

Centre for Innovation, Management and Enterprise Education presents:

NEW! CERTIFICATE IN BUSINESS ANALYTICS

Advances in computation, database and Web technologies in recent years have allowed organizations to own enormous amounts of business data about their customers, transactions, and the market. Effective utilization of business information for enhanced operational efficacy, and for prediction, planning and control is a critical need. This requires understanding of appropriate methods and techniques and the ability to analyze and extract useful information for decision-making. The Certificate in Business Analytics Program consists of three one-day (6-hour) seminars which cover the business analytics process and the various concepts, principles, and techniques of business analytics:

1. Overview of Business Analytics (offered this term -see below)
2. Introduction to Business Analytics Techniques (October 2013)
3. Advanced Business Analytics (November 2013.)

Overview of Business Analytics

The seminar introduces participants with no prior data management and business analytics knowledge to the various approaches, techniques, and tools of business analytics as methods of understanding, exploring, and analyzing various types of business problems. In addition to the theoretical concepts and techniques, the seminar provides hands-on experience in applying the concepts to solving real-life problems using current business analytics tools and systems.

The seminar will be delivered as a combination of a 3-hour lecture and a 3-hour hands-on session to allow participants to gain practical experience using relevant application software.

Anteneh Ayanso is an Associate Professor of Information Systems at Brock University. He received his MBA from Syracuse University and Ph.D. in Information Systems from the University of Connecticut. His research interests are in data management, business analytics, electronic commerce, and electronic government. Anteneh's

research in data management and business analytics focuses on efficient search and retrieval methods for customer-centric exploratory database queries in application domains such as product recommendation or business intelligence systems. His research projects in the electronic commerce and electronic government investigate Web-based technologies and organizational practices and their impacts on business performance. His ongoing studies include research projects on search engine advertising, the role of social media technologies and applications in the commercial as well as public sector.

Wednesday, June 12, 2013 9:00am-4:00pm

Brock University, 500 Glenridge Ave., St. Catharines, ON, Room TBA

\$299 plus HST (lunch included)