



Supply Chain Short Courses



OBJECTIVE

This course will introduce participants to some of the most widely used modeling techniques and their core principles. By taking this course, participants will form a solid foundation of analytics, which refers to tools and techniques for building statistical models to make predictions based on data.

WHO SHOULD ATTEND

This course is designed for those who are interested in using data to gain insights and make better business decisions. It would also improve managerial and leadership capabilities of participants.

COURSE DATES

- APR 22 & 23, 2021

THE FACULTY



Dr. Asad Ata
Associate Professor,
Director of CSVN



Dr. Debabrata Ghosh
Associate Professor

Please note: Faculty is subject to change.

A Data Driven Approach to Decision Making Business Analytics

Program Code: (R/345/7/0208)(07/2022)
MQA Code:(MQA/FA 2296)

INTRODUCTION

Competence in analytics has become a critical skill for managers of the new age business organizations. Business Analytics is about quantitative analysis and predictive modeling towards data-driven competitive strategies. The executive education program in business analytics covers methodologies and practices that are important for data analytics and discuss their relevance in various functional domains. It is designed for professionals who need a managerial introduction to this discipline.

PROGRAM CONTENT HIGHLIGHTS

Analytics on Spreadsheets - Data Visualization and Exploration

- Learn applications of business analytics, understand how data is used in business decisions, learn data types and decisions models.

Forecasting

- Learn to think like a Forecaster and understand different forecasting methods.

Trend lines and Regression Analysis

- Learn application of regression analysis in business decisions, apply a systematic approach to build good regression models.

Decision Analysis & Optimization Optimization

- Learn how to make decision under uncertainty and risk and how to make them better.

NEXT STEPS

Learn more and apply

misi.edu.my/scsc

Talk to our
Marketing Executive
marketing@misi.edu.my
+603 7841 4815

Business Analytics

A Data Driven Approach to Decision Making

Schedule

DAY 1

Session	Topic	Description
Session 1	Analytics on Spreadsheets – Data Visualization and Exploration	Learn applications of business analytics, understand how data is used in business decisions, learn data types and decisions models
Session 2	Descriptive Statistics, probability measures, sampling and estimation	Understand statistical notations, learn sampling techniques and conduct statistical tests
Session 3	Trend lines and Regression Analysis	Learn application of regression analysis in business decisions, apply a systematic approach to build good regression models
Session 4	Case Study and Analysis	Apply the tools learnt to a real life business case, understand data analysis methods and undertaken strategic decisions based on analytics

DAY 2

Session	Topic	Description
Session 5	Forecasting – A Science	Learn different approaches to Forecasting and how forecasters forecast.
Session 6	Forecasting – An Art	How to think like a forecaster.
Session 7	Decision Making under Uncertainty	An introduction to Decision Making Strategies under Risk and Uncertainty. Decision analysis using Decision Trees.
Session 8	Optimization	How to make better decisions and using the resources and constraints at hand.