Goodman
School of Business

Brock University

Niagara Region
500 Glenridge Ave.
St. Catharines, ON
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Centre for Innovation, Management and Enterprise Education presents:

Certificate in Business Analytics

Analytics is becoming increasingly important everywhere. Recent research reports and the media emphasize how business analytics has been instrumental in various cases ranging from presidential campaigns, major league sports to highly competitive industries such as insurance, banks, and retailing. Business analytics empowers institutions and organizations with proactive decisions-making capabilities and delivers insights gleaned from data. In today's challenging economic climate, organizations need evidence-based answers to immediate business issues. This requires understanding of appropriate methods and the ability to analyze and extract useful information for decision-making.

The *Certificate in Business Analytics* is a three-part seminar series which includes:

Seminar-I: Overview of Business Analytics (was offered on June 12, 2013)
Seminar-II: Introduction to Business Analytics (Friday October 4, 2013)
Seminar-III: Advanced Business Analytics (Friday November 1, 2013)

Seminar-II: Introduction to Business Analytics

The *Introduction to Business Analytics* seminar is the second of a three-part series for the *Certificate in Business Analytics* and it builds upon the concepts and techniques covered in the first seminar - *Overview of Business Analytics*. This seminar introduces participants to the concepts and frameworks of predictive modelling and provides hands-on training in predictive methods and applications using current business analytics tools. These include classification techniques and applications using rule-based and tree-based data mining algorithms.

The seminar will be delivered as a 6-hour hands-on session to allow participants to gain practical experience using current application software. A basic knowledge of Windows (navigational skills) is required in order to get full benefit from this seminar.

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Fri. Oct. 4, 2013 10 a.m.- 5 p.m.
Room MCA 203 (MacKenzie Chown Building Block A)
Brock University, 500 Glenridge Ave., St. Catharines, ON
$299 plus HST (lunch and parking included)

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Seminar-III - Advanced Business Analytics

The *Advanced Business Analytics* seminar is the last of a three-part series and the extension of the predictive modelling techniques and applications covered in the *Introduction to Business Analytics* seminar. This seminar extends the hands-on training in predictive modelling and covers classification techniques and applications using neural networks and logistic regression.

The seminar will be delivered as a 6-hour hands-on session to allow participants to gain practical experience using current application software. A basic knowledge of Windows (navigational skills) is required in order to get full benefit from this seminar.

Fri. Nov. 1, 2013, 10 a.m.- 5 p.m.
Brock University, 500 Glenridge Ave., St. Catharines, ON, Room A203
$299 plus HST (lunch and parking included)

Instructor: Dr. Anteneh Ayanso

Anteneh Ayanso is an Associate Professor of Information Systems at Brock University. He teaches a variety of undergraduate and graduate level courses in Information Systems/Information Technology, including data base design, data mining techniques and applications, data analysis and business modelling, and management of information systems. He received his Ph.D. in Information Systems from the University of Connecticut and an MBA from Syracuse University. He is also certified in Production and Inventory Management (CPIM) by APICS –The Association for Operations Management.

To register for any seminar, please call the Greater Niagara Chamber of Commerce Office: 905 684-2361 OR e-mail admin@gncc.ca.