DSO 573 - *Data Analytics Driven*

Dynamics Strategy and Execution

Section(s) – 16303R

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When
Tuesday, 6:30 PM – 9:30 PM

Office	Units
TBD	3.0

Dynamic StrategyPowered By D&A

Dynamic Strategy
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Strategic applications of Data
Analytics – beyond tools

WHO SHOULD TAKE THIS COURSE?

As stated by a previous student, because: "It's the perfect complement to the other analyticscourses offered at Marshall. While the other courses provide tools for performing analytics, thiscourse provides the all-important "Why?" element."

Because the course is designed to help you harness the power of analytics with a broader enterprise view and to prepare you for leadership roles in corporate strategy and operations aswell as Data Analytics.

COURSE OBJECTIVES

Students learn about real life applications of data analytics in strategy formulation and execution through cases, business / leadership expert and business analytics practitioners as well as projects. The course provides a comprehensive framework for devising dynamic strategies within a continually changing and increasingly competitivebusiness environment. The objective of the course is to provide the students the knowledge, the conceptual framework and the methods required to effectively leverage Data Analytics to shape winning strategies and execution plans. And to help students ready for a critical role as a translator that can work with both Data Science and business teams to identify and solve business problems.

The Ultimate goal is the development of leaders that understand and can embrace both dynamic Strategy and Data Analytics and are prepared to help their organizations

KEY CONCEPTS

- Exertive / Dynamic Strategy Concepts
- Connected and living Enterprise
- Shifting Focus and Convergence
- Value Zones of Big Data and businesscentric data buckets and signals.
- Business Objectives to analyticsconnectivity model for Data Exploration & Discovery
- Value of Unstructured Data
- Dynamic Sustainability ofcompetitive advantage
- Role of Translators

COURSE DESCRIPTION

Achieving and enhancing competitive advantage through applications of data analytics, continuous insightdiscovery, strategy formulation and execution for the next generation of corporate leaders.

This course focuses on the use of Data Analytics for business advantage across the value chain. It addressesadvanced thinking in leveraging Analytics to discover and address business challenges in a functionally connected and strategically targeted manner. This course is not focused on teaching tools, discussing data manipulation methods and/or covering statistical and modeling techniques.