



<b>Training Course</b>	<b>Fundamentals of Data Analytics Techniques in Business Decision Making</b>
<b>Course Language</b>	<b>The language of instruction is English.</b>
<b>Course Duration</b>	<b>Total Number of hours: 18</b>
<b>Course Objectives</b>	Enable all participants to recognize, understand and apply the language, theory and models of the field of business analytics and to foster an ability to critically analyze, synthesize and solve complex unstructured business problems.
<b>Course Content</b>	<b>Course Key Topic Area Includes:</b> Business Analytics is a combination of Data Analytics, Business Intelligence and Computer Programming. It is the science of analyzing data to find out patterns that will be helpful in developing strategies. Its usage can be found in almost every industry. This three-day course introduces the data analytics techniques to extract knowledge from raw data. The course content is based around three main themes; the identification and handling of data, the estimation and testing of data, and the interpretation and presentation of data.
<b>Learning Outcomes</b>	<b>At the end of the program the trainees will be able to:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Understand and critically apply the concepts and methods of business analytics</li><li><input type="checkbox"/> Identify, model and solve decision problems in different settings</li><li><input type="checkbox"/> Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity</li><li><input type="checkbox"/> Create viable solutions to decision making problems</li></ul>



<b>Target Audience</b>	<b>Business professionals who are in, or want to be in, senior career positions.</b>
<b>Course Material /Technology used/ Details Relevant to the course.</b>	The workshop will be conducted with formal lectures, case studies and interactive worked examples. Relevant case studies will be provided to illustrate the application of each tool in an operations environment. Each learning point will be reinforced with practical exercises. Difficult mathematical concepts are minimized and handled in a visual way that is easy to understand with examples demonstrated.