

# Management Diploma in Data Analytics for Business

KEY INFO

<b>Name of Institution:</b>	Independent College Dublin	<b>Length:</b>	8 weeks
<b>Endorsed By:</b>	The Analytics Institute	<b>Start Date:</b>	Wednesday October 3 <sup>rd</sup> , 2018
<b>Course Type:</b>	Diploma in-class and via distance learning	<b>Price:</b>	€1,195, inclusive of one year's membership with the Analytics Institute

ABOUT

## About the Course

Independent College Dublin has created a new diploma, endorsed by the Analytics Institute, the Professional Body for the Data Analytics profession in Ireland. The Management Diploma in Data Analytics is an eight-module programme, developed by leading industry experts and practitioners from the Analytics Institute, created to give participants a full understanding of the power and scope of Data Analytics in business.

WHO

## Who Should Attend?

This course is designed for non-technical managers and executives, who are looking to gain a solid understanding of Data Analytics and how it can be used to inform business decisions.

The Management Diploma programme covers all the leading and emerging elements of Analytics in Business including Business Intelligence, Predictive Analytics, Customer Analytics, Machine Learning, Cloud Computing, Big Data and the Internet of Things.

Participants will gain a comprehensive understanding of Data Analytics and how it can be used to empower customer engagement, build new revenue streams, improve business performance and create sustainable business value.



# Management Diploma in Data Analytics for Business

MODULES

## Course Modules:

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- Introduction to Data Analytics
- Big Data
- Cloud Computing
- Customer Data Analytics
- Risk & Fraud Analytics
- Analytics Techniques & Approaches
- Advances in Analytics – Artificial Intelligence, IOT, Machine Learning
- Creating a Data Analytics Function – Org Structure, Interaction with Business, Talent Management

DETAILS

## Location & Duration

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Every Wednesday evening between 6.30pm to 8.45pm for 8 weeks, live from Independent College Dublin's campus on Foley Street, Dublin 1. The course is available through distance learning for people based throughout the country and further afield.

## Certification

The course is certified by Independent College Dublin and endorsed by the Analytics Institute. Participants will be required to complete a practical assignment to be eligible for the award. Upon successful completion individuals will receive a Management Diploma in Data Analytics for Business.

The Analytics Institute is the Professional Body for Data Analytics and Data Science professionals. The course is developed by leading industry experts and practitioners from the Analytics Institute and is reviewed in advance of each intake to ensure learners benefit from contemporary trends in the fast-developing area of data analytics.

## Meet the Lecturers:

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The programme will include guest lectures from experts from the Analytics Institute.

See [independentcolleges.ie](http://independentcolleges.ie) for lecturer profiles.

\* Module topics and/or lecturers are subject to change

## How to Apply?

**Apply online:** [independentcolleges.ie/all-courses/](http://independentcolleges.ie/all-courses/)  
**Phone:** 01 877 3925  
**E-mail:** [admissions@independentcolleges.ie](mailto:admissions@independentcolleges.ie)  
**Address:** The Steelworks, Foley Street, Dublin 1

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