

FALL
2025

DATA SCIENCES + OPERATIONS

DSO 573

DATA ANALYTICS DRIVEN DYNAMIC STRATEGY & EXECUTION

Section: 16309

TUESDAYS 6:30 – 9:30 PM

Instructor: SAEED (SID) MOHASSEB

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Units: 3

Office: TBD

WHY TAKE THIS COURSE?



Learn to apply AI & Analytics in strategy formulation, decision making and performance management. Learn to couple critical thinking with big and small data to dynamically discover business advantages. Deep dive into sustainability of strategy formulation and embrace probability driven execution pivots. Learn about analytics applications across diverse industries. Practice strategy formulation using analytics through an IoT business competitive simulation project and mocked corporate board decision formulation exercises.

COURSE OBJECTIVES



To provide the students the knowledge, the conceptual framework and the methods required to effectively leverage Data Analytics & AI to shape evolving strategies and execution plans. To prepare students to become a business translator and a corporate leader who understands and embraces both Strategy and Analytics and is prepared to compete and win in the AI era.

KEY CONCEPTS



- Exertive / dynamic strategy concepts
- Shifting focus and convergence
- Value zones of big data and business centric data buckets and signals.
- Dynamic sustainability of competitive advantage – old & new strategy concepts
- AI ethics & role in strategy formulation
- Business convergence and connectivity to data and AI & analytics models
- Connected and living enterprise
- Value Exchange – creation & measurement
- Exploration & discovery
- Value of unstructured & external data
- Role of translators as future leaders

Course Description



Achieving and enhancing competitive advantage through applications of data analytics, continuous insight discovery, strategy formulation and execution for the next generation of corporate leaders competing in the era of AI.

This course focuses on the use of Data Analytics for business advantage across the value chain. It addresses advanced thinking in leveraging Analytics to discover and address business challenges in a functionally connected and strategically targeted manner. The course utilizes interactive cases and group discussions leveraging both synchronous and asynchronous learning modes. NOTE: This course is NOT focused on teaching tools, discussing data manipulation methods and/or covering statistical and modeling techniques.



SCHEDULE OF CLASSES