



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Business Analytics

Transform Data into Insights to Make Better Business  
Decisions

Program starts June 2022 , October 2022 and March 2023



# Business Analytics

Managing the transition from crisis to stability and growth

## OVERVIEW

The Business Analytics Program equips you with practical quantitative tools to transform data into insights to make better business decisions. Instead of focusing on technologies, it highlights the analytical methods and techniques to make sense of common business questions and challenges --- from knowing what happened with the business (Descriptive Analytics), what could happen (Predictive Analytics), and what one should do (Prescriptive Analytics). Participants will go through a process that will reframe their business concerns as a data question, apply analytical tools and communicate the insights for management decision making. The program hones their understanding of key analytics concepts by using real business cases and applying it to their own context. With case discussions, simulation games and team report, the class works together to build a data-driven managerial culture that can create competitive advantages from business analytics.

## WHAT THE PROGRAM COVERS

### Data & Analytics Framework

- Apply the analytics framework to your own context
- Learn how to visualize data

### Descriptive Analytics

- Define and calculate descriptive statistics
- Manage quality with statistical process controls

### Predictive Analytics

- Find relationship among variables
- Predict future probabilities and trends

### Insights & Prescription

- Model business objectives and constraints
- Interpret optimization results, usage & limitations

### Decision-Making

- Synthesize their data to insight journey
- Communicate insights extracted from data

## PROGRAM SCHEDULE

### Batch 1:

June 15, 16, 20, 21, 22, 27, 29, July 1, 4, 6, 2022 (AM)  
MWF

8:30 AM to 12:00 PM (GMT+08) on all dates

### Batch 2:

October 4, 6, 11, 13, 18, 20, 25, 27, Nov 3, 8, 2022  
(PM) TTH

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

### Batch 3:

March 6, 8, 10, 13, 15, 17, 20, 22, 24, 27, 2023 (AM)  
MWF

8:30AM-12NN

## YOUR PROGRAM FACULTY



Matthew George O. Escobido  
Adjunct Faculty  
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  
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123 Paseo de Roxas, Makati City Philippines 1229  
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## KEY BENEFITS

- Introduce the Data-Analysis-Insights-Decision framework
- Create charts, graphs and network diagrams to visualize data
- Compute measures of central tendencies & variability
- Calculate sample sizes
- Create and analyze process control charts
- Perform single and multiple regression analysis using Excel
- Estimate the predictive power of the variables
- Transform business objectives and constraints into mathematical model
- Set-up and perform linear optimization using Excel
- Compare & contrast model results
- Apply the analytics framework to a business problem needing decision
- Report the insights and gather feedback

## WHO SHOULD ATTEND

Middle to top Management with different disciplines in but not limited to Marketing, Finance, General Management, Human Resource, Accounting and Operations. The program is also for prospective participants with IT and data-handling roles who want to have a keen understanding and appreciation of Analytics for Business.





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## Your Program Faculty



Matthew George O. Escobido  
Adjunct Faculty  
Asian Institute of Management

Prof. Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab. He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.



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## Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Operations Management
- Post-Graduate Certificate in Strategy Management

\*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

\*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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