

SUMMER 2021 ONLINE COURSES

CERTIFICATE IN BUSINESS ANALYTICS

Leverage the power of data.

Learn the most in-demand technical skills in two weeks! This summer, develop your skills in analytics, programming, data visualization and machine learning. Join interactive and engaging courses combining virtual courses, discussions with guest speakers, and hands-on labs. Develop an analytic mindset to make informed strategic business decisions based on data. Participate in group projects with students from around the world and stand out from the competition.

This program is designed for students with little to no experience in programming or data analysis, who want to identify opportunities hidden in big data and apply these findings to real business challenges. Students will learn how to leverage statistics and technologies to analyze various types of data and make predictions for better business decisions. No matter your knowledge or career aspirations, these courses will demystify data analysis and equip you with concrete skills to apply in your work or studies.

JULY 2021 COURSES

4 Core Courses:

Fundamentals of Business Analytics
Exploratory Data Analysis and Data Visualization
Data Engineering
Machine Learning

2 Specialty Courses (choose one):

HR Analytics
Marketing Analytics

Dates: July 12 to 23, 2021

Certification & Credits: Complete the (4) Core Courses and (1) Specialty Course to receive the Certification in Business Analytics, and earn 4 transfer credits.

Length: Two weeks (50 hours)

Format: 100% online

Model: Faculty-led discussions, hands-on labs, and lectures with guest speakers.

Designed for: Undergraduate and graduate students looking to set themselves apart and learn how to leverage the power of big data to make strategic business decisions and recommendations.

We welcome:

- ✓ SKEMA undergraduate and graduate students from all SKEMA campuses,
- ✓ Undergraduate and graduate students from around the world, from all majors and minors.

Delivered by: SKEMA Business School, USA campus (Raleigh, NC)

Are you ready to turn data into strategic business decisions?

Sign up for our summer courses!

Enrollment opens in May 2021. To enroll, email amaury.jacob@skema.edu.

7

campuses on
five continents

9,000
students

120
nationalities on
SKEMA's campuses

48,000
graduates throughout the
world in 145 countries

Multi-
accredited



12th best worldwide Master in
Management (2019)

3rd best worldwide MSc Financial
Markets & Investments (2020)

CERTIFICATE IN BUSINESS ANALYTICS

CORE COURSES



Fundamentals of Business Analytics

OBJECTIVE

Learn how to analyze data using quantitative methods to improve your strategic decision-making skills.

OVERVIEW

- Overview of analytics
- Types of data
- Linear regression model
- Assessing and quantifying model fit
- Predictive analytics



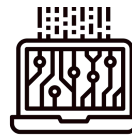
Exploratory Data Analysis and Data Visualization

OBJECTIVE

Analyze and investigate data with statistical methods and summarize their main characteristics, employing various data visualization techniques.

OVERVIEW

- Data collection and statistical analysis
- Getting started with Tableau
- Steps in creating visual analytics
- Building and customizing plots
- Data Analysis with R



Data Engineering

OBJECTIVE

Learn the mechanisms for collecting data from various sources and transforming it into a ready-for-analysis format.

OVERVIEW

- Introduction to data engineering
- Accessing and exploring data in SAS
- Preparing data for analysis
- Analyzing and reporting on data
- Querying data in SAS



Machine Learning

OBJECTIVE

Explore the application of artificial intelligence that allows systems to automatically learn and improve from experience for better predictions.

OVERVIEW

- Introduction to Machine Learning
- Machine Learning modeling steps
- Supervised Learning models
- Unsupervised Learning models
- Intro to Deep Learning

SPECIALTY COURSES



HR Analytics

- Introduction to People/Human Resources analytics
- Data science methodologies and tools
- Exploring and testing relationships between HR variables
- Job classification analysis
- Employee attrition and wellness



Marketing Analytics

- Introduction to data science in marketing
- Product analytics
- Pricing analytics
- Customer analytics
- Measuring ROI via marketing experiments

Tuition fee

► \$1,950

Contact us

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