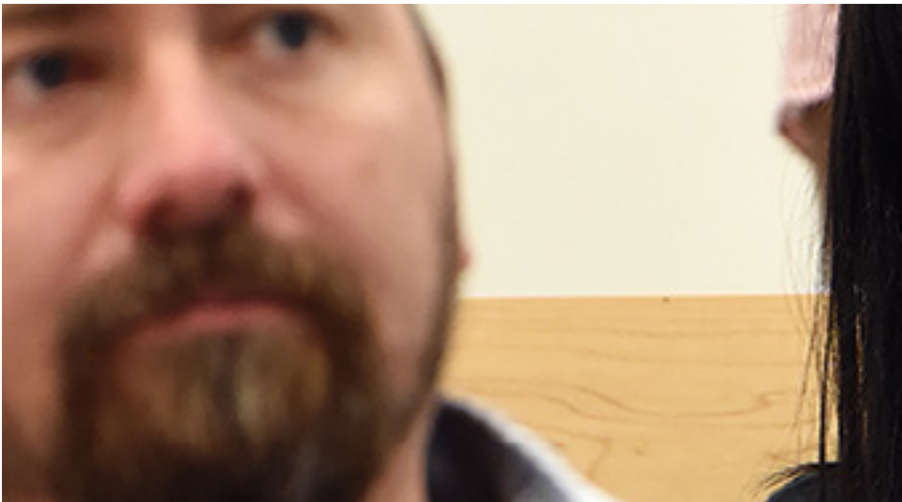


EXECUTIVE EDUCATION > DIGITISATION & INNOVATION



# Understanding Big Data Analytics: Tools for Business

Understand and implement  
Big Data Analytics tools, techniques  
and approaches for business.



**3 - 4 September 2019**

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria

This programme will unpack topical issues and current conversations in Big Data Analytics and focus on how this can be used to positively impact quality decision-making for executives and organisations. The programme will **impart tools to help you and your organisation design and execute Big Data informed strategy.**

An additional focus area for the programme is imparting tools to be used to positively impact the Sales & Marketing, Human Resource and Finance functions of your organisation.

## Course info

**FACULTY** > **Manoj Chiba** is a management professional with over 14 years of senior management experience. He is currently the Head of Data Science for ATBM Advisory. Manoj lectures MBA students on Analytical Tools and Techniques, Critical thinking and problem solving and supervises MBA projects. He currently is studying towards his doctorate at GIBS.

**Justice Chikomba** has cross-industry experience in the fields of advanced data analytics and ICT consulting. He served in credible global organisations. He is the founder and chief executive officer of Analytics Hive - an information and communication technologies (ICT) consultancy. Justice holds a Bachelor of Commerce (Hons) in Informatics Degree from the University of Pretoria and an MBA from GIBS.

**FEES** > R 17 300 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

**DURATION** > Two days

**DATES** > 3 – 4 September 2019

### Key focus areas:

- > How organisations are leveraging Big Data Analytics to design and implement strategy.
- > How organisations use Big Data to positively impact the sales and marketing, human resources and finance functions of organisations.
- > How to map where your own sales and marketing, human resources and finance functions sit in the Big Data Analytics wave.
- > Challenges inherent in pursuing big data analytics projects and how to tackle those challenges; and
- > Crafting a winning value proposition and business case to influence the adoption of Big Data Analytics.

### Who should attend?

- > General managers;
- > Marketing and sales managers, finance and human resource professionals;
- > Functional managers;
- > Big data project managers;
- > Business and data analysts; and
- > Digital transformation professionals.

### How you will benefit:

At the end of the programme, you will be able to:

- > Define and begin to understand the challenges and opportunities of Big Data Analytics.
- > Begin to use Big Data Analytics to understand major trends and shifts in the business environment.
- > Craft and execute a strategy informed by Big Data Analytics.
- > Reflect on challenges, limitations and blockers to successful adoption of Big Data Analytics practices in the Sales & Marketing, HR and Finance functions.
- > Build a compelling value proposition and business case to influence your organisation to invest in Big Data Analytics.

## 6 benefits of developing and leveraging big data competencies in an organisation

Make better decisions for the organisation

Design and execute better strategy using Big Data Analytics

Stay attuned with clients' perception of your offerings through opinion mining and sentiment analysis.

Generate high-quality leads and realise higher conversion from prospect to paying customer.

Better mitigate risk particularly in financial service offerings.

Increase staff retention through richer workforce analytics.



For enquiries call **+27 (0)11 771 4000** or email [exced@gibs.co.za](mailto:exced@gibs.co.za)

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

