COMPETING ON BUSINESS ANALYTICS AND BIG DATA

WWW.EXED.HBS.EDU/PROGRAMS/DATA/

Program Objectives
As companies collect vast amounts of information about their customers, operations, and the performance of their products, big data is becoming a valuable source of competitive advantage. This program explores how market-leading companies are tackling the complex challenges and opportunities presented by the explosion in digital technology and consumer data. Focused on strategies for integrating big data into business models, operations, and key functions, this program will equip you with the frameworks and skills to harness the power of big data and generate more value for your company.

Curriculum
Featuring dynamic discussions and global case studies on market leaders who are reshaping their companies and industries, this program shows you how to apply data perspectives to improve your products, services, and capabilities.

Topics include:
• Applying data and analytics to reshape business models, operations, and decision-making processes
• Gaining a fundamental understanding of big data and how to apply data perspectives
• Exploring how experimentation and predictive analysis can improve your business model and operations
• Integrate big data into marketing, supply chains, human resources, and other key functions
• Recruiting and developing data-savvy talent who can take your company’s data perspectives to the next level
• Recognizing big data as a valuable resource for building and implementing strategic initiatives
• Securing a competitive advantage by expanding your company’s analytics capabilities

Participants will also have the opportunity to create their own case study about their own company’s data challenges and receive real-time feedback from faculty and peers.

Participant Mix
The program is designed for senior managers and executives from across a range of companies and industries who are interested in expanding enterprise-level capabilities in analytics and lead a digital transformation across their organization. These include:
• Digital officers, technology officers, and individuals building and launching data science teams
• Senior managers in marketing, supply chain, information technology, human resources, talent management, product development, operations, and other strategy-related functions

Anticipated Faculty
Dennis W. Campbell, John A. Deighton (faculty cochair), Kris Johnson Ferreira, Karim Lakhani (faculty cochair), Jeffrey T. Polzer, Ariel D. Stern, and Feng Zhu
WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world's top businesses. You will return with the latest strategies for achieving your company's goals—and your career objectives.

Admissions
Application Process – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

Program Fee – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact our Client Services team at:
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