer your business in the right direction. This module illustrates the fundamental principles of predicting modelling techniques, and how leveraging data leads to a more informed decision-making process.

MODULE THU, JUNE 23 // 2 PM – 6 PM (GMT)

2 Data Exploration / Data Quality Management

Automated and manual data exploration provides further insights into the characteristics of data used for analysis and decision making. Learn to use numerical & visual summaries to gain an initial understanding of data structures, distributions, and relationships. Use data exploration to check correctness, plausibility, accuracy, understand the scope of data.

MODULE THU, JUNE 30 // 2 PM – 6 PM (GMT)

4 Opportunities of AI-Based Systems vs Ethics and Fairness

Automated data-driven decision making carries the risk of unintended bias. Legal frameworks and issues of dignity, privacy, or data protection are major topics. This module raises awareness towards data collection flaws and presents technological solutions for ensuring interpretability and fairness in algorithms.

WHO SHOULD ATTEND THE PROGRAM?

Managers, high potentials, senior managers and executives who aim to:

- Understand the principles of data analytics
- Implement data-driven decisions
- Leverage existing data to predict outcomes
- Develop a data-driven culture

Individuals, as well as teams, are encouraged to participate. In-house-trainings for organizations and companies upon request.



Your chance to earn a **UNIVERSITY CERTIFICATE**

including a digital badge by Jacobs University to be used on Social Media profiles or websites

FEES & REGISTRATION





FACTS & PROGRAM FEE

LOCATION

Interactive Live Online Program

TUITION FEE

The introductory eSeminar is free of charge and a key prerequisite for all modules

Full program booking including certificate	€ 1.250
--	---------

All prices are exclusive of VAT (19%).

COURSE LANGUAGE

English

DURATION

Introductory eSeminar	2 hours
-----------------------	---------

Modules	4 hours each (1/2 day)
---------	------------------------

The program will take place over a period of approx. 6 weeks

CERTIFICATE

You receive a University Certificate including a digital badge upon completion of the full program. You are free to use it on your social media profile or similar.

KEY BENEFITS

- + Join from anywhere in the world
- + Get trained by an internationally renowned professor of Jacobs University In Germany
- + Connect and engage live with faculty and participants in a virtual classroom
- + Get deeper insights on how to successfully kick-start the digital transformation process through data-based decision making.

Our Data-Driven Business Program offers a broad exchange between different industries, countries, and expertise. It will enable you to back your business decisions, strategies, and cross-team collaboration using data.

START YOUR JOURNEY WITH US IF

- + You want to get a solid understanding of your data and its significance for your business
- + You want to use your data to make better and informed business decisions
- + You want to lay the groundwork for a data-driven culture and a digital transformation journey

FACULTY – TRAINER

Prof. Dr. Adalbert F.X. Wilhelm

Adalbert Wilhelm, professor of **statistics and data analytics** at Jacobs University, focuses on **information- and knowledge management, data mining, and computational statistics.**

Beside his intensive research in data literacy, he has been involved in consulting projects with various industry partners of different sectors, such as e-commerce, finance and banking, car manufacturing and steel industry as well as pharmaceutical industry.

He is responsible for the graduate study program “**MSc Data Engineering**” at Jacobs University. It offers a profound insight into the methods and technologies of this rapidly growing area and combines **Data Analytics** and **Data Science.**



WATCH VIDEO ON STUDY PROGRAM
MSc DATA ENGINEERING

LEARNING METHODS

- Topic-centered trainings
- Virtual group discussions
- Case Studies
- Interactive and live engagement with faculty
- Researched-based business practice
- Application sessions
- Module summaries

REGISTER NOW!

Please register online via:
JACOBS-UNIVERSITY.DE/DATA-DRIVEN-BUSINESS

ONLINE REGISTRATION





REALIZING THE FULL POTENTIAL OF YOUR CORPORATE DATA

THE INITIAL SPARK FOR DATA-DRIVEN DECISION MAKING

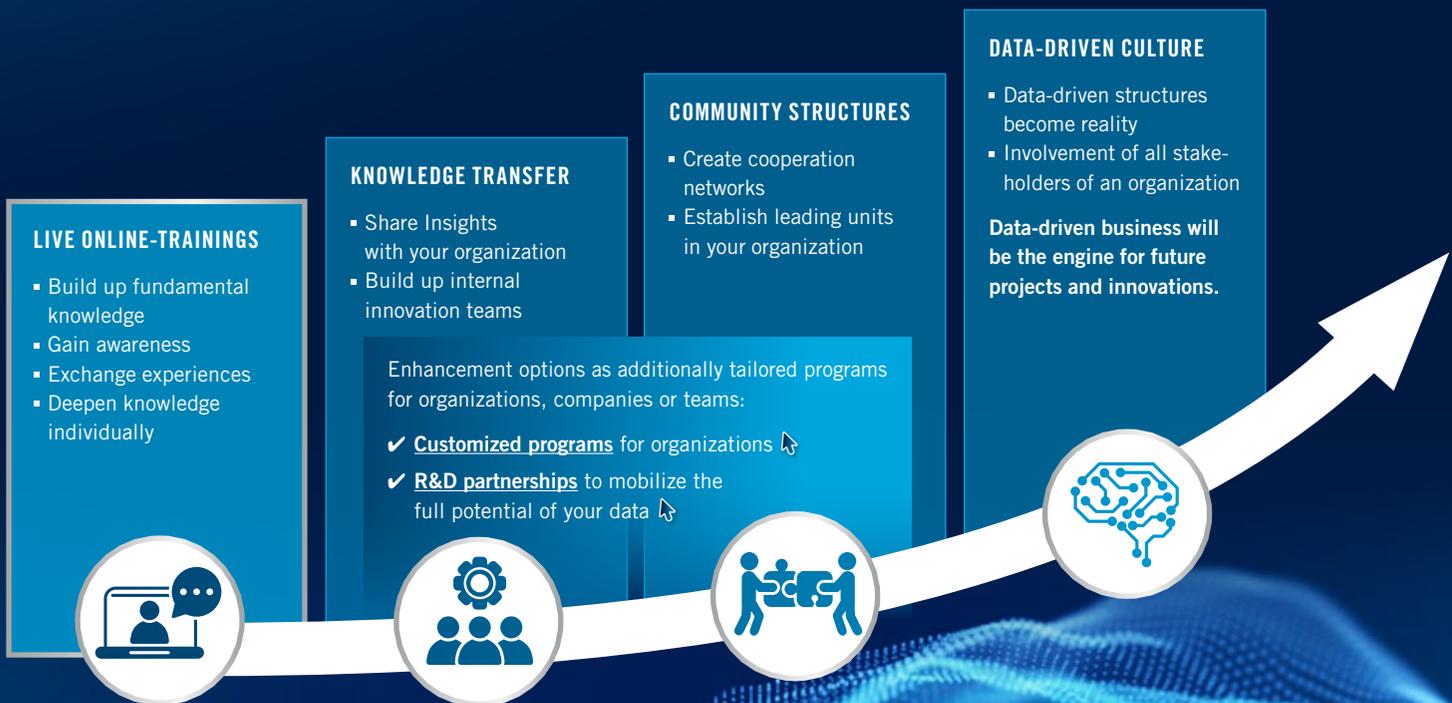
- Discovering, Analyzing and Visualizing: Take full advantage of your corporate database
- Increase your productivity, lower costs and improve quality of your process flow

LEARN HOW TO USE BIG DATA ANALYTICS AS A STRATEGIC TOOL TO RUN A DATA DRIVEN BUSINESS

- Elevate your customer's experience
- Grow revenue
- Accelerate operational efficiency

FROM DATA LITERACY TO A DATA-DRIVEN BUSINESS

- Learn how to make quicker and better decisions based on your existing corporate data.
- Understand how to transform knowledge and research findings to exploit the growing market potential for data-based decision making and Business Intelligence.



“The revolution isn’t coming – it’s already under way. In the science of management, the revolution in big data analytics is starting to transform how companies organize, operate, manage talent, and create value.”

MCKINSEY DIGITAL**

BUILD ON OUR EXPERTISE

Jacobs University Business Solutions already reduced logistics and production costs by up to 30% with successful business cases – by introducing individually tailored Big Data Analytics programs for industry clients.

PREVIEW PORTFOLIO ON BUSINESS CASES



* Source: www.techrepublic.com/article/data-literacy-time-to-cure-data-phobia/ - Data Literacy: Time to cure data phobia - ** Source: www.mckinsey.com/business-functions/mckinsey-digital/our-insights/straight-talk-about-big-data

BUILD ON OUR EXPERTISE

Success stories in Big Data Analytics

Use case AI – driving ahead digitalization with X-PACT® MES 4.0

Read the exciting journey how SMS group, world market leader in plant and mechanical engineering for the metals industry, has kicked off a research and development project on intelligent production planning, in cooperation with Jacobs University.

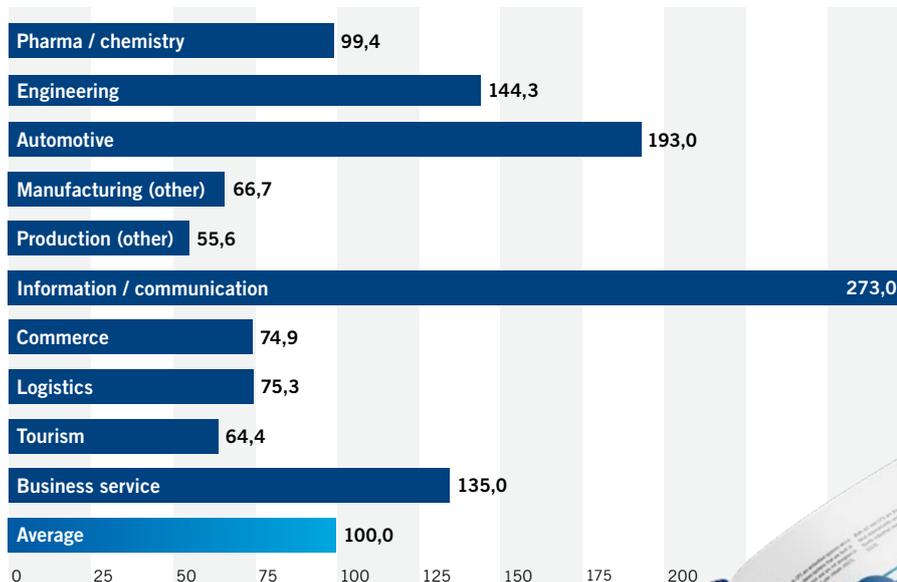


WATCH VIDEO ON
INDUSTRY PROJECT



READ THE FULL STORY

COMPARING INDUSTRIES – DIGITALIZATION INDEX 2020/2021



Value in points. Weighted average in 2020 = 100

Commissioned by the German Federal Ministry for Economic Affairs and Energy (BMWi), the index provides information on the state of digitalization in the German economy. It is mostly valuable to help politics and industry to target their measures for strengthening digitalization more effectively. Based on 37 indicators, the new index records and quantifies the status achieved to date. Also differences between sectors, company sizes, groups of federal states and types of region are analyzed.

DIGITAL TRANSFORMATION & INDUSTRY 4.0

Download our latest White Paper on digital transformation and Industry 4.0 for free:

- New technologies and key facts as IOT, CPS Dispatching, Big Data and AI are clearly explained.
- Get exciting insights in industrial projects that already proved a great business impact.



GET WHITE PAPER



THE WORLD
UNIVERSITY
RANKINGS
2021

BEST PRIVATE UNIVERSITY 2021!
#1 IN GERMANY
#1 YOUNG UNIVERSITY
IN TEACHING IN GERMANY

WE WILL GLADLY ADVISE YOU! WIR BERATEN SIE GERNE!

Team Business Solutions

Phone: +49 421 200 4410 ▪ business@jacobs-university.de
Jacobs University gGmbH ▪ Campus Ring 1 ▪ 28759 Bremen ▪ Germany

JACOBS-UNIVERSITY.DE/DATA-DRIVEN-BUSINESS



CONTACT THE TEAM



Jacobs University has been constantly ranked in some of the most important national and global university rankings. According to Times Higher Education (THE) World University Ranking, it is amongst the 300 best universities worldwide – scoring with its excellent study subjects, teaching, research, and international outreach.



PART OF SIT GROUP

Since 2021, Jacobs University is part of Schaffhausen Institute of Technology (SIT). This new partnership will drive interdisciplinary science, technology and education in Europe and beyond. jacobs-university.de/sit

START YOUR EXECUTIVE EDUCATION JOURNEY AT JACOBS UNIVERSITY.
INSPIRATION IS A PLACE.