Data Science for Executives

Learn how to transform your organization into a data-driven enterprise

Program starts in November 2022, May 2023

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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 science 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 science 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. The program will cover topics such as the Fourth Industrial Revolution, Big Data, Data Science, the Economics of Artificial Intelligence, Asking the Right (Analytics) Questions, Data-driven Decision-making, Data Strategy and Governance, and Building and Managing Data Science Teams.

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 science 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

- Broaden your knowledge in analytics and gain a high-level understanding of the Fourth Industrial Revolution, Data Science and Artificial Intelligence, including Data Strategy and Data Governance;
- Ask the right analytics questions anchored in maximizing the ROI from DSAI;
- How to transform your organization into a data-driven enterprise that fully appreciates the economics of DSAI; and
- Recognize the opportunities and anticipate problems when investing in DSAI and taking on digital transformation journey.

KEY BENEFITS

At the end of the course, participants will have learned the foundations and trends of data science, 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 Science and the lessons are relevant across all industries.

PROGRAM SCHEDULE
November 11 and 12, 2022
9:00 AM to 5:00 PM (GMT+08) on all dates
2 Full Days (Face to Face)

May 16, 18, 23, May 25, 2023 Tuesdays & Thursdays

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

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 95,000.00 or USD 1900.00
*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 or visit https://go.aim.edu/seellinquiries

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

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.

FOR INQUIRIES:
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Earning a SEELL Postgraduate 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 one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Operations Management
- Post-Graduate Certificate in Information Technology Management
- Post-Graduate Certificate in Data Governance

Participants will also earn one (1) unit 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 or visit our website at https://executiveeducation.aim.edu

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