BUS114 – 10 hours

"Big Data"

Objectives

You will learn a new way of thinking and how to use big data analytics to support innovation throughout your organization. This course is a step-by-step approach to the massive undertaking of making big data a differentiator.

Chapter 1 - Lead or Get Out of the Way
- This chapter explains why it is important to have good leadership in times of change

Chapter 2: Disruption as a Way of Life
- Explains how the world is changing quickly with the ability to exchange, store and analyze information and how our lives could change with it.

Chapter 3 - Understanding Culture and Capability
- This chapter describes the five perspectives on how information supports innovation and creates value.

Chapter 4 - The Intelligent Enterprise
- You will gain an understanding of intelligent enterprise as it describes the five progressive levels; they represent the path usually taken by organizations that focus on building capability.

Chapter 5 - Organizational Design
- This chapter will help lay the foundation for an effective organizational design.

Chapter 6 - Operating Models
- After reading this chapter you will understand the framework needed to map responsibilities between different groups in an organization and lay the foundation for effective delivery.

Chapter 7 -Human Capital
- After completing this chapter you will gain an understanding of who to hire and what qualities to look for when hiring for business analytics.

Chapter 8 - Innovating with Dynamic Value
- This chapter links big data, analytics, and human capital into an innovation engine, one that creates dynamic value

Chapter 9 - Creating a Plan
- This chapter will walk you through developing a plan and taking it to the next level.

Course Outline

Part One: May You Live in Interesting Times

Chapter 1 – Lead or Get out of the Way
Chapter 2 – Disruption as a Way of Life

Part Two: Understanding Culture and Capability

Chapter 3 – Cultural Imperative
Chapter 4 – The Intelligent Enterprise

Part Three: Making It Real

Chapter 5 – Organizational Design
Chapter 6 – Operating Models
Chapter 7 – Human Capital

Part Four: Making It Happen

Chapter 8 – Innovating With Dynamic Value
Chapter 9 – Creating a Plan