From business intelligence and big data analytics to application to improve products and services. How can the daily-flood of data be made understandably and usable for successful business decisions? Drowning in data a company in the digital era must know how to handle them but also how to use them in their strategy.

**Big Data & Interactive Systems - 20th - 21st September 2022**
- Big Data (concept, market, tools)
- Where could big data for data science in smart cities come from?
  - IoT-Services, social media, smart city architecture, etc.
  - What can we do with this data?
  - Human-centered AI for cities and business models
  - How to apply Soft Computing Methods in this Framework?

**Top speakers**
- Prof. Dr. Philippe Cudré-Mauroux, University of Fribourg
- Prof. Dr. Elena Mugellini, University of Applied Sciences Fribourg

**What our students said**
- Practical insights
- Wealth of industrial experience
- Very insightful course

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Course location: iimt - University of Fribourg  
Course fee/ module: CHF 1’400.--  
Course language: English  
Registration: www.iimt.ch or iimt@unifr.ch