



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Data Analytics for Business Management Online Program

A Data-Driven Approach to Business Planning  
and Decision-Making

Program runs for five half-days



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## OVERVIEW

In today's data-driven environment, organizations rely on business intelligence systems and trustworthy data sources to drive strategic planning and decision-making processes to quickly respond to market opportunities. The vast amount of data generated daily compels companies to keep pace in an increasingly complicated world. Being up to speed on data analytics to better understand market shifts, competently manage risks, and improve the company's profitability is a must.

The course will introduce the fundamentals of data analytics and the latest trends in the field, including artificial intelligence. Sessions will explore a variety of data-driven approaches, frameworks, and business models that serve to guide the creation of innovative products. Participants will become familiar with the inter-disciplinary field of data science and its applications in various industries and management functions. A highlight of the course is a topic on data visualization and storytelling, acknowledged today as an "essential data science skill that everyone needs."

## PROGRAM OBJECTIVES

Participants are expected to learn by doing. They will describe, analyze, and interpret data and models with simulations, MS Excel, and/or Tableau. One important lesson of this course is understanding the basic techniques in data analytics and knowing when to use them. More importantly, participants will gain a data-driven mindset as a result of the substantial, hands-on sessions.

## WHAT YOU WILL LEARN

- Identify opportunities to apply data analytics within the organization
- Formulate analytics-driven questions grounded on business value
- How to classify business data
- How to perform Exploratory Data Analysis
- How to build a basic predictive analytics platform (recommendation systems)
- Communicate and present data-driven findings convincingly and effectively by knowing the elements of good data visualizations
- How to navigate through data-driven platforms and make reproducible data-driven decisions

## KEY BENEFITS

At the end of the five half-days, participants will have learned the foundations and trends of analytics, sharpened their skills for mining available data, and established a data-driven approach for making sound business decisions within their organizations.

## WHO SHOULD ATTEND

This program is highly recommended for Entrepreneurs, Business Leaders, Supervisors, Managers, and Information Technology Specialists who have the responsibility of collecting and mining business, financial, and customer information, and translating these into business insights for sound decision-making. The program is designed as a beginner to intermediate course on Data Analytics and the lessons are relevant across all industries.

## PROGRAM SCHEDULE

TBA

1:30 PM to 5:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 32,000.00 or USD 650.00

\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



Erika Fille T. Legara, PhD  
Associate Professor, Data Science  
Aboitiz Chair in Data Science  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229

[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## Your Program Faculty



Erika Fille T. Legara, PhD  
Associate Professor, Data Science  
Aboitiz Chair in Data Science  
Asian Institute of Management

Erika holds an Aboitiz Chair in Data Science, a professorship at the Asian Institute of Management (AIM) where she is also the Program Director of the Master of Science in Data Science, one of the leading data science graduate programs in the region that she helped launch and design. Dr. Legara is also the Deputy Managing Director of the Analytics, Computing, and Complex Systems lab (ACCeSs) at AIM. She specializes in data-driven analytics and modeling, computational social science, network science, and agent-based modeling.

Her current research is geared towards understanding complex systems through the data science lens and determining the mechanisms that drive and control them — from cities and societies, to financial and economic systems, to business institutions. At present, she is involved in a few MNC-funded and government-funded projects.

Erika obtained her PhD in Physics from the University of the Philippines-Diliman, garnering the Most Outstanding Graduate Student Award and the Edgardo Gomez Excellence in Dissertation Award in 2011. She is one of this year's recipients of the NAST Outstanding Young Scientist award; NAST is the Philippines' highest recognition and scientific advisory body. In 2018, she was recognized as one of the honorees of the 2018 The Outstanding Young Men award, the most prestigious leadership award given to Filipinos under 40. In June 2019, Erika made it to the Generation T Asia list — definitive list of young leaders shaping Asia's future. She was awarded for equipping Filipinos for a data driven future. Prior to joining AIM, Erika was a scientist at innovation think tank A\*STAR, Singapore. At A\*STAR, she was involved in multiple projects with various government agencies and industries, including multinational companies, either as a principal investigator, co-principal investigator, or research scientist.

Aside from the data science courses she teaches under the MSDS program, Prof. Legara also offers Business Analytics under AIM's Executive MBA program. She's also a visiting professor of Business Analytics at the Nagoya University of Commerce & Business.

