

AI FOR LEADERS: LEVERAGING DATA ANALYTICS FOR BUSINESS

INNOVATION & TRANSFORMATION



DURATION

5 Days



FEES

S\$5,990.00* excluding GST

S\$6,529.10 with GST⁺

(SGD 760.73 after MAX funding)



LEADERSHIP LEVEL

Senior to Top Management

HARNESS THE POTENTIAL OF BIG DATA, MACHINE LEARNING AND AI CAPABILITIES

In today's data-driven business environment, leveraging data analytics and Artificial Intelligence (AI) is critical to gaining a competitive advantage. As a leader, you need to understand the potential of these technologies and also have the skills and knowledge to integrate them into your organisation's culture and operations.

This five-day programme is designed to equip you with the tools and expertise needed to transform your organisation into a data-driven enterprise. Through interactive lectures, case studies, and discussions, you will learn how to leverage big data analytics, machine learning and AI capabilities to drive better decision-making and fuel innovation.

You will explore various applications of AI and analytics in business, from data visualisation to predictive modelling, and learn how to integrate these technologies into your organisation's operations. You will also gain insights into the latest trends and best practices in data analytics and AI, and learn how to effectively communicate the benefits of these technologies to stakeholders at all levels of your organisation.

By the end of the programme, you will have the confidence and expertise to lead your organisation's data transformation efforts and drive better business outcomes. This programme is essential for anyone seeking to unlock the full potential of AI and data analytics in their organisation.

CORE FOCUS

- **Big Data Analytics:** Explore the technologies, policies, and analytics methods that are essential for leveraging big data, machine learning and AI capabilities to drive innovation and gain a competitive edge.
- **Actionable Intelligence in Business:** Learn optimisation and visualisation techniques, and discover how to engage stakeholders and turn data into actionable insights.
- **Machine Learning and Business Applications:** Get hands-on experience with machine learning techniques and learn how to apply them to solve real-world business challenges.
- **Disruptive Innovation:** Explore how to create new opportunities in mature markets using big data analytics, machine learning and AI capabilities.
- **Distilling Value from Analytics:** Develop a strategy roadmap, understand privacy implications, and learn how to avoid common traps and myths in data analytics.
- **Change Management:** Understand the role of data analytics, machine learning, and their applications in driving change within organisations.
- **Examples and Cases:** Explore real-world examples of how data analytics and machine learning can be applied to risk management, HR analytics, legal analytics, revenue management, consumer and retail analytics, and more.

KEY BENEFITS

- Develop the skills and knowledge needed to leverage big data analytics, machine learning and AI capabilities to drive innovation and gain a competitive and sustainable edge in your business.
- Learn about the latest ideas and techniques in big data, machine learning and analytics and discover how to apply them to real-world business challenges.
- Understand how to interpret and trust the data that goes into your analytics, and learn how to make informed, data-driven decisions.
- Gain the knowledge and tools to build a data-driven culture across your organisation, and learn how to effectively communicate the value of data analytics to stakeholders at all levels

WHO SHOULD ATTEND

Leaders, senior managers interested in building analytics capabilities to drive change within their organisation, including:

- C-level executives
- Senior managers in finance, marketing, supply chain, human resources or strategy

Although no prior experience in big data, machine learning and analytics is required, participants are encouraged to complete the set of pre-readings provided to prepare for the course.

PAST PARTICIPANTS INCLUDE

- Assistant Vice President (Planning)
- Associate Director
- Chief Executive Officer
- Chief Strategy Officer
- Data Scientist
- Director of Digital & Strategic Portfolio
- Director, Human Resources
- Executive Director
- General Manager
- Global Business Information Director
- Head of IT
- Manager, Business Strategy & Business Models
- Manager, Analytics
- Marketing Manager
- Mergers and Acquisitions Manager
- Project Manager
- Service Sales Director
- Senior Deputy Director
- Senior Vice President
- Vice Chairman
- Vice President (HR)
- Vice President, Group Process Excellence

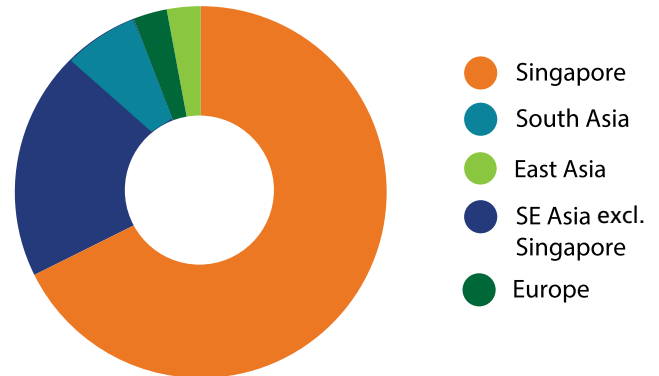
PROGRAMME DIRECTOR



Jussi Keppo

Professor, Head of Department, Analytics and Operations; Research Director, Institute of Operations Research and Analytics

PARTICIPANT DIVERSITY



APPLICATION PROCEDURE

Applications should be submitted online as early as possible, preferably at least two months before programme commencement.

Applications are reviewed by the Admissions Committee and placement on the programme is confirmed on a first-come, first-served basis, taking into account the applicant's profile.

COURSE FEE AND FUNDING

Full Course Fees	\$6,529.10
Singapore Citizens and PRs (After SkillsFuture funding)	\$1958.73
Singapore Citizens aged 40 and above (SkillsFuture Mid-Career Enhanced Subsidy)	\$760.73
SMEs supporting their employees who are Singapore Citizens or PRs (ETS Scheme)	\$760.73

TESTIMONIALS

"The course provided good insights into big data and data analytics, a good understanding of its importance for charting the future of companies and organizations. The quality of teaching was good and I enjoyed and benefitted from the interactions with other participants."

Lim Neo Chian, Singapore
Chairman
Agri-Food & Veterinary Authority of Singapore

"It is a good programme for the ambitious and entrepreneurial leaders as we can learn the use of technology and software to provide added value for our organisation as well as the use of big data analytics to develop knowledge about the future of our customers' demand."

Dian Kurniasarie, Indonesia
Head of Research and Business Development Division
Central Securities Depository (KSEI)

"I have thoroughly enjoyed attending the programme. While it enhanced my knowledge on big data analytics, it also gave good insights on how it can be implemented in my business and how data is only going to grow bigger. I also enjoyed my stay at NUS campus which gave me a feeling of 'back to school'."

Suresh Sodani, India
President & Unit Head, Chemical Division
Grasim Industries (Aditya Birla)

"Prof. Jussi Keppo and others have designed this brilliant programme to give everyone an introduction to the world of data and analytics. It also is a great way for senior leaders to understand their possible journey into effectively using data for decision making. I would recommend this programme to senior professionals and to data scientists to help them appreciate and communicate with each other."

Kailash Nagdev, UAE
Managing Director
Yougov



*Price stated is correct at the time of printing and subject to change without notice.
*GST applies to individuals and Singapore registered companies.
For latest information and pricing, please visit our website:

execed.nus.edu/aildab



ENQUIRIES

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