CAS
Business Analytics and Artificial Intelligence

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 students with a thorough understanding of modern methods, that are about to shape the (business) world. By democratizing quantitative methods, experienced practitioners and academics teach you state-of-the-art methods in data analytics, artificial intelligence, simulations, and impact evaluation in a hands-on manner. Numerous practical examples illustrate the relevance of the methods taught.

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
- Generative AI for managers
- Privacy compliant data analytics
- Machine Learning within an organization
- Using Monte Carlo Simulations for enhanced decision-making

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

Ending spring 2024 or later

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