

Introduction to Decision Making Bootcamp

Course Summary

Description

Big Data & Analytics are transforming how decisions are made in every enterprise from the start-up to the Global enterprise. So every professional or employee in any company must understand how line of business (LoB) executives and managers make decisions in different departments – Strategy, HR, Marketing, Finance, Supply chain, IT and more. This bootcamp is intended to give you a foundation on the business decision frameworks typically used in these functional areas by decision-makers. Thus, by attending this bootcamp, you will learn how you can create business value from Big Data, Analytics & Technology.

Topics

- Art & Science of Decision Making
- Decision Examples – Strategy, Marketing, Supply Chain
- Case Study: TBD
- Introduction to Business Strategy Decision Frameworks
- Typical Use Cases in Strategy, KPIs
- Case Study: Market Entry Strategy
- Introduction to Marketing Decisions
- Typical Decision Use Cases in Marketing & KPIs
- Case Study: Digital Marketing Campaign Decision Analysis
- Introduction to Supply Chain Decisions
- Typical Decision Use Cases in Supply Chain & KPIs
- Case Study: Supply Chain Decision Analysis
- Takeaways & Review of decision-making
- Takeaways & Review of Decision Use cases
- Q & A, Feedback

Audience

Engineers, Developers, IT Staff, Analysts, Non-MBA staff.

Prerequisites

There are no prerequisites for this course. Business Terminology is helpful.

Duration

One day