# Data Science

**WU EXECUTIVE ACADEMY**

**YOU ARE A ...**

Product manager, analyst, business manager or simply someone who wants to optimize your own and your company's decision making. Participants come from a wide range of industries such as: Marketing, Consulting, Supply Chain Management, IT, Health Care or Finance.

**YOU WANT TO ...**

› Get practical knowledge in data science
› Learn about best practices from various domains
› Get relevant know-how in order to set up data science projects in your own company
› Make informed decisions on the basis of data models
› Learn from data science experts with long-standing experience

**For further information please contact:**
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www.executiveacademy.at/datascience

# Be the Pathfinder in the Maze of Big Data

## THE PROGRAM IN BRIEF

In just a few months, you will get to know the tools, techniques, and fundamental concepts that you need to know in order to make an impact as a data scientist. You will learn how to unleash the potential of unused data resources within your enterprise - and how to approach this.

During the course of the program, you will work through real-life case studies, with datasets from different domains (e.g. marketing, supply chain management) and will gain experience across the entire data science process:

explorative data analysis, data munging, modelling, validation and cleansing, visualization, and communication.

This applied program takes your data skills to the next level, shows you how to build big data pipelines as well as analytics processes and how to apply what you have learned in the context of real projects. At the end of the program, you will be able to apply all the relevant methods and techniques and will have gathered an overview about the opportunities that open up as a data scientist.

## MODULES & CONTENT

### MODULE 1
September 26–29, 2018

**What is Data Science? Concepts & Application Domains**
› Overview and case studies from different domains introduced: e.g. marketing, supply chain management, production management, process management, finance
› Data processing and data analytics: Concepts & methods

### MODULE 2
November 14–17, 2018

**From Data Science to Big Data**
› Data science project kick-off
› Legal and ethical foundations and data security
› New European General Data Protection regulation
› Big data methods and algorithms
› Data workflows, distribution, advanced techniques
› Commercial data science tools fair
› Advanced data analytics

### MODULE 3
January 23–26, 2019

**Data Science in Practice and in the Future**
› Data processing and data analytics trends and outlook
› Application of data science
› Special guest talks by distinguished academic speakers and expert practitioners
› Data science project presentations

## KEY FACTS

**Academic Director**
Univ.Prof. Dr. Axel Polleres
Professor, Head of Institute of Information Business
WU Vienna, Austria

**Lecturers:** Experienced academics from WU Vienna and distinguished experts from practice
**Duration:** September 2018 – January 2019
12 days, 3 modules
**Language:** English
**Location:** WU Executive Academy
**Fee:** €11,400
Reduced fee for members of:
WU Alumni Club/WU Executive Club: €10,260
IOÖ: €10,850
**Early bird fee: €9,900 (until April 30, 2018)**