informatech




DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-014

# Certificate in Big Data for Managers

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# Course content

## Why Attend

Why Attend Big Data has become a strategic asset that helps organizations improve decision-making, enhance customer experience, reduce costs, and identify new growth opportunities. Managers do not need to be data scientists, but they must understand how data creates value, supports strategy, and drives competitive advantage. This course provides participants with practical knowledge of Big Data concepts, business applications, analytics processes, and leadership approaches for data-driven organizations.

Course Methodology This course uses an interactive and practical approach through presentations, business case studies, group discussions, dashboards, strategy workshops, and real organizational examples.

## Course Objectives

- Understand Big Data concepts and business relevance
- Learn the data analytics lifecycle from discovery to action
- Identify opportunities for data-driven decision-making
- Understand structured and unstructured data sources
- Explore cloud and digital platforms supporting Big Data
- Apply Big Data use cases across industries
- Address privacy, governance, and ethical considerations
- Build strategies for creating value from data assets

## Target Audience

- Managers and Executives
- Department Heads
- Business Leaders
- Strategy Professionals



# Course content

## Target Audience

- Project Managers
- Digital Transformation Teams
- Anyone involved in data-driven decision-making

## Target Competencies

- Strategic Thinking
- Data Literacy
- Decision-Making
- Digital Leadership
- Business Analysis
- Innovation Management
- Data Governance
- Performance Improvement

## Course outline

### Day 1: Foundations of Big Data for Business Leaders

- Meaning of Big Data and why it matters
- Characteristics of Big Data: volume, velocity, variety, value
- Role of managers in data-driven organizations
- Big Data trends reshaping industries
- Understanding the business value of data
- Challenges and opportunities in Big Data adoption

### Day 2: Data Analytics Lifecycle and Business Application



# Course content

## Course outline

- Stages of the analytics lifecycle
- Discovery and business problem definition
- Data preparation and quality management
- Model planning and analytical thinking
- Model creation and validation concepts
- Communicating insights to decision-makers
- Moving analytics from planning into operations

**Day 3: Big Data for Value Creation**

- Data-driven decision-making frameworks
- Structured, semi-structured, and unstructured data
- Internal and external data sources
- Cloud computing and scalable data platforms
- Financial value creation through data insights
- Non-financial value: customer service, efficiency, innovation
- Workshop: Identify data opportunities in your business

**Day 4: Big Data Use Cases and Industry Lessons**

- Big Data applications across sectors
- Marketing and customer analytics
- Supply chain and operational analytics
- HR and workforce analytics
- Risk management and fraud detection
- Lessons learned from successful implementations
- Data as a strategic organizational asset



# Course content

## Course outline

### Day 5: Governance, Privacy, and Future Readiness

- Data storage, sharing, and accessibility strategies
- Data privacy regulations and compliance principles
- Ethical use of analytics and AI
- Monetising data and revenue generation opportunities
- Building a data culture within organizations
- Future trends in Big Data and automation
- Final case study and management action plan



# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Big Data for Managers generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 16 - 20 November 2026 | London - U.K | Classroom | **€3,360.-** |
| 7 - 11 December 2026 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 14 - 18 December 2026 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 21 - 25 December 2026 | London - U.K | Classroom | **€3,360.-** |
| 11 - 15 January 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 8 - 12 February 2027 | Dubai - UAE | Classroom | **€2,040.-** |
| 8 - 12 March 2027 | London - U.K | Classroom | **€3,360.-** |
| 12 - 16 April 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 10 - 14 May 2027 | Cape Town - South Africa | Classroom | **€3,400.-** |
| 14 - 18 June 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 12 - 16 July 2027 | Paris - France | Classroom | **€3,600.-** |
| 9 - 13 August 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 13 - 17 September 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 11 - 15 October 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 8 - 12 November 2027 | London - U.K | Classroom | **€3,360.-** |
| 13 - 17 December 2027 | Munich - Germany | Classroom | **€3,400.-** |