



TRACER WORLD
YOUR SUCCESS PARTNER

Business Analytics Program

Leverage data for better business decisions



Overview

The Business Analytics program equips you with practical quantitative tools to transform data into insights to make better business decisions. Instead of focusing on technologies, it highlights the analytical methods and techniques to make sense of common business questions and challenges — from knowing what happened with the business (Descriptive Analytics), what could happen (Predictive Analytics), to what one should do (Prescriptive Analytics).

Participants will go through a process that reframes their business concerns as a data question, applies analytical tools, and communicates the insights for management decision-making. The program hones their understanding of key analytics concepts by using real business cases and applying them to their own context. With case discussions, simulation games, and team reports, the class works together to build a data-driven managerial culture that can create competitive advantages from business analytics.

What will you Learn

Data & Analytics Framework

- Apply the analytics framework to your own context
- Learn how to visualize data

Descriptive Analytics

- Define and calculate descriptive statistics
- Manage quality with statistical process controls

Predictive Analytics

- Find relationship among variables
- Predict future probabilities and trends

Insights & Prescription

- Model business objectives and constraints
- Interpret optimization results, usage & limitations

Decision-Making

- Synthesize their data to insight journey
- Communicate insights extracted from data



Program Learning Content

Day 1

Data & Analytics
Framework

Day 2

Data & Analytics
Framework

Day 3

Descriptive Analytics

Day 4

Emotional Intelligence for
Leaders

Day 5

Predictive Analytics

Day 6

Predictive Analytics

Day 7

Insights & Prescription

Day 8

Insights & Prescription

Day 9

Decision-making

Day 10

Decision-making



Key Benefits

- Introduce the Data-Analysis-Insights-Decision framework
- Create charts, graphs and network diagrams to visualize data
- Compute measures of central tendency & variability
- Calculate sample sizes
- Create and analyze process control charts
- Perform single and multiple regression analysis using Excel
- Estimate the predictive power of the variables
- Transform business objectives and constraints into a mathematical model
- Set-up and perform linear optimization using Excel
- Compare and contrast model results
- Apply the analytics framework to a business problem requiring a decision
- Report the insights and gather feedback

Who Should Attend

Middle to top Management with different disciplines in but not limited to Marketing, Finance, General Management, Human Resource, Accounting and Operations. The program is also for prospective participants with IT and data-handling roles who want to have a keen understanding and appreciation of Analytics for Business.





Program Faculty

Matthew George O. Escobido

Adjunct Faculty
Asian Institute of Management

Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab.

He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.

PROGRAM FEE

USD 990

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax
and 10% for group of 7 pax and above

PROGRAM DELIVERY

This program is delivered through a HYBRID format.

PROGRAM SCHEDULE

For program dates, please contact Tracer World at tracerworldinquiry@aim.edu

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Alumni Status will be granted upon completion of the program.

Upon completion of the program, the participant will earn two (2) units, which can be credited to the following:

- Postgraduate Certificate in Data Science and Analytics
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>