

# CAS

# Data-driven Business Models



This CAS offers a profound overview of data driven methods without relying on technical prerequisites, statistical notation or coding software and tools. The aim is to provide managers on the one hand with a thorough understanding of modern tools and methods, that are about to shape the (business) world (modules 1-4). On the other hand this programme covers conceptual background knowledge on how to identify and implement new data driven business models (modules 5-7). The CAS will be taught by top practitioners and academics.

## What you can expect

- to understand modern statistics and predictions for effective decision-making
- to be enabled to effectively communicate with data scientists within your own organization
- to be enabled to identify opportunities for new data-driven business models
- to learn how to apply statistical concepts with easy-to-use tools

## Modules

- Introduction to Business Analytics and AI for managers
- Data analytics and machine learning for managers
- Impact evaluation for managers
- Using Monte Carlo Simulations for enhanced decision-making
- Digital (R)evolution
- IT-enabled Business Model Innovation
- One of the optional modules: Big Data & Interactive Systems or Managing Technochange

Course location:

iimt - University of Fribourg

Tuition Fee: CHF 9'800.-

Language: English

Face-to-face or hybrid learning

Flexible start: June or September  
2023

Flexible ending: during 2023 or  
later