

Training Data Science for managers



Our Training “Data Science for managers” provides a non-technical introduction into the most relevant aspects of artificial intelligence and business analytics. By a combination of lecturettes, case studies, exercises and interactive discussions participants learn how to analyse and interpret data. We will rely on easy-to-use tools to analyse data, that is, we do not expect participants to be able to program or to code.

The aim is to provide students with a quick but thorough understanding of modern methods, that are about to shape the (business) world. The target group of this training are professionals that want to learn about potential applications of AI and that want to improve their decision-making skills. Participants receive at the end of this training a course certificate of participation.

What you can expect

- to understand how to use AI and business analytics 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
- One of the optional modules: Impact evaluation for managers or Generative AI for managers

Course location:
iimt - University of Fribourg

Tuition Fee: CHF 3'900.-

Language: English

Face-to-face or hybrid learning

Starting in September 2023